



Youth Enrichment Services (YES)

Fiscal Year 2022 Accomplishments (July 1, 2021 – June 30, 2022)

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 proved to be adaptable, flexible, and creative in its ability to continue enriching children’s lives and staying connected with our youth and their families.
- Operations SnowSports – Successfully completed the first year of a five-year strategic scaling of the YETTI (Youth Excel Through Tailored Instruction) track model. Served 170 young people, which represents a 26% increase as compared to the previous year’s baseline of 134 youth.
- Housing Development Partnerships – Continued a successful drop-in biking initiative as a part of the Outdoor Adventure program to increase opportunities for youth living in housing developments to be physically active and reduce barriers for their participation. Partners included Mildred C. Hailey Apartments and Academy Homes, both located in the Jackson Square neighborhood.
- Track & Field – Sustained an expansion of the Fall Cross Country and Spring Track & Field programs to two nights per week at Moakley Park. For summer 2022, expanding the Summer Track & Field program to four nights per week, two nights at Moakley Park and two nights at English High.
- Leadership Corps – Increased emphasis on one-on-one support for teens in the Leadership Corps program, including daily office hours and more frequent mental health check-ins.
- YES Alumni College Connections – Supported 10 recent YES alums currently enrolled in college with check-in calls, support navigating the transition from high school to college, care packages, and opportunities to volunteer on school breaks.

VOLUNTEERISM

- Networking Nights – Interacted with teens in the Leadership Corps program through a series of Networking Nights and Mock Interviews, including a Networking Night at Brooklyn Boulders where adult volunteers and teens had the chance to connect while being active.
- Volunteer Equity Committee – Continued the important work of the Volunteer Equity Committee to attract, recruit, and retain adult volunteers of color. During FY22, 31% of adult volunteers at YES were individuals of color.

OUTCOMES & IMPACT

- Total Youth Served - YES served over 1,000 young people during Fiscal Year 22 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 - 100% of youth enrolled in the Outdoor Adventure program expressed to their family a positive experience with YES staff and/or volunteers.
- Operation SnowSports - 75% of families with youth enrolled in Operation SnowSports reported observing an increase in their child's confidence.
- Cross Country Ski - 74% of youth in the cross-country program felt their skiing improved.
- Track & Field - 80% of families with youth enrolled in the Track & Field program reported an increase in their youth's confidence.

COMMUNITY ENGAGEMENT & SPECIAL RECOGNITION

- Strategic Plan – Successfully completed the second year of the Fiscal Year 2021-2023 Strategic Plan.
- Boston Running Collaborative – Invited to be a member of the inaugural Boston Running Collaborative (BRC) youth cohort spearheaded by the Boston Athletic Association. The goal of the BRC is to increase fitness through walking and running in Boston's communities of color.
- Roller Ski Clinic – Partnered with New England Nordic Ski Association (NENSA) and Eastern Mass Cross-Country (EMXC) to host a free roller skiing clinic for YES youth and teens. Roller skiing is an off-snow equivalent to cross-country skiing, and the clinic served as a dry-land preparation for the cross-country skiing program within Operation SnowSports.
- Life Science Cares – Selected as a charity partner for 2022 by Life Science Cares. The partnership includes financial support, volunteerism through their corporate members, and in-kind contributions.

DIVERSITY & INCLUSION

- USSA Sports Education Club Excellence Conference – Executive Director, Bryan Van Dorpe, presented as an industry thought leader at the 2022 USSA Sport Education Club Excellence Conference. He was a co-presenter on the topic of Diversity, Equity & Inclusion: Making Snowsports More Welcoming and Accessible in Our Communities.

FUNDRAISING & MARKETING

- Methodology – Selected as the charity recipient for an elite snowboarding clinic hosted by Olympian, Pat Moore, at Gunstock Mountain.
- Boston Children’s Hospital – Received multi-year funding from Boston Children’s Hospital to help underwrite and expand YES’s partnerships with housing developments and schools to help further YES’ goals to reach youth with the least access and resources to experience the outdoors.
- Bring the Stoke – Received a \$1,500 donation from Bring the Stoke bike ride. Four volunteers completed a 400+ mile bike ride from the Canadian border in Vermont to Holden, MA to raise money for YES.
- MR8K – Received a \$5,000 grant from the Martin Richard Foundation for recruiting over 50 racers to Team YES in the annual MR8K
- Boston Marathon – Raised over \$80,000 through two teams of four runners in the October 2021 and April 2022 Boston Marathons
- Embarc Classic – Received a \$8,000 donation from Embarc as the charity partner for the 2022 Embarc Classic
- Gunstock Mountain InKind Donations – Received over 300 pairs of skis and 200 pairs of ski boost from Gunstock Mountain to replace old equipment in the YES rental shop
- 11th Annual Black Diamond Gala – Returned to an in-person Gala on Thursday, June 30 at the Boston Renaissance Waterfront Hotel. The event raised over \$550,000 for YES programs.