



Youth Enrichment Services (YES)

Fiscal Year 2017 Accomplishments (July 1, 2016 - June 30, 2017)

PROGRAMS:

- Operation Snowsports (YETTI) – Sustained a program expansion in the ski/snowboard repeat engagement model. Youth are instructed by the same volunteer teacher and learn with the same group of peers over the course of four weeks. During the 2016-17 winter season, 153 youth participated in the YETTI model.
- Cross Country Ski Program – Doubled the number of youth served with financial support from the National Winter Sports Education Foundation.
- Clay Connections – Collaborated with the Clay Soper Memorial Fund to pilot the Clay Connections program. The program aims to bring together students from different backgrounds to learn about acceptance, kindness, and understanding of people's differences. 35 students from Dorchester and Winchester participated in the program this year.
- Track & Field – Expanded the program the summer program to serve 52 additional youth at English High School, which is located in a high-need area of Jamaica Plain/Roxbury.
- Track & Field – Piloted a new, indoor Winter Track & Field program in partnership with the Blackstone Community Center. 19 young people participated in Winter 2017. With the successful addition of winter programming, YES now offers Track & Field year-round.
- Outdoor Adventure – Certified by the Massachusetts Board of Health as a registered summer camp. The certification was earned through successfully meeting safety and health standards set forth by the Massachusetts Department of Public Health.
- Nutrition & Healthy Eating – Piloted a new healthy eating initiative which gave over 390 YES youth in YES's Operation SnowSports, Outdoor Adventure, and Track & Field programs access to nutritious snacks and healthy eating curriculum. The initiative was funded by a grant from Target.
- College Preparation – Received a Mass Promise Fellow placement for the fourth year in a row to deliver college preparatory programming to YES students.
- Career Exploration (CE) – Secured funding to underwrite a new full-time position to support YES's job training program.
- Scholarships – Awarded financial support to four (4) college-bound high school seniors from YES through the Richard Williams Memorial Scholarship

OUTCOMES & IMPACT:

- Actively engaged more than 1,650 youth across all YES programs. In FY17, 46% of youth lived in YES's targeted neighborhoods of Roxbury, Dorchester, and Mattapan. 84% lived in low-to-moderate income households.
- Contributed to the successful completion of high school for 100% of 12th graders enrolled in the YES Academy. For the seventh consecutive year, all YES Academy high school seniors have graduated and enrolled in college.
- 98% of College Preparation students reported increasing their academic engagement.
- 90% of girls engaged in the Girls Outdoor Adventure Leaders program reported they felt confident in their problem-solving skills.
- 87% of high school students in the Career Exploration program can identify the types of jobs that will help in their career path.
- 95% of Leadership Corps teens considered themselves a role model to other youth after completing the program.

OUTREACH & COMMUNITY ENGAGEMENT:

- Strategic Plan: YES completed its first year of its five-year 2016 – 2020 Strategic Plan; successfully reaching benchmarks for Year 1. The Strategic Plan outlines a plan to serve 40% more Boston youth through YES's high-impact programs by 2020.

- Special Presentation with City of Boston's Mayor: Hosted City of Boston Mayor, Marty Walsh, visited YES for a special presentation and site visit in January.
- Mattapan School Partnership: Offered a second year of year-round programming to students at the Young Achievers School in Mattapan – one of Boston's highest need neighborhoods. Over 25 students were engaged in weekly outdoor activities, including skiing and snowboarding at the Blue Hills Ski Area and rock climbing at Quincy Quarries.
- Brothers on the Slopes: YES piloted a boys-only ski/snowboard event for urban male students in Boston, to complement YES's female-only Sisters on the Slopes event. YES partnered with the Tobin Community Center in Roxbury to offer the trip to 30 urban boys this year.
- Spartan Race: YES established a new partnership with Spartan Race. Through the partnership, YES youth ages 4- 14 were offered complimentary entry to the Spartan Kids Races at Fenway Park in November 2016. The races gave youth an opportunity to work together while conquering obstacles.

FUNDRAISING & MARKETING:

- Selected to receive a grant of \$50,000 from Target in support of their Active Living and Healthy Eating grant initiative. Funds helped underwrite YES's Operation SnowSports, Outdoor Adventure, and Track & Field programs access to nutritious snacks and healthy eating curriculum.
- Awarded four charity bibs through the John Hancock Boston Marathon Program. Runners fundraised over \$40,000 to support YES's youth programs.
- Received in-kind consulting services from Harvard Business School to conduct a demographics and population analysis of YES's target neighborhoods.
- Partnered with Olympic athletes, Julia Ford and Sophie Caldwell, to support YES as brand ambassadors, virtual coaches, and positive role models.