



Youth Impact Program Annual Report 2015



A Letter from Our Founder

Dear Youth Impact Program Supporter,

Youth Impact Program is excited to announce we had an incredibly successful 2015 year with our programs at Northwestern University, the University of Michigan, and the United States Military Academy at West Point. These three programs experienced our best results due to our mentoring program led by student athletes, United States Marines and the relationships they formed with the at-risk students who attend YIP. We had an astonishing jump in academic scores in verbal, language, and math competencies because the participants are learning from their mentors, now successful student athletes and servicemen who came from the same neighborhoods and faced the same obstacles. We feel very strongly that our programs, which we have built together, is leading our nation's efforts in creating lasting solutions to the social and racial issues our communities are facing including murder, domestic violence, and sexual assault.

YIP has a proven leadership development program where we teach social responsibility not only in our students, but also in the student athletes and mentors who work for the program. We are moving ahead of the NFL and facing the challenge of strengthening our communities by creating respectful and responsible leaders out of at-risk youth. We have created a safe, disciplined, and stimulating teaching environment that our young at risk students thrive, excel and learn. Our results prove that.

We are extremely proud to have you on our team! This team has made a difference in the lives of thousands of young boys and has the support of community members across the nation, including former and current NFL players.

The Youth Impact Program Annual Report contains a detailed overview of the programs we offered at Northwestern University, the University of Michigan, and the United States Military Academy at West Point in 2015. From all of us at YIP, thank you for your generosity, your belief and supporting our mission to empower at-risk youth to achieve life-long success and make a difference in their communities.

Sincerely,

Riki Ellison



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The NFL Youth Football Fund Mission

To use football as a catalyst to promote positive youth development, support youth and high school football nationwide, and ensure the health of football in future generations.

Executive Summary

The Youth Impact Program empowers at-risk youth to achieve personal, lifelong success through innovative STEM learning programs that combine classroom education and a passion for football. **The YIP Program operates with support from the National Football League (NFL), USA Football and its Heads Up initiative and is currently operated in partnership with Northwestern University, the University of Michigan, and the United States Military Academy at West Point.** Over the years the Youth Impact Program (YIP) has proven itself as a model program that builds resiliency and promotes positive life outcomes. This year (2015) the YIP program served 300 young men between the ages of 10 and 14. Nearly all of the boys were members of ethnic or racial minorities.

The YIP curriculum is STEM-based (Science, Technology, Engineering, and Mathematics) and was designed by college professors at the University of Southern California to use football terminology to make math, reading, and life skills studies more applicable to YIP's middle school male students. Because of their participation in YIP, student academic performance significantly increases during the program. **When comparing preprogram testing with post program testing this year's results indicated a 17% increase in math scores, 40% increase in vocabulary scores, and 20% increase in writing scores.**

The YIP program is free for students and provides up to 60 hours of classroom education and 20 hours of football and fitness training and mentoring. YIP also provides clothing, two meals per day, transportation, field trips, and is held on-site at the participating university. The students' football training is taught by leading NCAA and NFL coaches who focus on football safety.

Together the football training, academic support and mentoring help the boys to build resiliency, develop character, enhance academic abilities, and foster positive social interaction.

These programs are full of once-in-a-lifetime opportunities and experiences for these young men which help broaden their horizons. Once again in 2015, almost all participants ended the program convinced that they can do better in life than before they entered the program. The Youth Impact Program is a catalyst for long-term positive change in the lives of these at-risk young men.





History of YIP

Former NFL Player and three-time Super Bowl Champion, Riki Ellison founded the Youth Impact Program (YIP) in 2006. He is the father of current NFL player, Rhett Ellison, who plays for the Minnesota Vikings. Riki was inspired to provide inner-city youth with a positive, life-changing program that incorporated football. YIP was developed and implemented to target high-risk, middle school students who are resistant to or uncomfortable in classic learning environments. It was designed to help with issues that these students face on a daily basis, in their school, and in their neighborhoods, through leadership development, academic support, guidance counseling, social interaction activities, and nutrition. YIP makes a lasting impact on their lives through our well-structured curriculum and training regimen, and because of the trusting, long-term relationships that are established between the NCAA College Athletes, U.S. Marines, and current NFL players who serve as mentors in the program.



The YIP Boys

The YIP was developed and implemented to target middle school male students who are resistant to or uncomfortable in classic learning environments. It was designed to help with issues that the students face in inner city public schools through academic support, guidance counseling, character development, social interaction activities, and nutrition. In the summer of 2015, Northwestern University, the University of Michigan, and the United States Military Academy at West Point YIP programs served approximately 300 young men between the ages of 10 and 14.

Students who participated in YIP attended one of the partnering middle schools and had to be transitioning into the 6th, 7th, or 8th grade (due to NCAA rules, 8th graders proceeding to the 9th grade cannot participate). The vast majority of boys self-identified as members of ethnic or racial minorities or as having mixed racial background.

The program's partnering schools are in high-need and high-risk areas. In addition, each of the boys had to be recommended for the program by a school counselor, a teacher, and either meet the federal low-income guidelines or have parents who did not graduate from a four-year college. Finally, boys selected had to make a commitment to attend for the duration of the program and to participate in follow-up activities.



YIP Program Activities

The YIP program is free of charge to the student and provides over 60 hours of classroom time and 20 hours of intensive football and fitness training, mentoring and teaching. YIP also provides clothing, two meals a day, transportation and field trips and is held on-site at the university. The students go through football training taught by leading NCAA and NFL coaches, who focus on football safety.

The YIP curriculum is STEM-based (Science, Technology, Engineering, and Mathematics) and was designed by college professors at the University of Southern California to use football terminology to make math, reading, and life skills learning more applicable to these middle school male students. All programs had a strong emphasis on exposing youth to the fields of science, technology, engineering, and mathematics.



Staffing & Staff Training

The programs integrate highly skilled staff members that are critical to the program's success. YIP sites were able to recruit and support:

- Certified teachers
- College student mentors
- Head coaches and assistant coaches
- College football players as field coaches and mentors program managers and curriculum specialists.



Having staff members who are skilled as teachers, coaches, and mentors is extremely important. Fortunately, our sites were able to retain many of its staff from prior years, bringing their prior experience to the program. The program was staffed by a strong mix of football student-athletes, local public school teachers, athletics staff members, and interns.

The program required all YIP teachers and mentors to attend pre-program training. These sessions focused on understanding proper implementation of the YIP curricula, as well as mastering the on-field learning aspects of the program. The staff also received practical training. Coaches were instructed on how to properly teach all game fundamentals including teaching the players how to tackle without causing concussions to teammates, and also received instruction on creatively and effectively applying life skills messages and discipline.

YIP Math Program

The Youth Impact Math Program emphasizes the application of mathematics to real-world situations. Number skills and mathematical concepts are not presented in isolation, but are linked to sports, situations, and contexts that are relevant to the participants' everyday lives. Each lesson includes time for whole-group instruction as well as small-group, partner, or individual activities. These activities balance teacher-directed instruction with opportunities for open-ended, hands-on exploration and ongoing practice. Students are encouraged to explain and discuss their mathematical thinking in their own words. Opportunities to verbalize their thoughts and strategies give the students the chance to clarify their thinking and gain insights from others.



The math curriculum consists of 13 daily lessons and five math labs. A pre-test is administered at the beginning of the program and a post-test at its conclusion. The 13 daily lessons cover the following areas: integers, fractions, decimals, percents, ratio and proportion, measurement, graphs and charts, data analysis, expressions, and equations. The math labs consist of extension activities that strengthen these skills and utilize the concepts inside and outside the classroom. The calendar of lessons and activities is tailored to each program's duration.

The delivery of the math curriculum was broken down into the following football-inspired formats:

- Locker Room (Instruction), 15-20 Minutes. The coach introduced concepts, stated objectives, discussed new vocabulary, explained relevancy, probed for prior knowledge, and illustrated the concepts in a step-by-step manner, regularly checking for understanding and providing immediate feedback with the assistance of the mentors.
- Practice Field (Guided Practice), 15-20 Minutes. This segment immediately followed the instruction phase and created an opportunity for students to test their knowledge and discover questions or ideas they might have. Mentors and other staff were available to help assess understanding and determine if additional instruction was necessary.
- Game Day (Extension), 20-25 Minutes. This segment gave the students an opportunity to apply the concepts they had just learned in relation to football and other recreational sports. Students were arranged in groups of five to six, with mentors and staff available to answer questions.

- Team Meeting (Assessment), 3-5 Minutes. This aspect of the model began on the third day of the program and continued each day thereafter. It consisted of addressing a variety of problems and questions to determine if objectives from the previous day had been met.

Language Arts Program

The YIP Language Arts curriculum is very different from that of the traditional middle school classroom. It allows participants to see themselves as lifelong readers who read for pleasure. The most important piece of this curriculum is the introduction of young adult novels that middle school boys find interesting and engaging because the books are directly linked to the sport of football. The YIP Language Arts curriculum is comprised of 15 lessons that carry a coherent theme throughout the daily activities of Literature Circles and Writer's Workshops.

Literature Circles: The YIP curriculum places responsibility for reading in the hands of the students who are grouped in teams to work together in Literature Circles. Responsibilities are rotated daily for each of five Literature Circle roles throughout the reading and discussion of the selected novel. These five traditional roles are named with football-related positions for YIP purposes and vocabulary. This renaming "gives a nod" to the interests of our young men, allowing them to make more meaningful curriculum connections.



- Linebacker = Vocabulary Enricher: Be on the lookout for at least two especially important words in the day's reading.
- Center = Connector: Find connections between the book and the world outside.
- Quarterback = Character Captain: Think about and discuss specific personality traits of the character(s) within the book.
- Running Back = Literary Luminary: Choose at least two sections of the chapter(s) each day to read out loud to the team.
- Tackle = Artful Adventurer: Create and share an artistic representation of something from the reading of the day's chapters.

Writer's Workshop: An important part of the Language Arts Program is the Writer's Workshop which allows the boys an opportunity to write about connections they make to the selected novels from happenings in their own lives. Through Writer's Workshop and the lessons that precede each Writer's Workshop period, the boys improve their writing skills in the Six Traits of Writing: Ideas, Organization, Voice, Word Choice, Sentence Fluency, and Conventions.



During each lesson, staff work with the boys to help them focus on the basic writing skills of:

- Vocabulary and word meanings
- Clear and concise writing (both prose and poetry)
- Correct use of grammar
- Correct use of punctuation
- Correct use of capitalization

Leadership and Character Development

In addition to focusing on academic success, YIP also seeks to be a catalyst for change in inner city neighborhoods by teaching at-risk youth to be leaders and socially responsible citizens. This is accomplished by developing meaningful relationships with, NCAA College Athletes, former & current NFL Players, and the U.S. Marines. These mentors are the student's pathway to success through education and hard work.

These NCAA Football Players and U.S. Marines come from the same neighborhoods as the children we are serving. Some mentors have faced, and overcome, the same obstacles the students are challenged with fostering a relationship of understanding and trust.

All teachers and mentors are selected from participating middle schools and the local universities, respectively. This allows them to maintain long-term relationships with the boys after the program, as well as through post-program follow-ups in which the teachers and mentors can evaluate the boys' academic performance throughout the year and offer tutoring/mentoring services to foster success in all aspects of the students' lives. The low teacher-to-student ratio helps the boys get positive one-on-one time with the teachers and mentors. The teachers and mentors can genuinely get to know the students, which allows them to better identify areas where the students need help.

Evaluation results demonstrate that YIP students learn:

- How to work with others when they have different opinions or views
- Increased empathy towards others
- To have self-esteem and stand up for themselves without resorting to violence

These mentors, teachers, various community leaders, and distinguished guests discuss character and ethics with the students. Many of the conversations are centered on good sportsmanship, academic excellence, anger management, and conflict resolution. Character development is reinforced throughout the program: the students are being placed in an environment that expects them to abide by a code of conduct. Discipline is always a positive aspect of the YIP experience, as behavior is compared to what is expected of collegiate-level student athletes. The students respect this and respond well to the structure.

Meals, Nutrition, and Health: The daily cafeteria-style, all-you-can-eat meals provided on campus are a significant motivator for participants and allow YIP to directly address problems with malnutrition, inconsistent meals, and discipline. Throughout the program, the students are educated by staff professionals on how to live a healthy lifestyle and make good food choices. Coaches and mentors eat with the participants to model and encourage healthy eating habits.



Football Training and Development

YIP's program design allows participants to benefit from access to University athletic departments, student athletes, alumni, and facilities. The football training program component is comprised of team meetings, fundamental skills development, training by position, physical conditioning, and live game play. All coaches and mentors incorporate life skills training and discipline into each session in the classroom, on the field, and during all other activities. Discipline and character development are important elements in teaching the young men personal responsibility for their actions in the classroom and on the field.



Team Meetings: At daily team meetings, coaches and mentors teach the fundamentals of football and review their game plan with their team. They diagram and review their football plays with the team and explain the role and expectations of each player's position. If applicable, the coaches and mentors will watch an instructional football film with their team.

On-Field Training and Fundamental Skills Development: On-field training includes physical conditioning, applying newly learned fundamentals to live drills, playing full contact football games (both 8-man and 11 on 11), developing and improving current football skills, focusing on offensive positions and skill development, focusing on defensive positions and skill development, teaching basic football fundamentals, teaching teamwork concepts, and building self-esteem and confidence. All basic football fundamentals are taught and reviewed at every practice. This structured and controlled environment enables the players to learn at their individual comfort levels. The program provides the participants with step-by-step instruction for every team position.

All practices are broken down into instructional segments that last 15 to 30 minutes. Each position is taught at an upbeat tempo that holds the players' interest throughout the entire practice. Every practice ends with a review of skills, and scrimmage where participants get to play full contact football.

Position Meetings: In addition to mixed peer groups, coaches and mentors each work with a group, training for a specific position (QB, RB, WR/TE, OL, DL, LB, CB/S) as a way to focus more intensely on the specific skills needed for that position.



Northwestern University

This was Northwestern University's second year hosting YIP for at-risk boys from Evanston and local metropolitan areas with the goal to help reduce youth violence, develop life skills, and provide access to one of the nation's premier universities. Boys in the sixth, seventh and eighth grades from Evanston, North Lawndale, and Chicago were able to take part in a two-week student-athlete program that replicates the complete academic and athletic day-to-day experience of a Northwestern University student-athlete.

Twenty-seven student-athletes from the current Northwestern football team served as coaches and mentors for the participants. The program combined the YIP curriculum and elements of a leadership curriculum extracted from one used by the U.S. Marine Corps stationed in the Chicago region. The football plan was developed by the Northwestern football coaching staff, and through it all, the students were taught to lead and follow principles that are effective on the field, in the classroom, and in life.

The Northwestern YIP was supported by the Chicago Bear's Bear Care foundation, Steins Family Foundation, Overture Promotions, World Sports Chicago, and individual private donations.



NORTHWESTERN
UNIVERSITY

Northwestern YIP Program Events

The Northwestern YIP operated a two-week program from July 6 to July 17, 2015. 100 local at-risk youths participated in morning STEM and language classes on the Northwestern University campus which were taught by local public school teachers from both North Lawndale and Evanston with assistance from the NW Wildcats. Leadership and mentoring was provided by student athletes and the United States Marines.



In the afternoons, the YIP participants learned essential life skills on non-violent conflict resolution, bullying, self-confidence and courage in decision making. The students also received coaching in USA Football certified contact football by their Northwestern football player mentors and teachers. The Northwestern Life Skills calendar shows the activities and lessons taught. Highlights included:

- A tour of the Northwestern University campus
- A field trip to the Chicago Bears headquarters at Halas Hall
- A tour of the Chicago Bear practice facility
- Guest speaker: Northwestern Alumni from Deerfield PD, Quentin Davie
- Guest speaker: Northwestern Alumni and current New Orleans Saints Wide Receiver, Kyle Prater
- Guest speaker: Northwestern Alumni and current nose tackle for the Buffalo Bills, Corbin Bryant

NU Football Team Values

- W.I.N - What's Important Now
- Attitude
- Investment
- Trust
- Family
- Honesty
- Character
- Effort
- Respond
- Respect

NORTHWESTERN YOUTH IMPACT PROGRAM JULY 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3
6 9:00 AM .. Welcome / Team Room 9:15 AM - 11:30 AM .. Academics Evaluation Testing 11:30 AM - 12:00 PM .. LUNCH 12:15 PM - 2:00 PM .. PRACTICE #1 Dribble Testing & Practice Introduction 2:00 PM - 2:30 .. BREAK / SNACK 2:30 PM - 3:00 PM .. Life Skills: Goal Setting/"W.I.N." (NU FB ALLUM - KYLE PRATER - NEW ORLEANS SAINTS)	7 9:00 AM .. Welcome / Team Room 9:15 AM - 11:45 AM .. Academics 11:45 AM - 1:30 PM .. PRACTICE #2 Head Up Football (Tackling/Safety) 1:30 PM - 2:15 .. LUNCH 2:30 PM - 3:00 PM .. Life Skills: "Attitude & Investment" (NU FB ALLUM - CORBIN BRYANT - BUFFALO BILLS)	8 9:00 AM .. Welcome / Team Room 9:15 AM - 11:45 AM .. Academics 11:45 AM - 1:30 PM .. PRACTICE #3 Tackling / Field Agilities (Running) 1:30 PM - 2:15 .. LUNCH 2:30 PM - 3:00 PM .. Life Skills: "Trust & Family" (NU FB ALLUM - QUENTIN DAVIE - DEERFIELD PD)	9 9:00 AM .. Welcome / Team Room 9:15 AM - 12:00 PM .. Academics 12:00 PM - 12:30 PM .. LUNCH 12:30 PM - 1:00 PM .. Life Skills: Attitude/Investment/Family/Character/Trust (NU PLAYERS) 1:00 PM - 3:00PM .. PRACTICE #4 Blocking / Shedding Blocks ** OUTSIDE TURF FIELD **	10 9:00 AM .. Visit Bears Facility 12:00 PM - 12:30 PM .. Lunch on Buses 1:00 PM - 2:30 PM .. PRACTICE #5 Team / 7 on 7 2:30 PM - 3:00 PM .. Life Skills: (TBD)
				
13 9:00 AM .. Welcome / Team Room 9:15 AM - 12:00 PM .. Academics 12:00 PM - 12:30 PM .. LUNCH 12:30 PM - 1:00 PM .. Life Skills: "Effort & Respond" (TBD) 1:00 PM - 3:00PM .. PRACTICE #6 Tackling / Field Agilities (Running)	14 9:00 AM .. Welcome / Team Room 9:15 AM - 12:00 PM .. Academics 12:00 PM - 12:30 PM .. LUNCH 12:30 PM - 1:00 PM .. Life Skills: USMC - Leadership Development 1:00 PM - 3:00PM .. PRACTICE #7 USMC Obstacle Course / Team Building (Catching / Throwing) ** OUTSIDE TURF FIELD ** 	15 9:00 AM .. Welcome / Team Room 9:30 AM - 12:00 PM .. Science project with Michael Best (on Football Field) 12:00 PM - 12:30 PM .. LUNCH 12:30 PM - 1:00 PM .. Life Skills: Guest Speaker: DAMON EMBERY 1:00 PM - 3:00PM .. PRACTICE #8 Passing Game ** OUTSIDE TURF FIELD **	16 9:00 AM .. Welcome / Team Room 9:15 AM - 12:00 PM .. Academics 12:00 PM - 12:30 PM .. LUNCH 12:30 PM - 1:00 PM .. Life Skills: "Honesty/Character" (TBD) 1:00 PM - 3:00PM .. PRACTICE #9 Run Game / Special Teams	17 9:00 AM .. Welcome / Team Room 9:15 AM - 12:00 PM .. Academics Post-Testing 12:00 PM - 12:30 PM .. LUNCH 1:00 PM - 3:00PM .. PRACTICE #10 Award Ceremony Post Practice

University of Michigan

The University of Michigan has one of the most historic legacies and traditions of college football in America. It has one of the premier College Football Coaches in the nation from the Harbaugh family of great coaches. This was the University of Michigan's first year hosting YIP. The program hired current Michigan football student athletes and staff members, along with local public school teachers and the United States Marines were also participants in this year's program.

Michigan YIP served 100 at-risk youth from 20 different middle schools in Detroit. The students who participated were chosen from local middle schools in underprivileged communities. Twenty-six University of Michigan student athletes that made up the entire sophomore class of the 2015 Michigan Football Team were coaches and mentors for the youth. It was heavily supported by head football coach Jim Harbaugh who saw the partnership as an opportunity for the student-athletes to learn valuable leadership skills as mentors, coaches and teachers.

The University of Michigan YIP was supported by the Detroit Lions, Adidas, and individual private donors.



Michigan YIP Program Events

University Michigan YIP participants enjoyed a number of unique and special events including:

- A field trip to the Lions facility
- A field trip to the Museum of Natural History
- Two NFL player guest speakers, Minnesota Vikings player Rhett Ellison and Atlanta Falcons player Dr. Billy Taylor
- Guest speakers Will Campbell and Larry Foote
- Guest speaker Riki Ellison, founder of YIP and former NFL player



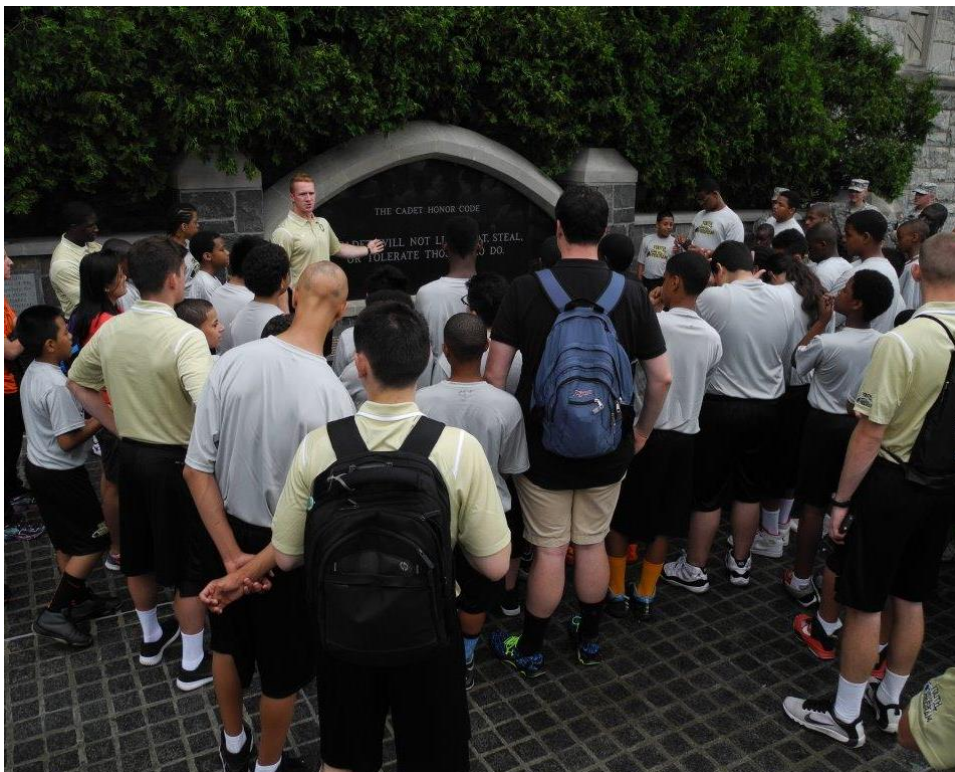
United States Military Academy at West Point

One of our country's oldest military academy and most prestigious institution for the study and development of leadership, went into New York City's boroughs of Harlem and the Bronx to bring 6th, 7th and 8th grade at-risk boys to the United States Military Academy for the first ever West Point Youth Impact Program. The program hired current cadet athletes and staff members, along with local public school teachers.

West Point YIP served 100 at-risk youth the students from schools in the Bronx and Harlem who participated were chosen from local schools which included Frederick Douglass Academy, Hugo Newman Preparatory School, Urban Assembly of Bronx Academy of Letters and Bronx Latin School.

The twenty cadet-athletes that participated in the program were athletes not just in football but in basketball, lacrosse, track and field athletes and swimmers. The program was a Leadership Detail for Cadet Summer Training and accredited all participating cadets to receive college credit. This was the first time a partnering institution with YIP, accredited its students for participating in the program.

The West Point YIP was supported by the United States Military Academy at West Point and individual private donors.

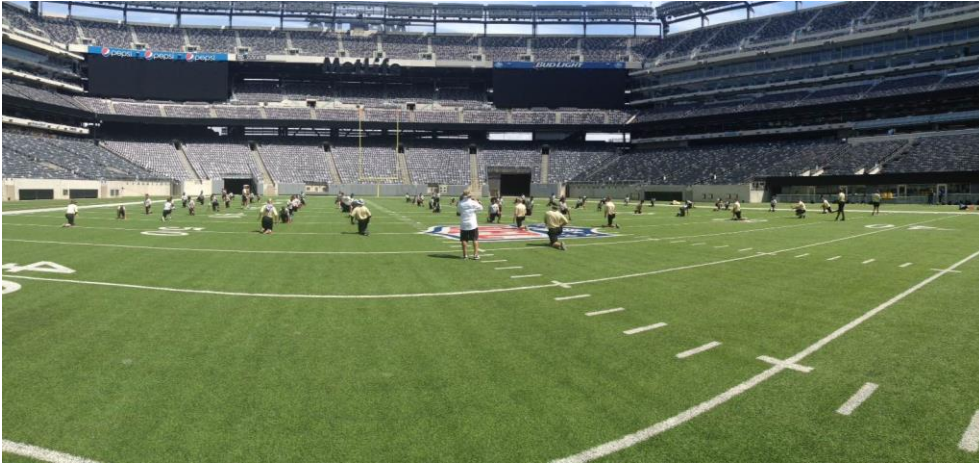


ARMY WEST POINT

West Point YIP Program Events

West Point's YIP participants enjoyed a number of unique and special events including:

- A tour of the United States Military Academy at West Point campus
- A tour and football practice at the MetLife Stadium, home of the New York Giants
- A football tournament and closing banquet at Shea Stadium



YIP Impacts and Outcomes

Mathematics Program

Students were given a pre-test at the beginning of program and a post-test at the conclusion of the program in order for YIP to evaluate the mathematics program. The pre-test and post-test covered such topics as operations with integers, fractions, decimals, percents, ratio and proportion, measurement, graphs and charts, data analysis, expressions, and equations. An overall score for each student was developed that demonstrated his level of knowledge. The topics in the curriculum and on the test are actually below middle school grade-level standards and should have been mastered during the 5th and 6th grades. As such, the evaluation tools were appropriate for all age levels, and the results reflect the reality of the educational achievement of this highly at-risk group of boys.

Statistical analysis of the results from Michigan indicate a 29% improvement in results, which is statically significant. This demonstrates that the changes in the students' learning were real, important, and not due to chance.

YIP students not only measurably improved their pre and post-test math skills, they also reinforced math abilities they likely would have lost during the summer months if they had not attended the program. Research has shown that all students lose on average of approximately 2.6 months of grade level equivalency in mathematical computation ability over the summer months when they are outside the classroom and typically do not practice their math skills. Because YIP students learned and reinforced math skills during the summer program, they may have gained even more than their test results indicate. In fact, YIP participants' scores are possibly 30% higher than the scores of their peers who did not have the benefit of math reinforcement over the summer.

Language Arts Program

The impact of the Language Arts Program was assessed by examining vocabulary development.

Vocabulary Development: To assess vocabulary development, students were given a multiple choice test using words appearing in selected YIP texts (Crash and Maniac McGee). Both young adult novels were written by author Jerry Spinelli. Improvements in these indicators not only showed vocabulary development but also indicated the students' increased interest in reading and the attention they paid to the readings.



Statistical analysis of the results from Michigan indicate a 72% improvement in results, which is an improvement that is statistically significant and demonstrates meaningful change.

Writing Development: In addition to increasing literacy, YIP also sought to develop the writing abilities of the youth. For writing skills, students were evaluated on each of the Six Traits of Writing — Content, Organization, Voice, Word Choice, Fluency, and Conventions — that were taught through Writers’ Workshop mini-lessons. In the pre and post-test assessments that were conducted, scores could range from 0 to 30.

As is the case with math skills, students typically lose reading skills over the summer months. The extent of reading loss that students may experience has been shown to be strongly influenced by family income and minority status. Students with middle-income or high-income families may actually make slight gains in reading performance over the summer months. However, students in low-income families or who are otherwise at-risk experience significant losses in reading comprehension and word recognition, nearly three months of grade-level reading equivalency on average each year, during the summer months. This makes the gains made by YIP students in language arts, both vocabulary and writing, particularly significant. When their reading level is compared to the reading levels of peers who did not participate in reading or other educational programs during the summer, the boys who participated in YIP summer program are educationally four or five months ahead of where they would have been without YIP.



Leadership and Life Skills

The impact of YIP life skills coaching on topics such as coping, developing friendships, and improvements in self-efficacy, have been consistently documented for more than 5 years. The reliability of these findings, backed by scientific examination and statistical analysis of our participants over years of programming, clearly indicates these finding is real and that YIP should be considered a promising approach worthy of replication. The following findings are consistent across programs and time.

Friendship and Support: One of the intentional focuses of YIP is to connect children without strong adult role models to young collegiate athletes they can bond with and aspire to be like. To this end, YIP participants are asked a number of questions about the support, friendship, and role models they had in their lives before and after YIP. Participation in YIP always has an immediate effect on increasing the number of friends each boy has, each adding about 4-5 new friends.



In addition to new peer friendships, boys also developed new caring relationships with adults. Consistently, boys more than double the number of caring adults in their lives. This change can be directly attributed to the new relationships the boys develop with YIP staff during the program. This highlights the importance of the mentoring/role model relationships with the student athletes who make up the majority of the YIP staff. Boys look up to these college athletes and try to emulate their success.

The Impact of Regular High-Quality Meals: We regularly assessed issues related to hunger and food insecurity for youth attending the program. Our findings always mirror what is known from population statistics for this demographic -- that having regular meals can be a real problem for many of the boys in our program. During the summer when they do not have access to school food programs, these students' families have limited access to nutritious, adequate food. Our findings clearly indicate that the daily, free, nutritional meals provided at YIP are a significant and direct benefit to many of these boys and their families. Without these meals, the participants would have been more likely to suffer from a variety of health, behavioral, and developmental problems.



Belief in a Good Future: Perhaps one of the most important achievements of YIP is to instill “resiliency” in these youth by showing them a different future where they can achieve and giving them the internal resources and drive to overcome obstacles in creating that future. Consistently, strong overall positive pre-test to post-test changes are found across all indicators of self-confidence, self-esteem, and belief in a better future. For example, after the YIP experience youth agree significantly more with the following statements:

- I am willing to work hard to get better grades.
- I know that I will finish high school.
- I expect to go to college one day.
- I am able to finish what I start.
- I have a lot of confidence in my own abilities.
- I know that I will have a good future.



Overall Assessment of the YIP Program by the Participants: There is no better indicator of YIP’s success than feedback from the students themselves. Each year up to 95.7% of participants indicate that they enjoyed YIP. Perhaps more importantly, the vast majority (upwards of 90%) agreed that the YIP experience gave them a more positive outlook of their future. This is a powerful and succinct way of demonstrating the impact of YIP; it helps at-risk youth expect more out of themselves and their lives. This is a benefit that would be difficult to overestimate.

Football Skills and Physical Fitness

The football training provided to students in YIP is founded on the basic elements necessary to succeed as a high school or collegiate football player. We have repeatedly demonstrated in prior years the significant improvements in boys’ football-related skills and knowledge, as well as in their overall physical fitness, as a result of the football training they gain at the program. The clearest evidence is the level of football-related competency exhibited by the students at the end of the program. Many of the students had difficulties putting on gear and completing basic skills prior to YIP. As we have reported in the past, the high quality of football training in YIP can be seen in the fact that not only are several of our alumni excelling at the high school level and being identified by college recruiters, some are playing collegiate football, and one player who attended a YIP is playing in the NFL.

It is hard to overstate the impact YIP has on high school football programs in these communities, where lack of traditional football programs for this age group has severely impacted the quality of athletes available for their high school programs. YIP is now serving as a feeder program for these schools and ensuring the health of football for future generations.

“You can see after two weeks just how the kids’ attitudes and morale have changed from the first day they came in.”

- Erik Campbell,
Former Wolverine
& current UM’s
Football Operations
Assistant

Enjoyment of Football and Future Football Plans: A majority of the YIP students loved football when they began the program, with about three-fourths saying it was pretty much true or very much true that they loved playing football. The YIP experience only enhanced this appreciation of the sport, and about nine out of ten participants stated they loved football after the YIP experience. This “love of football” translates into concrete plans to play organized football in the following year, with nearly nine out of ten indicating they planned to play organized football during the next school year after the program.



Press Coverage and Social Media

In 2015 the press coverage of YIP continued with a strong social media presence to give updates on their progress to their families and community.

YIP Twitter Site <https://twitter.com/YIPProgram>

YIP Facebook Page <https://www.facebook.com/yiprogram>

Pointer View on West Point YIP Draft Day

<http://www.youthimpactprogram.org/news/pointer-view-on-west-point-yip-draft-day/>
(*POINTER VIEW WEST POINT*). MAY 07, 2015 -- On Saturday, May 2nd cadet cadre from the West Point Youth Impact Program visited Hugo Newman College Preparatory School in Harlem, New York to conduct a ceremony notifying students of their selection to participate in West Point's Youth Impact Program.

Our Draft Day in Harlem

<http://www.youthimpactprogram.org/news/our-draft-day-in-harlem/>
ALEXANDRIA, VA. MAY 08, 2015-- In the style of an NFL Draft, we drafted the boys with families and teachers present, providing them a West Point Army Football Hat as each took the stage to sign a letter of commitment to participate in the West Point Military Academy Youth Impact Program.

GO BIG

<http://www.youthimpactprogram.org/press-release/527/>
ALEXANDRIA, VA. JUN 04, 2015-- This summer at three of our nation's most prestigious universities (Northwestern University, University of Michigan, United States Military Academy at West Point).

Draft Night in Detroit

<http://www.youthimpactprogram.org/press-release/draft-night-in-detroit/>
DETROIT, MI. JUN 05, 2015-- Last night, YIP held its Draft Night at Cass Tech High School in Detroit for the first ever University of Michigan Youth Impact Program to be held this summer.

Jim Harbaugh, Michigan jointly announce Youth Impact Program to benefit Detroit

<http://www.youthimpactprogram.org/news/jim-harbaugh-michigan-jointly-announce-youth-impact-program-to-benefit-detroit/>
NBC SPORTS. JUN 05, 2015-- Continuing the offseason theme of keeping Jim Harbaugh constantly in the news, the Wolverines' new coach and Michigan's football program announced Thursday plans for a "Youth Impact Program" to benefit on youngsters in the city of Detroit.

Draft Night in Chicago

<http://www.youthimpactprogram.org/press-release/draft-night-in-chicago/>
CHICAGO, IL. JUN 09, 2015-- Last Friday evening we went into west side Chicago to one of the toughest crime-ridden communities of North Lawndale.

Duty, Honor, Country

<http://www.youthimpactprogram.org/press-release/duty-honor-country/>
WEST POINT, NY. JUL 01, 2015-- Duty, Honor, Country epitomizes our Program as this past week marked the conclusion of the first ever YIP at the West Point Military Academy.

Harbaugh rides bus from Detroit, welcomes kids to U-M

<http://www.youthimpactprogram.org/news/harbaugh-rides-bus-from-detroit-welcomes-kids-to-u-m/>
DETROIT FREE PRESS. JUL 06, 2015-- As 110 Detroit kids knelt in the middle of Michigan Stadium this morning, they received a quick introduction to Jim Harbaugh's world.

DAY 1: University of Michigan Youth Impact Program

<http://www.youthimpactprogram.org/press-release/day-1-university-of-michigan-youth-impact-program/>
ANN ARBOR, MI. JUL 08, 2015-- Michigan Head Coach Jim Harbaugh woke up at 4:30 am to meet 58 of our "at risk" boys in the inner city of Detroit, got on their school bus with them and rode to Ann Arbor to open the first day of the Michigan Youth Impact Program.

DAY 1: Northwestern University Youth Impact Program

<http://www.youthimpactprogram.org/press-release/day-1-northwestern-university-youth-impact-program/>

CHICAGO, IL. JUL 08, 2015-- *In the backdrop and direct aftermath of one of the worst weekends for gun violence in Chicago, we have embarked on our second year of pulling close to 100 "at risk" middle school boys.*

Wildcats Lend Their Efforts to Youth Impact Program

<http://www.youthimpactprogram.org/news/wildcats-lend-their-efforts-to-youth-impact-program/>

EVANSTON, IL. (NU Sports). JUL 09, 2015-- *For the second straight year, Northwestern Athletics is serving as a host for Youth Impact Program.*

West Point hosts inaugural NFL-inspired YIP

<http://www.youthimpactprogram.org/news/west-point-hosts-inaugural-nfl-inspired-yip/>

(POINTER VIEW WEST POINT). JUL 10, 2015-- *Story by Kathy Eastwood Staff Writer. The U.S. Military Academy's inaugural Youth Impact Program invited youths from schools in the Bronx and Harlem to give them a taste of athletics and leadership—West Point style.*

At Risk Kids Get Academic, Life Lessons at NU Football Camp <http://www.youthimpactprogram.org/news/at-risk-kids-get-academic-life-lessons-at-nu-football-camp-cbs/>

(CBS). JUL 15, 2015-- *One hundred at-risk middle school boys from the North Lawndale and Evanston areas are tackling Northwestern for a two-week camp, reports CBS 2's Megan Mawicke.*

Achieving New Heights at Northwestern University YIP

<http://www.youthimpactprogram.org/press-release/achieving-new-heights-at-northwestern-university-yip/>

EVANSTON, IL. JUL 16, 2015-- *Our program at Northwestern University is flourishing in its impact on the boys. The positive energy is abundant, overflowing and visible with a contagious attitude that reflects this program.*

Michigan finds more than football with Youth Impact Camp

<http://www.youthimpactprogram.org/news/michigan-finds-more-than-football-with-youth-impact-camp/>

ANN ARBOR, MI. JUL 17, 2015-- *Darting one by one down the hallway, roughly 100 boys careened into Michigan Stadium on Thursday afternoon, unfazed by the surroundings.*

We Changed Detroit

<http://www.youthimpactprogram.org/press-release/we-changed-detroit/>

ALEXANDRIA, VA. JUL 20, 2015-- *We changed Detroit and impacted 100 "at risk" boys from 20 different middle schools in Detroit with a world class championship experience over two weeks.*

We Changed Chicago

<http://www.youthimpactprogram.org/press-release/we-changed-chicago/>

ALEXANDRIA, VA. JUL 23, 2015-- *Our impact on 103 boys from Lawndale, Evanston and Chicago at Northwestern University exceeded expectations and achieved remarkable results.*

YIP Featured on University of Michigan Homepage!

<http://www.youthimpactprogram.org/news/yip-featured-on-university-of-michigan-homepage/>

ANN ARBOR, MI. JUL 27, 2015-- *The School of Social Work offers Masters in Social Work students a variety of field placements (internships) where students put their classroom knowledge into practice, gain hands-on experience in the real world, and see first-hand the impact of social work.*

Standing Ovations

<http://www.youthimpactprogram.org/press-release/standing-ovations/>

ALEXANDRIA, VA. JUL 31, 2015-- *Over the past two weeks, Head Coach Jim Harbaugh has led talks on our Youth Impact Program in Michigan and to the fan base and alumni of Michigan which he has received standing ovations for the impact on Detroit and on his team this program has had.*

The Few and the Proud

<http://www.youthimpactprogram.org/press-release/1608/>

NEW ORLEANS, LA (U.S. Marine Corps Forces Reserve). SEP 11, 2015-- *Our programs both at Northwestern and Michigan had U.S. Marines leading our youth and were absolutely integral to the success we had in changing lives and making our communities better in Chicago and Detroit.*

Leadership in the Making

<http://www.youthimpactprogram.org/news/leadership-in-the-making/>

(MGOBLUETV). OCT 30, 2015-- *This week the University of Michigan Football program highlighted the outstanding Youth Impact Program from this summer that was conducted together with Detroit Public School teachers and the United States Marines.*

Financial Report

Financial Report

YIP finances are handled through the CPA firm Ross and Moncure.

Ross and Moncure
726 North Washington Street | Alexandria, VA 22314
Phone (703) 549-5276 | Fax (703) 549-6517

Financial reporting for this NFL-funded project will come under separate cover.

Governance

YIP is led by a Board of Directors and an Advisory Board.

Board of Advisors

Mr. Riki Ellison, Chairman and Founder

Mr. Bill Milligan

Mr. Don Simpson Jr.

Mr. Mark Matuscak

Senator Julie Rosen

YIP Advisory Board

YIP Advisory board is comprised of members who are collaborators and catalysts for action representing their specific knowledge area. They serve as advocates for the mission of YIP.

Richard Formica- Lieutenant General (R), US Army

Robert Joyce- Financial Advisor

Robert Lennox- Lieutenant General (R), US Army

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