


YOUTH INC

# 2018 ANNUAL REPORT

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# A MESSAGE FROM JOHN WALDRON

Dear Youth INC Community,

Each of us who supports Youth INC's work reaffirms its vital purpose: to put all New York City kids on a path to long-term success. I am extremely proud to be a part of an organization that is investing in our collective future.

As the bridge between the business community and the social impact sector, Youth INC is creating a bold, actionable vision in which all New York City youth have access to opportunity. We pursue and execute on this vision with our 80+ nonprofit partners spread throughout the Bronx, Brooklyn, Manhattan, Queens, and Staten Island.

2018 was a momentous year filled with successes that would not have been possible to achieve without your support. I joined the Youth INC family eight years ago, served as co-chair for four, and continue to be astonished by our dedicated supporters and friends. As I move on to our National Advisory Board next year, I remain committed as ever to bringing much-needed resources to under-resourced communities.

Next year will mark the 25th anniversary of our experiment in upending the youth development status quo. The success of our model is allowing us to scale our programmatic offerings and reach more youth than ever before. We provide nonprofits with the resources and connections they need to become operationally sustainable but also with tools to assess their impact and bolster the programs they bring to our youth.

In the coming year, Youth INC will continue to create lasting impact across New York City. We thank you, our many supporters, for investing in us and our mission.

With gratitude,



**JOHN WALDRON**



# A MESSAGE FROM REHANA FARRELL

Dear Youth INC Community,

Youth INC accelerates the most promising youth-focused organizations across New York City. In 2018, our 80 nonprofit partners delivered high-caliber programming to more than 200,000 young people. Our partners provide access to opportunity for kids to develop the skills and confidence needed to succeed in life.

Graduation rates are important measures of success. However, they are a lagging indicator. Youth INC measures what matters—the leading indicator of future success.

We help our partners MEASURE the impact of their programs on the young people they serve. Providing grassroots nonprofits with data is revolutionary! We then go further and use predictive analytics to coach our partners on how to MAXIMIZE their impact on building the character of the youth they serve.

Youth INC is setting the standard for youth development and helping our nonprofits achieve it. We also continue to coach our partners on exemplary practices in fundraising and governance to help them achieve sustainable growth. Thriving nonprofit organizations means more thriving youth!

We all share a common belief that we must take action to improve the lives of young people in NYC by empowering the nonprofits that serve them. We believe that your zip code should not determine your destiny. Fueled by your support, Youth INC is DOING something about it.

In 2018, the gift of your time, energy, and caring brought us closer to our shared vision. Together, we are reshaping the future of youth development and leveling the playing field for all NYC kids. We look forward to our continued partnership.

In partnership,

Rehana

**REHANA FARRELL**
Executive Director

# OUR APPROACH

Youth INC's venture philanthropy model uses a rigorous screening and due diligence process to find the city's best run, grassroots, youth-serving nonprofits. Once they become partners, we empower them with the coaching, capital, and connections they need to succeed.



# OUR PROGRAMS + RESULTS

Youth INC puts organizations on a pathway to sustainability, growth, and impact at no cost at all to our nonprofit partners.

## FUNDRAISING

**Celebration** is a fundraising training program that equips nonprofits with the tools to raise unrestricted funding and diversify their individual and corporate donor bases.

## IMPACT EVALUATION

The **Metrics Program** helps nonprofits quantify and improve their impact on kids using a scalable technology platform.

## GOVERNANCE

**Board Advancement** strengthens nonprofit board performance through customized assessments and hands-on consulting from board development professionals.

The **Legacy Leadership Program** works with the Executive Director/CEO, board, and staff to develop succession policies for both emergencies and long-term planning for organizational sustainability.

**Partners experience**

**173%**

**average increase in revenue**



**Partners experience**

**33%**

**average increase in board size**





**157%**

**increase in youth served**



# OUR NONPROFIT PARTNERS

Youth INC's Partner Network is a community of talented and capable high impact organizations serving over 200,000 kids of promise in NYC. Members of our network share a passion for transforming the lives of kids. Through a multitude of unique missions and programs, the Youth INC Partner Network is turning the potential of our kids into the progress of our city.

## 2018 NONPROFIT PARTNERS

826 National
826NYC
Adoptive and Foster Family Coalition of New York
America SCORES New York
Apex for Youth
Artists Striving to End Poverty (ASTEP)
Atlas: DIY
Beam Center
Beat the Streets
Behind the Book
Bent on Learning
Bloomingdale Family Program
Brooklyn Conservatory of Music
Brooklyn Music School
CAMBA
Code/Interactive
Change for Kids
Christodora: Nature, Learning, Leadership
Community of Unity
Community-Word Project
Concrete Safaris
Cornelia Connelly Center
Council for Unity
Creative Art Works
Cristo Rey Brooklyn High School
Dancewave
Drama Club Inc
Extreme Kids & Crew
FAN4Kids
Fiver Children's Foundation
Fresh Youth Initiatives
Friends New York
Futures and Options
GallopNYC
George Jackson Academy
Girl Be Heard
Girls Write Now
Global Kids
Global Potential
Hands In 4 Youth
Harlem Junior Tennis & Education Program
Highbridge Voices
Hour Children
I Challenge Myself
Ifetayo Cultural Arts Academy
Imani House
INCLUDEnyc
Kids Creative
Literacy Inc. (LINC)
Masa
Minds Matter NYC
Mouse
New Heights Youth
New York City Urban Debate League
NYC FIRST
Only Make Believe
Opening Act
Parent-Child Home Program
Partnership with Children
Play Rugby USA
PowerPlay NYC
Read Ahead
Roads to Success
Rocking the Boat
Row New York
Saint Barnabas High wSchool
Serious Fun After School, Inc.
South Bronx United
St. Ignatius School
Steve's Camp at Horizon Farms
TADA! Youth Theater
The New York Center for Children
The Westside Commons
Trail Blazers
viBe Theater Experience
Willie Mae Rock Camp for Girls
World of Money
Writopia Lab
You Gotta Believe!
Zone 126



2018 Celebration Gala

# MEASURING WHAT MATTERS

The Aspen Institute's National Commission on Social, Emotional and Academic Development formed a Council of Distinguished Scientists comprised of 28 leading scholars who unanimously confirmed the interconnectedness of social and emotional development as central to the learning process.[1]

Social and emotional learning (SEL) refers to the process through which individuals learn and apply a set of social, emotional, behavioral, and character skills required to succeed in school, the workplace, relationships, and citizenship.[2]



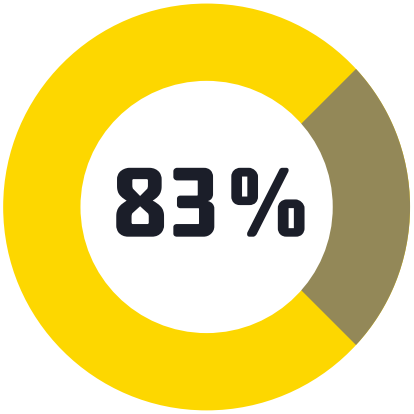

## Why does SEL matter?

Investments in SEL produce an **11**-point gain in grades and test scores and an **11**x return for every $1 invested![3]

1. https://www.aspeninstitute.org/programs/national-commission-on-social-emotional-and-academic-development/
2. https://www.wallacefoundation.org/knowledge-center/Documents/Navigating-Social-and-Emotional-Learning-from-the-Inside-Out.pdf
3. https://dorutodpt4twd.cloudfront.net/content/uploads/2016/11/NCSEADInfographic_Final2.pdf

# MAXIMIZING IMPACT

Youth INC measures the SEL growth of the young people served by our nonprofit partners and coaches them on how to maximize SEL gains using evidence-based best practices.




**The result? 83% of our youth surveyed demonstrated significant growth in three or more SEL competencies proven to drive success in school, work and life.**

Democratizing access to data for nonprofits is revolutionary. Youth INC is setting the standard in youth development and coaching our nonprofit partners to achieve excellence.

## Why does it matter? Our future success requires it!

"SEL will prepare today's students for this evolving workplace, with consequent benefits for individuals, businesses, the economy and society."

WORLD ECONOMIC FORUM

"The best employee teams show 'a range of soft skills.' Among those were equality, generosity, curiosity toward the ideas of your teammates, empathy, and emotional intelligence."

Google

"The hyperconnected global economy has driven today's business environment into a complex system that requires leaders to adopt new practices that are grounded in SEL, including: Catalyzing (social influence), Engaging (relationships), Sensemaking (creativity, intuition & logic) and Grounding (personal values)."

INSTITUTE FOR CONTEMPORARY LEADERSHIP

– **David Peterson, PhD,** Executive Director, Institute For Contemporary Leadership & Google Executive Development, and **Beth Gullette, PhD,** Chief People Officer, Well & Executive Board Member, Institute for Contemporary Leadership

# HELPING COMPANIES HELP KIDS



"Youth INC is at the forefront of measuring and investing in the skills that drive better youth outcomes. Youth INC is helping young New Yorkers become better prepared for school and the world beyond. It is an honor to be a part of this work."

**GEORGE STAMAS**
Partner, Gibson, Dunn & Crutcher
2018 Youth INC Honoree
Youth INC National Advisory Board

"Young people across New York City face challenges that too often prevent them from reaching their full potential. Youth INC has a proven track record of identifying and accelerating the best organizations serving youth in the city. I Co-Chair the Youth INC Board because I know our nonprofit partners are providing the access to opportunity that all kids deserve."

**DHAN PAI**
Managing Partner, President, Chief Operating Officer, P. Schoenfeld Asset Management
2018 Youth INC Honoree
Youth INC Board Co-Chair



"Youth INC makes it easy for our team to become involved in the communities in which we operate throughout the year. We're excited to grow this partnership in 2018 and beyond. This is what we mean when we say Raising Our City!"

**PAIGE COSTIGAN**
Partner and Chief Operating Officer, PJT Partners
Youth INC Board Member




"Youth INC has helped hundreds of RBC employees connect with promising young people across the city. Engaging employees with our community cements our strong culture of volunteerism and community service, while driving meaningful social change."

**MATTHEW STOPNIK**
Managing Director and Co-Head of U.S. Investment Banking, RBC
Youth INC Board Member

## CORPORATE PARTNER SPOTLIGHT:
# NUVEEN

Our friends at Nuveen believe that business can–and should–be a force for positive impact. In two short years, Nuveen has become a steadfast supporter of Youth INC's mission and vision. And the best is yet to come!

Corporate partners are crucial to Youth INC's success. Youth INC offers a variety of engagement opportunities for companies big and small, established and emerging.

Nuveen currently supports our annual RBC Race for the Kids and serves as Presenting Sponsor for the State of the Market Investor Conference.

**Our partnership with Nuveen will continue to grow in 2019 and impact even more young people across New York City.**

**$300,000+** **INVESTMENT TO DATE**




State of the Market 2018




"Nuveen is proud to support the work of Youth INC. Our involvement helps our employees connect with the community and helps New York City kids thrive. It's a win-win!"

**MARGO COOK**
President, Nuveen Advisory Services



As investors, we are always looking for returns. Youth INC's ROI is infinite. Together, we are helping the next generation of New York City kids succeed!"

**MIKE PERRY**
Head of U.S. Advisory Services, Nuveen




"Our work would not be possible without committed sponsors like Nuveen.

Our work together has advanced our State of the Market Investor Conference, which has enabled Youth INC to produce great impact in New York City's most under-resourced communities. I am grateful to have such true partners in our efforts."

**REHANA FARRELL**
Executive Director, Youth INC

# 2018 SIGNATURE EVENTS

**JAN 17**



Partner Network Kickoff

**MAY 11**



Chips for Change Young Professionals Gala

**SEP 22**




RBC Race for the Kids

**NOV 14**



Celebration Gala



**JUN 13**

State of the Market Investor Conference



**OCT 22**

Trading Week for Kids



**NOV 5**

Board Fair




**NOV 15**

Nasdaq Opening Bell

# OUR SUPPORTERS

## DONORS $50K AND UP

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Greenberg Traurig
Hamilton Executions
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HonestTea
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White & Case
William Blair & Company
Zurich Insurance Group

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# FINANCIAL RESULTS
## 2015-2018

| STATEMENT OF ACTIVITIES | | | | |
|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2018 |
| **REVENUE (UNRESTRICTED)** | | | | |
| Grants, Contributions, and Special Events, net* | 8,036,634 | 7,761,855 | 7,805,020 | 6,807,426 |
| In-kind contributions | 466,926 | 1,174,706 | 828,336 | 1,447,811 |
| **TOTAL REVENUE** | **8,503,560** | **8,936,561** | **8,633,356** | **8,285,237** |
| **EXPENSES** | | | | |
| Program Services | | | | |
| Capacity-Building Programs | 3,800,316 | 3,751,654 | 4,060,770 | 3,852,468 |
| Grants | 2,255,696 | 2,922,606 | 3,015,264 | 2,320,375 |
| Total Program Services | 6,056,012 | 6,674,260 | 7,076,034 | 6,172,843 |
| Management and General | 811,119 | 1,316,768 | 883,832 | 987,909 |
| Fundraising | 1,265,047 | 1,182,244 | 614,749 | 689,233 |
| **TOTAL EXPENSES** | **8,132,178** | **9,173,272** | **8,574,615** | **7,849,985** |
| **SURPLUS / DEFICIT** | **371,382** | **(236,711)** | **58,741** | **435,252** |
| ORGANIZATIONAL OVERHEAD | 25.5% | 27.2% | 17.5% | 21.4% |

| STATEMENT OF FINANCIAL POSITION | | | | |
|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2018 |
| **ASSETS** | | | | |
| Cash and Investments | 3,010,312 | 2,363,194 | 2,561,664 | 3,276,543 |
| Accounts Receivable & Other Assets | 811,456 | 1,516,365 | 1,112,535 | 984,512 |
| **TOTAL ASSETS** | **3,821,768** | **3,879,559** | **3,674,199** | **4,261,055** |
| **LIABILITIES & NET ASSETS** | | | | |
| Accounts Payable and Other Liabilities | 359,230 | 351,957 | 343,234 | 522,977 |
| Grants Payable | 429,559 | 520,935 | 414,092 | 450,238 |
| **TOTAL LIABILITIES** | **788,789** | **872,892** | **757,326** | **973,215** |
| Unrestricted Net Assets | 2,886,268 | 2,649,557 | 2,708,298 | 3,143,550 |
| **Temporarily Restricted Net Assets** | **146,711** | **357110** | **208,575** | **144,290** |
| **TOTAL NET ASSETS** | **3,032,979** | **3,006,667** | **2,916,873** | **3,287,840** |
| **TOTAL LIABILITIES AND NET ASSETS** | **3,821,768** | **3,879,559** | **3,674,199** | **4,261,055** |

*In 2018, Youth INC adopted the best practice of reporting revenue net of direct benefits to donors. Gross revenue totals $8.88M, or 3% growth over 2017.

# YOUTH INC LEADERSHIP

## NATIONAL ADVISORY BOARD

**JOHN C. WHITEHEAD**
Founding Member (1996 – 2015)

**STEPHEN K. ORR**
Co-Chair & Founder, Orr Group

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# YOUTH INC LEADERSHIP

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# 2018 CHAMPION FOR CHILDREN AWARD

Youth INC partnered with **Bobby Grubert** to launch **RBC Trade For the Kids** on June 11, 2015. This event has grown from just the RBC Equities team raising $1M for Youth INC to a global event uniting RBC Capital Markets worldwide and raising over $3M to benefit more than 40 youth-focused charities! Bobby is living proof that one person can make a difference in the lives of thousands of others. He is a shining example of the incredible culture of volunteerism and community service at RBC.




**Bobby Grubert** is Co-Head of Global Equities. In this role, Mr. Grubert has global accountability for all equity related product capabilities includ-ing sales and trading, origination, new issue distri-bution, risk management, electronic trading and research. He is a member of the firm's operating committee as well as its U.S. operating committee.

Mr. Grubert began his career as an energy trader with Rauscher Pierce Refsnes, based in Dallas in 1996. Following the merger with Dain Rauscher, Mr. Grubert moved to Minneapolis to grow the NYSE Listed business. After RBC acquired Dain Rauscher Wessels 2001, Mr. Grubert transferred to New York, and was appointed Head of U.S. trading in 2007. He became Head of U.S. Equitiesin 2008, adding responsibility for global electronic trading in 2009 and he assumedresponsibility of Cash Equities in Europe in 2014. In 2018 he was appointed Co-Head of Global Equities.

Mr. Grubert is an Executive Member on the Board of Directors of the Ronald McDonald House of New York, Inc., a member of the Boarealis AI Advisory Council and is a founding member of the RBC U.S. Capital Markets Diversity Leadership Council.

**THANK YOU, BOBBY!**

# TAKE ACTION

## YOU CAN MAKE A DIFFERENCE IN THE LIVES OF NEW YORK CITY YOUTH.

We invite you to explore the many ways you and your company can partner with us to make a difference.

### How YOU can help NYC KIDS:

- Meet with a Youth INC representative to lean more about our work.
- Visit one of our partner nonprofits to see Youth INC's empowering mission in action.
- Serve on the board of a partner nonprofit to give back through your unique professional skillset.
- Volunteer with your family at a partner nonprofit site.

### How your COMPANY can help NYC Kids:

- Meet with a Youth INC representative to discuss opportunities for corporate partnerships
- Host a "Get on Board" session to inform employees about nonprofit board service
- Host a corporate volunteer event so employees engage through hands-on service
- Sponsor a Youth INC Signature Event like Race for the Kids, a Trading Day, or the State of the Market Conference.

YOUTH INC @YOUTHINC_NYC YOUTH INC YOUTH INC

To learn more, email **info@youthinc-usa.org**



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**THANK YOU FOR #RAISINGOURCITY**