



Youth Enrichment Services (YES) Fast Facts

Organizational Facts:

- **Vision:** To empower Boston youth to lead and to achieve their full potential
- **Mission:** To inspire youth through outdoor experiences and leadership opportunities that build confidence and prepare them to summit life's challenges
- **Who we serve:**
 - 1,200 young people from the City of Boston
 - 75% of young people served live in low- and moderate-income households
 - 70% are youth of color
 - Over 50% live in YES's targeted neighborhoods of Dorchester, Roxbury, Mattapan, and our future neighborhood of Jamaica Plain
- **Annual Operating Budget (FY 2024):** \$1,726,600
- **When the organization was founded:** 1968
- **List of committees:** Alumni Relations, Development & Fundraising, Finance & Audit, Gala Planning & Fundraising, Program, Personnel, Real Estate, Volunteer Equity, and Young Professionals
- **What funds general operating support:** General operating funds enable YES the flexibility for YES to use contributions where they are needed most. YES does not receive any government funding and relies on individuals, foundations, corporations, and events to support its year-round youth development programs.
- **Core Values:** At YES, we embrace and embody the values of Equity, Access & Affordability, Teamwork, Leadership Development, Volunteerism, Respect & Responsibility, and Safety. We believe that prevention and positive role modeling are essential in order for young people to stay on a pathway to success and reach their full potential.

Programs:

- **Operation SnowSports**
 - Each winter, hundreds of Boston youth get the opportunity to experience downhill skiing, snowboarding, and cross-country with YES's Operation SnowSports program. Young people's experience with YES includes equipment rental, a lift ticket, a bus ride to one of New England's best skiing locations, and a ski/snowboard lesson with our volunteer instructors.
 - 95% of youth participating in Operation SnowSports program report increased confidence to face a challenge.
- **Outdoor Adventure**
 - Outdoor Adventure - The three-season (spring, summer, and fall) Outdoor Adventure program at YES provides Boston young people opportunities to explore the environment and be challenged in the outdoors through outdoor activities including kayaking, biking, rock climbing, stand-up paddleboarding, fishing, hiking, and more.

- Track & Field - YES hosts a four-season track & field and cross country program for Boston youth. The goal is to educate youth about the benefits and excitement of the sport and develop a lifelong appreciation and respect of healthy activities.
- 87% of youth participating in the Outdoor Adventure program report an increase in self-confidence to try something new.
- 81% of youth participating in the Track & Field program feel healthier after the program.
- **Leadership Corps**
 - The Leadership Corps program at YES provides young people (ages 13-18) opportunities to develop their leadership potential as they participate in and coach outdoor activities. Support around career exploration and college preparation are central to the program's curriculum.
 - 100% of high school seniors in the Leadership Corps program graduate high school and enroll in college.
 - 83% of middle and high school teens participating in the Leadership Corps program report an improvement in their leadership skills.





Youth Enrichment Services Capital Campaign FAQs

1. What is the Capital Campaign?

YES has launched a \$15M Capital Campaign to support the acquisition of land and building of its new home and headquarters in Jamaica Plain at 267 Amory Street. To date, over \$5M has been committed by individual donors and foundations.

2. What is the goal of the Capital Campaign?

Our goal for this campaign is to enable YES to expand programming. The organization plans to serve an additional 500 youth within the first three years of moving and an additional 700 youth within five years. The campaign will significantly strengthen the future of YES, both physically and financially.

3. Why should I support the Capital Campaign and why now?

Simply put, YES's current site impedes our effectiveness in serving youth. The current facility is too small to safely accommodate our youth with dozens of high school youth participating in our year-round, on-site leadership development program and weekly off-site adventure experiences for hundreds each season. At present, the youth drop-off/pick-up location and bus loading/unloading is on busy Massachusetts Avenue, posing a threat to the safety of our young people.

In order to grow programming and reach even more young people in need, YES feels it is critical to be centrally located in the neighborhoods where they live.

4. How will this impact the organization's strategic plan?

It is part of YES's 2021-2023 and 2024-2026 strategic plans. Highlights of the plans:

Programmatic Goals

- Outreach more strategically in YES's primary neighborhoods of service: Roxbury, Dorchester, Jamaica Plain, and Mattapan as well as our new neighborhood of Jamaica Plain.
- Expand Leadership / Career Curriculum: (1) Deepen college and career strategies with the Leadership Corps program; (2) Become more structured; (3) Impact more Leadership Corps teens members with individualized career plans

Administrative Goals

- Relocate to a new YES headquarters
- Increase board participation to meet YES's fundraising goals
- Increase brand awareness of YES

Fiscal Goals

- Expand board membership and leverage assistance of board leaders to increase philanthropic revenue

- Relaunch Capital Campaign to raise \$6.4M to fund new YES headquarters and introduce comprehensive appeals to invite donors' three to five year investment to fund YES programs and operations
- Focus on engaging high net worth individuals and families in attracting increased financial support and establish a legacy of generosity for YES
- Build YES's corporate partnership program and deepen outreach to institutional supporters for programmatic support

5. When and where is the new building planning to be built?

Youth Enrichment Services (YES) has finalized a joint partnership to build a new headquarters in Jamaica Plain at 267 Amory Street. When the sale of the current YES site of 412 Massachusetts is completed, construction will begin in 2024 with the building ready for occupancy in 2025-2026.

The proposed building at 267 Amory Street is walking distance from the MBTA Orange Line (Stony Brook stop) and will include on-site parking spaces, a dedicated bus lane, and pull-off for two coach buses. It will be in close proximity to two family housing developments, schools, and other youth-serving nonprofit organizations.

6. What will the new building look like and feature?

The YES facility will be a 16,000 square foot three-story commercial building that includes activity space, classrooms, rock climbing boulder, ski rental shop, outdoor mezzanine, and equipment storage. In recognition of the Yawkey Foundation's transformational financial support for the project, the building will be called the Yawkey Youth Development Center. Please contact Executive Director, Bryan Van Dorpe (bvandorpe@yeskids.org) with any questions about the campaign or building project.

