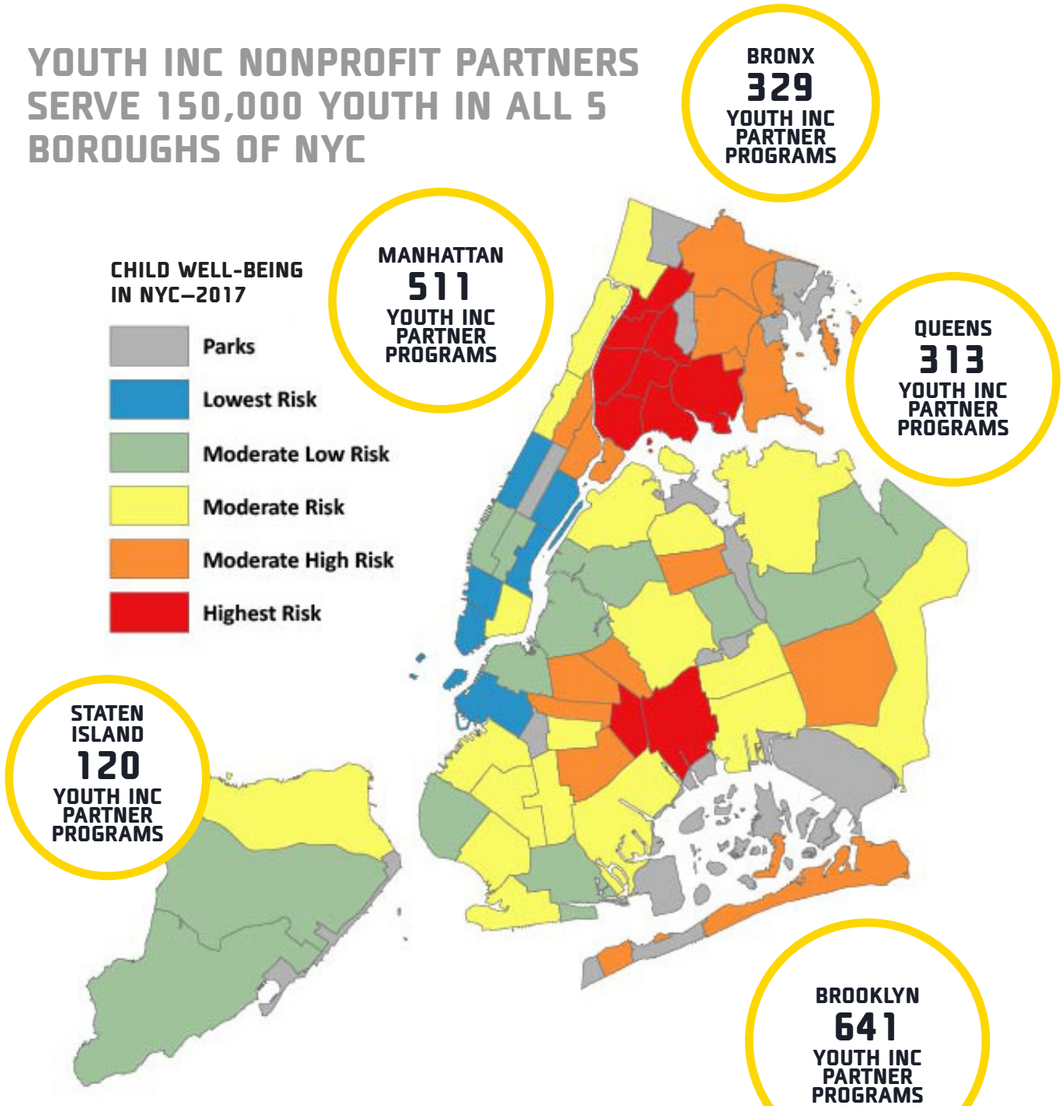


YOUTH INC

# 2017 ANNUAL REPORT

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# YOUTH INC NONPROFIT PARTNERS SERVE 150,000 YOUTH IN ALL 5 BOROUGHS OF NYC




The yellow circles represent where 72 Youth INC nonprofit partners provide programming to 150,000 youth throughout NYC.

Citizens' Committee for Children's Community Risk Ranking provides a composite picture of the concentration of risk to child well-being across New York City's 59 community districts. This measure combines all six domains of child well-being—economic security, housing, health, education, youth (teen birth rate, teen idleness, youth unemployment), family and community. **www.cccnewyork.org**





Youth INC's mission is to transform the lives of NYC youth by empowering the nonprofits that serve them.

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John Waldron and family at a site visit with Youth INC partner, Gallop NYC.



"Nothing is more powerful than spending time with our partner Executive Directors, and ultimately recognizing the ability they have to directly transform the trajectories of so many kids' lives."

**JOHN WALDRON**
Youth INC Board Co-Chair
Goldman Sachs Co-Head of Investment Banking





# A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Youth INC Community,

**2017 was an outstanding year of progress and promise for Youth INC! Our network grew to 72 organizations that collectively champion the lives of more than 150,000 young people in New York City.**

Our ethos of "Listen. Learn. Evolve." continues to inform our program design to put nonprofit partners and the youth they serve at the center of our work. We then bridge the business community to the social impact sector to provide nonprofits with the coaching, capital and connections to not only survive, but thrive!

In 2017, we:

- Trained **12** nonprofit partners to raise over **$1.2M** in our Celebration **Fundraising** Program
- Transformed **12** organizations with exemplary practices in **governance** and succession plans
- Coached **16** partners on **impact evaluation** through our pioneering Metrics Program
  - o We put data and best practices in the hands of those working with youth to drive growth in Social and Emotional Learning (SEL) among youth served.
  - o **Leading scholars have reached consensus that SEL is just as important as academiclearning for success in school, career and life.**
- Awarded over **$300,000** in capacity building cash grants to **10** nonprofit partners
- Certified **4** nonprofits on volunteer best practices in partnership with NYC Service and Points of Light Foundation.
- Placed over **20 Board members** on the Boards of our nonprofit partners with a 20x ROI!
- Engaged **hundreds of corporate volunteers** in skills-based and service-based volunteer opportunities, including Morgan Stanley's Institutional Nonprofit Collaborative, Deloitte Impact Day, pro-bono PR projects with FTI!
- Grew **RBC Race for the Kids to thousands of New Yorkers** who came out to run, compete, volunteer and have fun – all to benefit Youth INC and NYC kids!

Our Key Performance Indicators (KPIs) demonstrate our impact. Over the course of a partnership with Youth INC, our partners experience average growth of:

- **197%** in Revenue
- **36%** Board Size
- **129%** Youth Served
- **80%** Statistically Significant growth in SEL!

We couldn't accomplish any of this without our generous and dedicated Board of Directors and National Advisory Board or our very engaged Strategic Initiatives Committee of our Sustaining Board and Young Professionals Board. These are the leaders and future leaders of the global business community who make time to invest in the next generation of New York City so that all young people can achieve their full potential, regardless of the zip code into which they were born.

With gratitude,

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 content, coaching, capital and connections they need to succeed.

**1500**

**NONPROFIT ORGANIZATIONS**

**CANVAS**

75-100 organizations annually in a universe of 1,500 NYC youth-serving nonprofits

**SELECT**

the best practitioners who are ready to scale after a rigorous financial and organizational due diligence process

**INVEST**

in the most deserving nonprofits with $2 million in service grants and cash grants each year

**ACCELERATE**

the nonprofits with the greatest potential for scaling impact by providing customized support

**72**

**NONPROFIT PARTNERS**
**OVER 150,000 NYC KIDS!**





# OUR PROGRAMS + RESULTS

Youth INC's unique model puts organizations on a pathway to sustainability, growth and impact all at no cost 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.

## GOVERNANCE

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

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

## IMPACT EVALUATION

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

**Partners experience**
**197%**
**average increase in revenue**

**Partners experience**
**36%**
**average increase in board size**

**80%**
**of youth surveyed from Youth INC's Partner Network made statistically significant gains in Social Emotional Learning**

# OUR TEAM



## FUNDRAISING

"Our nonprofits are doing such good work with the amazing kids of NYC. It is a privilege to be a part of watching organizations realize their true potential because they now have the tools and resources to get them to where they should be."

**TRACIE GILSTRAP**
Senior Associate Director, Youth INC



## GOVERNANCE

"One of my favorite parts about coaching boards is seeing how their increased confidence empowers them to address their latent pain points. This year, we had a founder board chair identify and begin to train her successor, a finance committee begin to drive the board's conversation around budget instead of the founder ED, and a board chair lead the implementation of term limits to revitalize the composition of their board. It is this type of fearless leadership that we need guiding NYC's youth development nonprofits."

**ELLIE REITER**
Senior Associate Director, Youth INC



## IMPACT EVALUATION

"Youth INC's Metrics program puts critical youth impact data into the hands of those who are responsible for the growth and development of NYC's next generation. We provide cutting-edge technology that pairs predictive analytics with program outcome data; Partners have a research-based roadmap to achieve gains in social and emotional capabilities, and are provided with the training, resources, and support to build a new continuous improvement process within their teams and organizations."

**LAUREN ELICKS MCCORT**
Director, Head of Programs, Youth INC





# OUR PARTNERS' TESTIMONIALS



## FUNDRAISING

"Celebration was transformational for George Jackson Academy. We started an Associate Board of thirty caring young people to support the school and needed a way to link that board with our trustees, while also teaching the young board how to fundraise. Celebration gave us the training and confidence to take brave next steps to expand the organization, and the payoff has been enormous. We now have an entirely new class of donors and another way that past supporters can be a part of the community."

**ANDRE DELVALLE**
George Jackson Academy Principal



## GOVERNANCE

"As South Bronx United enters the next stage in our organization's growth, an educated, engaged board is crucial. Over the past year, the Youth INC Board Advancement Program has helped take our board to the next level through timely workshops, committee development, and one-on-one consulting sessions. We can say without hesitation that we are better prepared to realize our mission and vision."

**ANDREW SO**
Executive Director, South Bronx United



## IMPACT EVALUATION

"When we joined the 2016 Metrics Program, we also marked our ten-year anniversary and felt we were in a strong position to review our goals and develop systems to properly collect and analyze data. We had successful program models but needed tools to communicate that success and better understand how to continue improving our programs. The Metrics Program provided us with the ability to administer student and staff surveys and analyze the results. We not only improved our ability to capture our outcomes but the capacity to truly understand the impact we have on the students we serve. We have been able to make changes to program structures and staff Professional Development opportunities to help our students gain even more from our programming. This insight is vital to ensuring our students learn they have what it takes to succeed no matter the obstacles, which is key to breaking cycles of intergenerational poverty."

**MARY-MITCHELL CAMPBELL**
Founder of Artists Strive to End Poverty

# OUR NONPROFIT PARTNERS

Youth INC's Partner Network is a community of talented and capable high impact organizations serving over 150,000 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.

## 2017 NONPROFIT PARTNERS

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

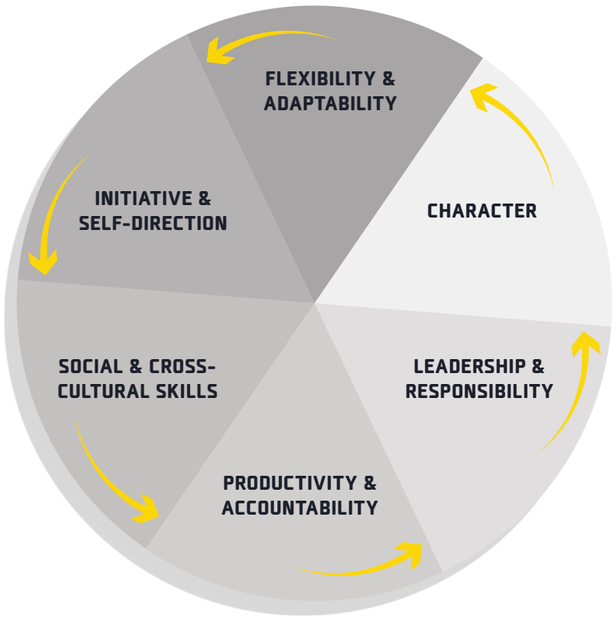




# TRANSFORMING YOUTH DEVELOPMENT

Leading **scholars agree** that Social and Emotional Learning (SEL) is just as important as academic learning for success in school, career and life. In today's dynamic environment, **employers demand** '21st century' or 'soft' skills, such as confidence, critical thinking, communication and collaboration. These are the character traits that our 72 nonprofits seek to build in the 150,000 young people they serve and that we help measure and maximize through our pioneering Metrics Platform!

## 21ST CENTURY SKILLS REQUIRED FOR SUCCESS: SEL




**"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





# LEVERAGING DATA & BEST PRACTICES

Youth INC's Metrics Platform is powered by Algorhythm, a leading data science company with the largest set of youth outcomes in the nation. We are setting the standard in youth development and coaching our nonprofit partners to achieve it using data and best practices, which is revolutionary!

YOUTH INC

**72**
**NONPROFIT PARTNERS**

**150,000**
**NYC KIDS**

**80%**
**of youth in our Metrics Program report experiencing statistically significant gains in Social Emotional Learning (SEL)!**

## CORPORATE PARTNER SPOTLIGHT:
# MORGAN STANLEY

Morgan Stanley employees are the model of engaged corporate partners, harnessing the resources at their disposal to improve the lives of children across NYC.

**OVER $1.6MM OF MORGAN STANLEY EMPLOYEE PRO-BONO WORK GIVEN TO NYC KIDS**



"Youth INC offers so many ways to have an impact. With over 72 nonprofit partners offering programming around STEM to rugby to creative writing to dance, there is really something for everyone."

**KATHLEEN MCCABE**
Youth INC Board Co-President
Morgan Stanley Managing Director



"Youth INC offers our employees a broad range of ways to live out one of our core firm values – giving back. It is fulfilling to see our employees use their skills to help strengthen nonprofits that serve NYC's kids."

**JOAN STEINBERG**
Morgan Stanley Global Head of Philanthropy







"Getting to know the Executive Directors and the youth served by Youth INC's nonprofit partners has been an inspiration."

**JEFF HOLZSCHUH** (3rd from left)
Youth INC National Advisory Board Member,
Morgan Stanley Managing Director and Chair
of the Institutional Securities Group

# MS INC - MORGAN STANLEY INSTITUTIONAL NONPROFIT COLLABORATIVE

Since 2012, the Morgan Stanley Institutional Nonprofit Collaborative has paired the firm's young talent with Youth INC's nonprofit partners to complete volunteer projects in financial analysis, marketing, and organizational strategic oversight.

The pro-bono consulting services of MS INC drive projects critical to the sustainability and growth of our partner nonprofits all while developing future nonprofit board leaders at Morgan Stanley.

### EMPLOYEE ENGAGEMENT THROUGH MS INC

**11**
CYCLES

CONTRIBUTING
**6,520**
HOURS

**175**
MORGAN STANLEY VOLUNTEERS

OVER
**$1.6MM**
OF PRO-BONO WORK

# 2017 SIGNATURE EVENTS

**JAN 12**



Partner Network Kickoff

**MAY 5**



Chips for Change Young Professionals Gala

**JUN 7**




State of the Market Conference Featuring Michael Bloomberg and David Rubenstein





**SEP 16**




RBC Race for the Kids

**OCT 20-27**



Trading Week for Kids hosted by Canaccord Genuity featuring Dan Loeb

**NOV 9**



Celebration to Benefit New York Kids honoring Amy & Evan Wildstein and Melissa Francis & Wray Thorn

# OUR SUPPORTERS

## FOUNDATIONS

American Express Foundation
Angelson Family Foundation
DHG Foundation
Frankel Family Foundation
Gray Foundation
Overdeck Family Foundation
Stewart J. Rahr Foundation
The James & Judith K. Dimon Foundation

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Alvarez and Marsal
American Airlines
American Securities
Anchorage Capital Group, L.L.C.
Antares Capital, L.P.
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Apax Partners
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Ares Management, L.P.
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Barings
BNY Mellon
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Credit Suisse
Crestview Partners
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EY
Fentress Architects
First Data
FTI Consulting
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Gibson, Dunn & Crutcher LLP
Gladstone Place Partners
Goodwin
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H.I.G. Capital
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Stone Peak
Stone Point Capital
Suvretta Capital Management
Tailwind Capital
The Blackstone Group
The Boston Consulting Group
The Jordan Company
Thoma Bravo
Thomson Reuters
Toppan Vintage
Two Sigma
Valuation Research Corporation
Vitaquest International
Warburg Pincus LLC
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White & Case LLP
Windels Marx Lane & Mittendorf, LLP
Zurich Insurance Group

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# SUSTAINING BOARD AND YOUNG PROFESSIONALS BOARD

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# AUDITED FINANCIAL RESULTS
## 2015-2017

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

| STATEMENT OF FINANCIAL POSITION | 2015 | 2016 | 2017 |
|---|---|---|---|
| **ASSETS** | | | |
| Cash and Investments | 3,010,312 | 2,363,194 | 2,561,664 |
| Accounts Receivable & Other Assets | 811,456 | 1,516,365 | 1,112,535 |
| **TOTAL ASSETS** | **3,821,768** | **3,879,559** | **3,674,199** |
| **LIABILITIES & NET ASSETS** | | | |
| Accounts Payable and Other Liabilities | 359,230 | 351,957 | 343,234 |
| Grants Payable | 429,559 | 520,935 | 414,092 |
| **TOTAL LIABILITIES** | **788,789** | **872,892** | **757,326** |
| Unrestricted Net Assets | 2,886,268 | 2,649,557 | 2,708,298 |
| Temporarily Restricted Net Assets | 146,711 | 357,110 | 208,575 |
| **TOTAL NET ASSETS** | **3,032,979** | **3,006,667** | **2,916,873** |
| **TOTAL LIABILITIES AND NET ASSETS** | **3,821,768** | **3,879,559** | **3,674,199** |





# FILL OUT. PHOTOGRAPH. EMAIL. TAKE ACTION!

YOUTH INC
RAISING OUR CITY

Transforming the lives of New York City youth by empowering the nonprofits that serve them.

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

TAKE ACTION

CONNECT WITH YOUTH INC: YOUTH INC | @YouthInc_NYC | YOUTH INC | YOUTH INC

YOU CAN MAKE A DIFFERENCE IN THE LIVES OF NYC KIDS

CHECK ALL THAT APPLY:

**How YOU can help NYC Kids:**

- ◇ Meet with a Youth INC representative to learn 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

Name:_____ Company: _____

Email:_____ Phone: _____

**EMAIL PHOTO OF TAKE ACTION CARD TO INFO@YOUTHINC-USA.ORG**



YOUTH INC

535 8th Avenue, Suite 1400
New York, NY 10018

www.youthinc-usa.org