



Youth Enrichment Services (YES)

Fiscal Year 2020 Accomplishments (July 1, 2019 – June 30, 2020)

PROGRAMS

- COVID-19 – Remained connected with young people through virtual, hybrid, and modified in-person outdoor programming without interruption throughout the ongoing COVID-19 pandemic. YES has proven itself to be adaptable, flexible, and creative in its ability to continue enriching children's lives and staying connected with our youth and their families.
- YETTI Inclusion – Completed the second successful year of the program for youth with disabilities. The program was underwritten with funding from Killington World Cup Foundation.
- Summer Teen Staff – Employed 32 Boston teens during the summer season. Teen employees are charged with the responsibility of being role models and coaches to Outdoor Adventure and Track & Field participants or as a key support to YES's administrative team.
- Track & Field – Completed a successful year of the four-season Track & Field Program. More than 240 young people participated throughout 2019-2020.
- Outdoor Adventure – Received licensure from the Massachusetts Board of Health as a registered summer camo. The status was earned through successfully meeting rigorous safety and health standards set forth by the Massachusetts Department of Public Health.
- College Preparation – Received a Mass Promise Fellow placement for the seventh year in a row to deliver college preparatory programming to YES students.
- Scholarships – Awarded financial support to two college-bound high school seniors from YES through the Richard Williams Memorial Scholarship.

OUTCOMES & IMPACT

- Total Youth Served - Even with the disruption of COVID-19, YES was able to engage a total of 1,393 young people during Fiscal Year 20 across its One-Time Experience, Repeat Engagement, and High-Impact programs.
- High School Graduates - Contributed to the successful completion of high school for 100% of 12th graders in the YES Academy. All YES Academy high school seniors graduated on time and enrolled in college.
- Outdoor Adventure - 86% of youth enrolled in the Outdoor Adventure program look up to staff and volunteers as positive role models.
- Operation SnowSports - 80% of youth enrolled in Operation SnowSports reported an increase in confidence when facing a challenge
- Cross Country Ski - 79% of youth enrolled in the Cross Country Ski Program had never experience the sport previously.
- Track & Field - Nearly 90% of youth in the Track & Field program report wanting to continue participating in the program.

COMMUNITY ENGAGEMENT & SPECIAL RECOGNITION

- Strategic Plan – Completed the final year of the Fiscal Year 2016-2020 strategic plan and created the organization's strategic roadmap for the next three years (Fiscal Year 2021-2023).
- 6th Annual Martin Richard Memorial One Mile Invitational – Paralympian and five-time Boston Marathon winner, Tatyana McFadden, was a special guest and hosted a wheelchair racing clinic at the 6th Annual Martin Richard Memorial One Mile Invitational in August 2019. In addition, nine nationally ranked runners participated in the event's Elite One Mile races. There was also an Elite Wheelchair Mile race for the first time.

- Northeastern University's Alliance of Civically Engaged Students (ACES) – Entered into a multi-year partnership with Northeastern University's Alliance of Civically Engaged Students (ACES). Five first-year students, including two YES alums, committed to a seven-month service project at YES. Students assisted with the Leadership Corps Program and in the YES Rental Shop.
- Boston Children's Hospital Community Health Showcase –Selected into Boston Children's Hospital Community Health Showcase to present about our sports-based programming for young people.
- Partnership with Olympian Julia Ford – Hosted a series of virtual workouts for the YES community in collaboration with Olympic alpine skier, Julia Ford. Families, volunteers, and supporters of all ages and abilities got moving during Julia's challenging interval workouts!
- Zoom Multisport – Athletes from Zoom Multisport's Boston Chapter led a clinic with YES Track & Field youth. Zoom athletes talked to youth about their experiences competing in triathlons across the country, setting goals, overcoming challenges, and the importance of mentors and positive role models. Athletes in attendance included competitive triathlete, Melanie Cybrisky.
- Phi Gamma Delta Northeastern University Fraternity – The Phi Gamma Delta fraternity from Northeastern University selected YES as their charity partner to establish a relationship with YES that fosters a long-term relationship for their chapter's local philanthropy and service activities.
- Regis College – Hosted a student intern from Regis College and created a new partnership and independent study examining how to improve the transition 12 and 13-year-old YES youth into Leadership Corps teen program.

DIVERSITY & INCLUSION

- Diversity Training – YES staff participated in a yearlong training on diversity, inclusion, and equity.
- Boston Magazine – Featured in a Boston Magazine article in June 2020 as one of seven charities dedicated to serving Boston's minority youth and families.
- Transgender Youth – Took exciting and progressive intentional steps to ensure that YES is a welcoming place for transgender and gender non-conforming youth. Youth program applications and intake forms have been updated to include non-binary youth as a gender option. All restrooms on site at YES have been transitioned to be gender-neutral.

FUNDRAISING & MARKETING

- Young Professionals Committee – Hosted a series of virtual fundraising events to continue events-based fundraising throughout the pandemic. Events included virtual yoga, music bingo, trivia, and more!
- Clothes4Souls – Selected to be a recipient of the Clothes4Souls sneaker drive in partnership with New Balance. As a recipient, YES received an in-kind donation of 200 brand new pairs of running shoes to keep youth in the Track & Field program active.
- Parlor Skis – Partnered with contemporary artist, Joe Wardwell, and Parlor Skis to create limited edition skis designed with YES, OUI, SI on them. Proceeds from sales of the skis supported YES's Operation SnowSports program.
- Franklin Park Mile – Chosen by the Forest Hill Runners Club to be the charity recipient of proceeds from their inaugural Franklin Park Mile which took place on October 6, 2019.
- Team YES – Formalized the three Team YES athletic events as a volunteer track and added incentives. Increased participation in these three sports-based peer-to-peer fundraising events.