YCORE
IMPACT REPORT
2021
COMMUNITY-BASED IMPACT, REIMAGINED
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LETTER FROM JESS

Highs, lows, forwards, backwards. How to sum up this year? In 2021, YCore continued with virtual programming, dipping our toes into hybrid cohorts and in-person connections. We set in motion a plan to return to in-person in the Bay Area, but as of the time of this report, we don’t know whether that will come to life in 2022.

Amid the uncertainty, our team ran more projects than ever before. We worked with new nonprofit partners and deepened our relationships with partners that we’ve worked with for years. For all the challenges of the virtual world, it’s also facilitated stronger connections between nonprofit leaders and our fellows, and watching those relationships flourish from zoom collaboration to board service and long-term volunteering has been enormously gratifying.

Virtual workshops aren’t easy, but our fellows showed up with energy -- and feedback! -- that helped our program thrive. YCore’s Alumni Board stepped up with new content to peel back the layers of privilege, class, and the complexities of working towards justice in an ever-changing world.

YCore's greatest strength is our ability to build solidarity, connecting people around shared dreams, values, and goals.

We also found time this year to step back and design our first 5-year strategic plan. It was a privilege to think deeply about what brings people to YCore and our place in the community and world. Listening to our fellows, alumni, and nonprofit partners, we learned that YCore’s greatest strength is our ability to build solidarity, connecting people with different backgrounds and careers around shared dreams, values, and goals.

I am inspired every day by all that our fellows, nonprofit partners, and alumni achieve and aspire.

Thank you for being a part of our community,

Jess Blackshaw
Executive Director
Projects form the foundation of YCore’s program. We partner teams of 4-5 young professional fellows with local nonprofits to work on a 4-month strategic project. Our fellows apply their professional skills to a challenge their partner is facing, dedicating after-work hours to bring solutions to life.

Some highlights of our 2021 projects are:

**Data & Web**
Strengthen data infrastructure and practices to better understand real-time tenant needs and inform advocacy and programs.

Create a web process for youth to participate in events, helping them track and deepen their relationship to the national parks.

**Marketing & Research**
Create new marketing materials for a campaign for capital funding to improve land management.

Provide competitive analysis and strategic research to bolster a successful expansion to neighboring states.

**Strategy**
Conduct a market analysis and internal needs assessment to align the organization’s efforts with the needs of the larger community.

Research and create a manual for Advisory Board recruitment, engagement, and best practices.

**Programs**
Create content and launch plans for early-career development programs.

Evaluate existing programming to increase efficiency and quality during an expansion period.

Enhance volunteer retention through understanding volunteers’ experiences & streamlining communication.
"YCore provided Dev/Mission the tools, capacity and processes to continue to sustain our Pre/Post Assessment tools, volunteer program and most recently our alumni connections model. Join the movement!"

Leonardo Sosa, Founder and CEO of dev/Mission
Meet our Partners

OUR NONPROFIT PARTNERS ARE...

Working towards social justice, with a clear mission that advances critical changes to the current inequitable systems in our society and community.

Represent and are accountable to the communities they serve in their decision-making and leadership structures.

Have a strong local presence and the organizational capacity to work with YCore fellows.

Partners in 2021: 31
Partners new to YCore: 10
Partners outside the Bay Area: 2

OUR PARTNERS WORK ON A WIDE VARIETY OF ISSUES

Youth
Economic Inclusion
Education
Workforce Development
Food, Agriculture, & Nutrition
Women & Girls Rights
Civic Engagement & Policy
Family and Children Services
Health & Wellness
Community Organizing
Homelessness & Housing Services
Diversity & Inclusion
Criminal Justice Reform
Environment & Climate Justice
Mental Health
Racial Justice
Foster Youth
Gender-based Violence
Disability Justice

100%
81.8%
63.6%
54.5%
36.4%
36.4%
27.3%
27.3%
27.3%
27.3%
18.2%
18.2%
18.2%
18.2%
9.1%
9.1%
9.1%
Project Outcomes

Our projects led to...

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Improvements in program evaluation and growth</td>
<td>73%</td>
</tr>
<tr>
<td>Increased internal efficiency</td>
<td>64%</td>
</tr>
<tr>
<td>More beneficiaries served</td>
<td>27%</td>
</tr>
<tr>
<td>Money saved</td>
<td>18%</td>
</tr>
<tr>
<td>Improvements in fundraising systems</td>
<td>9%</td>
</tr>
<tr>
<td>Additional volunteers recruited</td>
<td>9%</td>
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91% of partners would recommend YCore to a peer organization
100% of partners would work with YCore again
While working on their projects, fellows attend bi-weekly workshops to explore their relationship to privilege and social impact and build skills to make them more effective volunteers and donors.

Our Core Curriculum
Our workshops cover topics like conducting empathy interviews, fundraising, an introduction to systems thinking, and exploring values and purpose in social justice work.

New Content for a New Era
In 2021, we debuted a new workshop: “What does ‘giving back’ mean?” that explores the different ways we think about the responsibility we have to each other.

Virtual Projects in New Cities
The flexibility of virtual workshops allowed us to pilot two projects in Denver, CO and welcome fellows living in San Francisco, Silicon Valley, Denver, New York, Seattle, and Los Angeles.

"I have a much clearer picture of how I can continue to be involved in social impact and also have a better understanding of how to go about finding and evaluating opportunities."

Rodney Sherwin Shibu,
2021 fellow with BUILD.org
"Because of my YCore experience, I have more knowledge of the issues facing my community and more confidence to be a part of the change that is needed to build a more equitable society."

**Kaity Galanos 2021 fellow with Restore Oakland**
MEET OUR FELLOWS

YCORE FELLOWS ARE...

Passionate, empathetic, committed young professionals eager to do more in their community.

Some are new to their city and eager to put down roots, others are looking to learn more about the place they've lived for years.

Many are considering or already in the process of a career transition, seeking to align their work with their values.

162 FELLOWS
21-34 YEARS OLD
68% FEMALE
2% NON-BINARY

RACIAL AND INDSTRY MAKEUP OF YCORE FELLOWS
Because of YCore, I...

- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

...better understand my values

...better understand how I will engage with social impact going forward.

...can better identify systems affecting me & my community

...have made progress on my social impact journey

YCore fellows volunteering onsite with their nonprofit partner, Pie Ranch
“YCore has given me a means by which I can connect with peers committed to social justice, work alongside nonprofits on immediate problems, and learn a ton along the way!”

Abhimanyu Vasishth, 2020 YCore Fellow & PL 2021 YCore Alumni Board
YCore Alumni

Our program alumni donate 3x more annually than they did before the program, almost 7x more than the average for millennial adults.

YCore alumni also volunteer 1.3x more hours than they did before the program, 2.5x the national average for millennials.

More than a year later, alumni:

98% Still involved in social impact/justice work

97% YCore significantly affected their understanding of/engagement in that work

What are they up to?

- Serving on Boards and founding Associate Boards for their nonprofit partners
- Donating to mutual aid efforts in their communities
- Accepting jobs at equity-focused companies and/or transitioning to social-sector jobs full time
- Volunteering regularly as tech tutors, advertising consultants
- Leading internal DE&I and education efforts at their workplaces
**LOOKING AHEAD**

Based on the feedback of our fellows, alumni, and nonprofit partners, we plan to use the next five years to work deeper and wider. We are designing new curricula to help young professionals continue the journey they began in our core program, and we’re expanding our program to new cities across the U.S.

**Grow Beyond the Bay**

After two pilot projects in Denver, CO, we’ll kick off 2022 with projects in NYC and Dallas. Our goal is to continue offering a remote version of YCore’s core program to nonprofits and professionals across the country while working towards a second full-time location in the next few years.

**Pilot New Programming**

We are designing new curricula to help young professionals continue the journey they began in our core program, beginning with pilots in 2022 focused on giving, education, and volunteering.

**Keep Our Partners Front and Center**

We’re getting clearer about our partnership objectives and prioritizing community-based organizations focused on advancing equity and justice. At the same time, we’re designing processes to be more responsive to our repeat nonprofit partners and new partners alike.
YCore Staff

Jess Blackshaw
Executive Director

Rima Vora
Program Manager

Tara Ramanathan
Program Manager

2019-2021 Program Manager: Katy Lardaro

2021 YCore Alumni Board

Abhimanyu Vasishth  Alice Ni  Arpitha Hanumanth  Becky Newborn  Dillon Stuart
Eric Mattson  Gabriela Teran  Gianna De Filippis  Glenn Borok  Ian Go
Jane Suk  Jonathan Yau  Juan Albanell  Kate Laughton  Keertan Kini
Kevin Li  Liana Hsu  Marijke Large  Marina Cottrell  Michael Hart
Michelle Nie  Ming He  Nikita Sirohi  Sanjana Sathya  Sarah Tenenbaum
Sophie Currin  Victoria Chen

2021 Board of Directors

Simon Shachter  Samantha Carpenter  Jessica Gupta  John Liotti
### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Individual</td>
<td>$218,000</td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
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<td>PPP</td>
<td>$36,180</td>
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### Expenses

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<tbody>
<tr>
<td>Staffing Costs</td>
<td>$266,000</td>
</tr>
<tr>
<td>Program Costs</td>
<td>$5,716</td>
</tr>
<tr>
<td>Admin Costs</td>
<td>$3,071</td>
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