



# Youth Impact Program Annual Report 2017



## A Letter from Our Founder

Dear Dream Makers and Contributors to YIP,

This year was a great year for our program, our vision, and our reach to make an impact on "at risk" youth in five of our major inner cities across the nation. In the summer of 2017, we took honor and leadership with 5 programs at Northwestern University, the University of Hawaii, the University of Maryland, the University of Michigan, and the United States Military Academy at West Point. Along with the U.S. Marines and U.S. Army to address and get into the heartbeat of the issue of trust and respect in the cities of the Bronx, Chicago, Detroit, Harlem, Honolulu, and Washington D.C. We have found a way to create trust and respect within the community, by the community with outstanding leadership and holistic support. It is a formula that we have perfected over the past decade that gets better with best practices and new challenges of different inner city cultures. We will use this formula to increase our programming to more of our inner cities and major universities in 2017.

We have put forth the foundation infrastructure to expand and grow along with a tremendous diverse Advisory Board of Directors that each contribute in vision, time, and support. We are positioned and will be led to go big and become better than we are to have the capacity and capability to reach and impact at risk boys in the upcoming year in 2018.

Enclosed are the reports from each of our five programs in 2017 for your review, your support, and your awareness. You are part of our team and we are making impact where others cannot. We are doing it without government funding or support. It is the vision, it is the social responsibility from the community to the community to make change.

We are all in and we thank you for being all in with us!

Lets DREAM BIG and BE BIGGER!

Sincerely,

Riki Ellison

A handwritten signature in black ink, appearing to read 'Riki Ellison', is written over a thin vertical yellow line.

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## Executive Summary

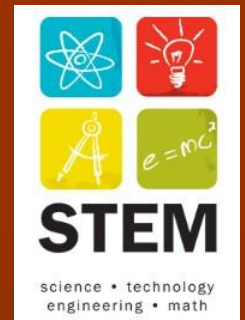
The Youth Impact Program empowers at-risk youth to achieve personal, lifelong success through innovative STEM learning programs that combine classroom education and a passion for football. **The YIP Program operates with support from the National Football League (NFL), USA Football and its Heads Up initiative and is currently operated in partnership with Northwestern University, the University of Hawaii, the University of Maryland, 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 YIP served over 300 young men between the ages of 10 and 14. Nearly all 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 26% increase in math scores and 34% increase in English 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 2017, 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, U.S. Army 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 2017, Northwestern University, the University of Hawaii, the University of Maryland, the University of Michigan, and the United States Military Academy at West Point programs served approximately 360 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 students 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 daily lessons. A pre-test is administered at the beginning of the program and a post-test at its conclusion. The daily lessons cover the following areas: integers, fractions, decimals, percents, ratio and proportion, measurement, graphs and charts, data analysis, expressions, and equations. 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 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.

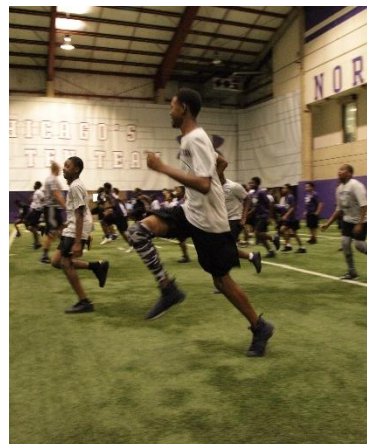
### **Meals, Nutrition, and Health**

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.

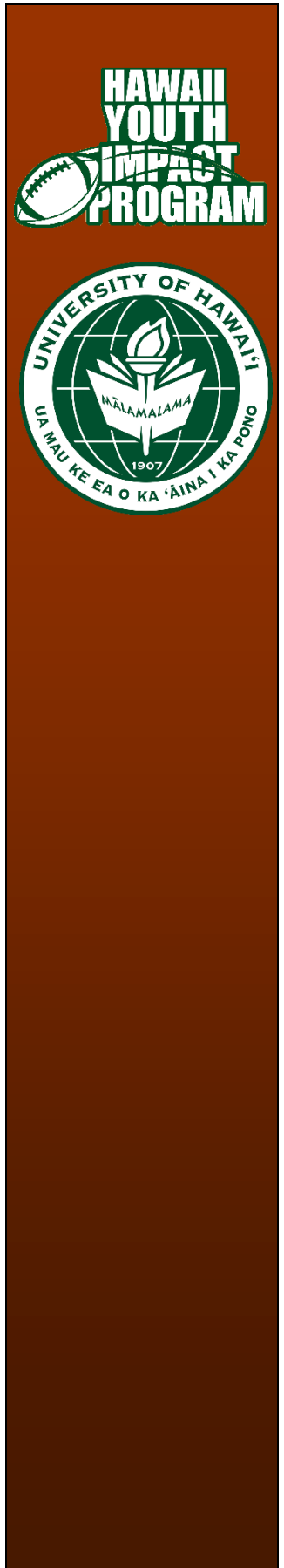


## The University of Hawaii

The University of Hawaii at Manoa partnered with YIP for the first ever Hawaii Youth Impact Program. From the Honolulu area were 6th, 7th, and 8th grade participants from the school districts of Central, Honolulu, Leeward, and Windward. The program hired current student-athletes and staff members, UH graduate assistants, and partnered with the US Army Pacific (USARPAC).

The 12 student-athletes that participated in the program were all football athletes under the leadership of Head Coach Nick Rolovich. The academic instruction and lessons taught were supported by the US Army Pacific (USARPAC) personnel. The YIP participants learned essential life skills, decision making, setting goals and aspirations. The participants also received coaching in USA Football certified contact football by their Hawaii football player mentors learning key football skills and teamwork, through a daily series of drills and competitions. Hawaii YIP participants enjoyed a special tour of Pearl Harbor during the fourth of July holiday and received a surprise visit from World Champion surfer Carissa Moore.

The Hawaii YIP was supported by Chef Roy Yamaguchi, First Hawaiian Bank, Hawaii Lodging & Tourism Association, Matson, Roberts Transportation, Royal Contracting, The Royal Hawaiian Hotel, Alan Wong's, Big City Diner, Chef Chai, Diamond Head Market, DK/Sansei, Eating House 1849, Hawaii Volcanic Water, Highway Inn Kaka'ako, Hula Grill, Kahala Hotel & Resort, Koko Head Café, McDonald's McCully, Murphy's Bar & Grill, MW Restaurant, Pig & The Lady, Rainbow Drive-In, Roy's Waikiki, Sodexo, StripSteak Waikiki, Zippy's McCully





## The University of Maryland

From the greater Washington D.C area were 6th, 7th, and 8th grade at-risk boys for Maryland Youth Impact Program's second year. The program hired current student-athletes and staff members, along with local public school teachers from the area.

Maryland YIP served 70 at-risk youth with students from the greater Washington D.C area. The student participants were from school districts of Alexandria, Anne Arundel, Calvert, Charles, District of Columbia, Fairfax, Prince Frederick, Prince George's County, and Montgomery County.

The 15 student-athletes that participated in the program were all football athletes. The 8 U.S. Marines were with the Chemical Biological Incident Response Force (CBIRF) Indian Head, MD. Maryland YIP participants enjoyed special events including a behind the scenes tour at the FedEx Field home of the Washington Redskins football team and a real-world experience of the Marine Corps Combat Fitness Test (CFT).

The Maryland YIP was supported by Under Armor, the NFL Foundation, the Simpson Development Inc., Lockheed Martin, United Scrap Metal Inc., Eve Restaurant, and individual private donors.



## University of Michigan

This was the University of Michigan's third 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 67 at-risk youth from different middle schools in Detroit. The students who participated were chosen from local middle schools in underprivileged communities. 22 University of Michigan student-athletes that made up the entire sophomore class of the 2017 Michigan Football Team were coaches and mentors for the youth. This was the second year that the University accredited student-athletes to receive college credit for their participation in the program.

The Michigan YIP participants enjoyed several unique and special events including a field trip to NASCAR, a pancake toss provided by Chris Cakes of Michigan, special guests include former Michigan football player, Chris Bryant, and former quarterback, Devin Gardner helped lead the program.

The Michigan YIP was supported by the Avanath Capital Management, McKinley Associates Inc, General Dynamics, and individual private donors.



## Northwestern University

This was Northwestern University's fourth 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. The 55 local at-risk boys were in the sixth, seventh and eighth grade from North Lawn Dale, South Side, and Evanston took 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.

The 16 student-athletes from the current Northwestern football team served as coaches and mentors for the participants. 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 DaleyTang, the Stean's Family Foundation, Overture Promotions, MMT Investment, Home Run Inn, and individual private donations.

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.



NORTHWESTERN  
UNIVERSITY



## United States Military Academy at West Point

This was the United States Military Academy at West Point's second year hosting YIP for at-risk boys from Harlem and the Bronx and local metropolitan areas with current cadet athletes leading the program. The 73 local at-risk boys seven different middle schools Promise Academy I, Promise Academy II, School of Finance and Tech, CIS 303: The Leadership and Community Service Academy, Frederick Douglas, Bronx Latin, and PS 180 Hugo Newman.

The program was a Leadership Detail for Cadet Summer Training and from busing in the students in, to teaching curriculum, to coaching, the cadets ran the entire program. All 19 cadets were accredited for their participation in the program and received college credit. While none of the cadets played football, a graduate assistant from the football team taught them the foundational principles in order to coach football skill-sets and scrimmages during the program.

The West Point YIP participants enjoyed several unique and special events including a scavenger hunt to historical points located around the campus with a cookout held to complete the fourth of July holiday. The military police visited YIP and introduced themselves to the students. One kid went out of the way to notify the cadre of the positive interaction he had with the military police stating: "These guys (Military Police) are so nice; my parents told me that all police are bad". This positive interaction, exemplifies the need to build trusting relationship. This program is unique in that, one of the group leaders was female. One student specifically thanked his female squad leader stating "I am not a woman, but Coach West has shown me that a strong woman can be or do anything".

The West Point at YIP was supported by the Viola Foundation, NFL Giants Inc, and individual private donors.

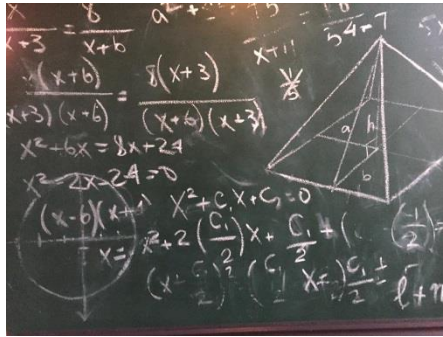


**ARMY  
WEST POINT.**

## 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.



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. **In 2017, test results showed an increase of 13% Hawaii YIP, 15% Maryland YIP, 50% Michigan YIP, 27% Northwestern YIP, 24% West Point YIP.**

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 12 Brown Boys). Young adult novels written by Jerry Spinelli and Omar Tyree. 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.

**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. **Test results showed an increase of 61% Hawaii YIP, 33% Maryland YIP, 39% Michigan YIP, 28% Northwestern YIP, 11% West Point YIP.**

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 most 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.

*“Two dozen kids returned this year and they are now remarkably different and more mature. They are mentors as well to the new kids. There were kids who were fighting every day last year who have become the leaders this year. They break up disagreements and show their peers how to act. That’s pretty cool to see.”*

- Zach Eisendrath,  
Director of Internal  
Communications and  
Operations for the  
Head Coach for the  
University of  
Michigan

**Enjoyment of Football and Future Football Plans:** Many 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 2017 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>

### **YIP Outreach in West Point, NY Going Bigger in 2016!**

<http://www.youthimpactprogram.org/news/yip-outreach-west-point-ny/>

ALEXANDRIA, VA. JAN 20, 2017-- CDT Kevin Larry, member of the 2015 YIP staff and volunteer for 2017, led a very successful outreach, clothing drive, and school visit.

### **Polynesian Football Hall of Fame**

<http://www.youthimpactprogram.org/news/polynesian-football-hall-of-fame/>

ALEXANDRIA, VA. JAN 26, 2017-- Youth Impact Program has been recognized and elevated...We were inducted into the Polynesian Football Hall of Fame in Honolulu, Hawaii because of your efforts.

### **Super Dreams!**

<http://www.youthimpactprogram.org/news/super-dreams/>

ALEXANDRIA, VA. FEB 03, 2017-- It is inspiring and emulated by a lot of our youth, especially to our inner city at risk youth as they can see athletes from their environment become the top of the world in winning a Super Bowl.

### **Our Leaders Going BIG!**

<http://www.youthimpactprogram.org/news/our-leaders-going-big/>

ALEXANDRIA, VA. MAR 07, 2017-- For the past four days, two of our YIP Student Athlete Mentors were at the invitation-only 2017 NFL Scouting Combine: Jabrill Peppers, Michigan and Anthony Walker Jr., Northwestern

### **A Giant Among Us**

<http://www.youthimpactprogram.org/news/a-giant-among-us/>

ALEXANDRIA, VA. MAR 10, 2017-- Congrats to one of our first YIP Student Athletes from the University of Southern California who led and positively impacted our "at risk" youth from South Central Los Angeles.

### **Our Leaders going Big in the NFL**

<http://www.youthimpactprogram.org/news/our-leaders-going-big-in-the-nfl/>

ALEXANDRIA, VA. MAY 09, 2017-- A big congratulations to our Student Athlete mentors that were recently drafted into the NFL. It is a big dream come true for them.

### **Ignite the Heart**

<http://www.youthimpactprogram.org/news/ignite-the-heart/>

ALEXANDRIA, VA. MAY 11, 2017-- We are honored to announce to you that this summer we are igniting the hearts of over 500 "at risk" youth in five inner cities of our Nation at five major NCAA Universities.

### **Southern California Love for YIP**

<http://www.youthimpactprogram.org/news/southern-california-love-for-yip/>

ALEXANDRIA, VA. MAY 17, 2017-- Ronnie Lott is an inspiration as we join forces and resources on the Youth Impact Program.

### **Michigan YIP Holds Its 2017 Draft**

<http://www.youthimpactprogram.org/news/michigan-yip-holds-its-2017-draft/>

ALEXANDRIA, VA. MAY 23, 2017-- Our Michigan YIP 2017 kicked off the program last night with over one hundred middle-school aged student participants for a Draft Night held at Cass Tech High School in Detroit.

### **From the Heart to Ignite Heart**

<http://www.youthimpactprogram.org/news/from-the-heart-to-ignite-heart/>

JUN 07, 2017-- We spoke from the heart last night to ignite our inner city at risk hearts of the greater Washington D.C. area.

### **UH football program teams up with Youth Impact Program to help at-risk youth**

<http://www.youthimpactprogram.org/news/uh-football-program-teams-up-with-youth-impact-program-to-help-at-risk-youth/>

Honolulu, HI. JUN 09, 2017-- Next month the University of Hawai'i football program will host a camp that's about far more than just X's and O's. Its aim is to help at-risk middle school boys in all walks of life.

### **VIDEO: University of Hawai'i Youth Impact Program Press Conference**

<http://www.youthimpactprogram.org/news/video-university-of-hawaii-youth-impact-program-press-conference/>

Honolulu, HI. JUN 09, 2017-- The University of Hawai'i Youth Impact Program is introduced at a press conference with program founder Riki Ellison as well as UH head coach Nick Rolovich and quarterback Dru Brown.

### **Aloha Hawaii!**

<http://www.youthimpactprogram.org/news/alohahawaii/>

Honolulu, HI. JUN 09, 2017-- Yesterday we announced our first ever Hawaii Youth Impact Program at our Press Conference hosted by Chef Roy Yamaguchi with the full support of the local community.

### **Follow the Yellow Brick Road**

<http://www.youthimpactprogram.org/news/follow-the-yellow-brick-road/>

JUN 22, 2017-- We brought our A game last night to Training Day at the University of Maryland in molding our leadership to have our intent, our expectations, and execution to ignite hearts and minds of our at risk youth.

### **You Will Always Have What You Give Today**

<http://www.youthimpactprogram.org/news/you-will-always-have-what-you-give-today/>

JUN 26, 2017-- With our United States Military Academy at West Point program with youth from New York City and our University of Michigan program with youth from Detroit beginning today at these two campuses!

### **Lighting Fires of Passion**

<http://www.youthimpactprogram.org/news/lighting-fires-of-passion/>

JUN 29, 2017-- Highlights from this week at YIP. For more pictures, visit our website Media.

### **YIP at MI, WP, HI, & NU**

<http://www.youthimpactprogram.org/news/yip-at-mi-wp-hi-nu/>

JUL 05, 2017-- Michigan YIP on the Detroit News! West Point YIP celebrated the fourth of July by doing a cookout and scavenger hunt. Hawaii YIP began Monday and Northwestern YIP held its Draft Night, Friday, June 30, 2017.

### **NASCAR Comes to YIP**

<http://www.youthimpactprogram.org/news/nascar-comes-to-yip/>

JUL 08, 2017-- Great team-building exercise for our MI YIPsters! Working TOGETHER to enable SUCCESS for these Nascar race-cars!

### **Who's Got It Better Than Us?**

<http://www.youthimpactprogram.org/news/whos-got-it-better-than-us/>

JUL 12, 2017-- YIP Closing Programs and highlights

### **WATCH: Maryland Youth Impact Program Impacting the Lives of Inner City Kids**

<http://www.youthimpactprogram.org/news/watch-maryland-youth-impact-program-impacting-the-lives-of-inner-city-kids/>

College Park, MD. JUL 21, 2017-- Check out the highlights from our Maryland Youth Impact Program and how it's impacting the lives of inner city kids in the Washington DC Area from WUSA9!

### **Hometown Heroes – Maryland YIP**

<http://www.youthimpactprogram.org/news/hometown-heroes-maryland-yip/>

JUL 25, 2017-- Maryland Youth Impact Program Impacting the Lives of Inner City Kids. Behind the scenes tour of the Redskins Stadium at FedEx Field.

### **2017 YIP Dream Making Impact – United States Military Academy at West Point**

<http://www.youthimpactprogram.org/news/2017-yip-dream-making-impact-united-states-military-academy-at-west-point/>

AUG 01, 2017-- In your dream making role that has enabled us to ignite the hearts of our youth to dream big, here is a summary of the successes of each of our 5 Youth Impact Programs across 5 major urban cities.

### **University of Michigan Youth Impact Program 2017**

<http://www.youthimpactprogram.org/news/university-of-michigan-youth-impact-program-2017/>

AUG 02, 2017-- Our program today we are highlighting for awareness is the University of Michigan Youth Impact Program and the at risk youth from Detroit.

### **University Maryland Youth Impact Program 2017**

<http://www.youthimpactprogram.org/news/university-maryland-youth-impact-program-2017/>

AUG 03, 2017-- *Our program today we are highlighting for awareness is the University of Maryland Youth Impact Program and the at risk youth from the greater D.C. area.*

### **University of Hawaii Youth Impact Program 2017**

<http://www.youthimpactprogram.org/news/university-of-hawaii-youth-impact-program-2017/>

AUG 04, 2017-- *Our program today we are highlighting for your awareness is the newest program and a very special one in its Polynesia roots.*

### **Northwestern University Youth Impact Program 2017**

<http://www.youthimpactprogram.org/news/northwestern-university-youth-impact-program-2017/>

AUG 07, 2017-- *Concluding our last program, we are highlighting for your awareness is Northwestern University Youth Impact Program and the at risk youth from Chicago.*

### **University of Hawaii names it's captains for the season**

<http://www.youthimpactprogram.org/news/university-of-hawaii-names-its-captains-for-the-season/>

AUG 11, 2017-- *Out of 4 men voted on as captains by their teammates, 3 of them were part of our Hawaii YIP team and led our youth in Honolulu to make change for the betterment of Hawaii.*

### **All in the Family**

<http://www.youthimpactprogram.org/news/all-in-the-family/>

AUG 17, 2017-- *We want to acknowledge the support of the four time Super Bowl Champion New York Giants Foundation who are making impact on the youth of New York City, Harlem, the Bronx and win.*

### **The Dream Making Machine**

<http://www.youthimpactprogram.org/news/the-dream-making-machine/>

AUG 29, 2017-- *As our 2017 summer comes to an end, we want to reflect on our ignition of hearts across culture, race and economic status in creating trust, respect, leadership to make our nation better than it is today.*

### **Summer Dreams**

<http://www.youthimpactprogram.org/news/summer-dreams/>

SEP 01, 2017-- *The college football season is upon us and we are behind all our 5 YIP Universities and their student athletes and Head Coaches to win and go big!*

### **We are with Winners!**

<http://www.youthimpactprogram.org/news/we-are-with-winners/>

SEP 05, 2017-- *Winners associate with winners and we are undefeated! All five of our Youth Impact College Universities won this weekend.*

### **YIP Day at Maryland**

<http://www.youthimpactprogram.org/news/yip-day-at-maryland/>

SEP 13, 2017-- *This past weekend the University of Maryland Football program invited our entire Youth Impact Program team to their opening home game against Towson.*

### **We Walk the Walk**

<http://www.youthimpactprogram.org/news/we-walk-the-walk/>

OCT 25, 2017-- *When you talk the talk, you have to walk the walk.*

### **Thanks for Giving**

<http://www.youthimpactprogram.org/news/thanksforgiving/>

NOV 20, 2017-- *On behalf of our 2,540 urban youth, THANK YOU for your support over the last 11 years!*



## 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

## Governance

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

### **Board of Advisors**

Mr. Riki Ellison, Chairman and Founder  
Mr. Patrick Daley  
Ms. Wesley Ellison  
Mr. John Rood

### **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.

Mr. Reyno Arredondo  
Mr. Joseph DeAntona  
Mr. Richard Formica  
Mr. Craig Franklin  
Mr. Robert Joyce  
Ms. Megan King  
Mr. James Kriesel  
Mr. Robert Lennox  
Mr. Bill Milligan  
Ms. Julie Rosen  
Mr. John Schmuck  
Mr. Donnie Simpson, Jr.  
Mr. Jeff Tuggle  
Mr. Todd Tuomala

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