

CARE || COMMUNICATION || CONNECTION || TRANSPARENCY || EMPOWERMENT



— ANNIVERSARY —



# Testimonials from Stakeholders

**In your opinion, what is the impact the YESS Institute has on the community?**



*The YESS Institute lifts the voice and the power of youth to positively impact not only their own lives but the future of their families and communities. It brings together peers to share their experiences and learn from one another and mentors from the community to create a sense of belonging.*

- Nora Flood and the Wend team

*For the past 20 years, the YESS Institutes' programs, services, and solutions have helped close the gaps in equity and opportunity for youth from historically underserved populations.*

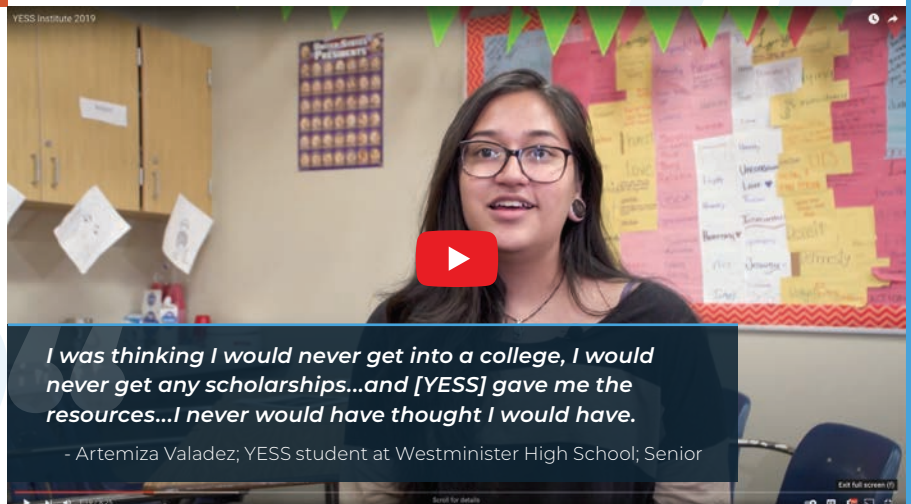
- Joél Contreras , Former Board Chair

*When the YESS Institute started 2 decades ago, "emotional intelligence" was a new buzz word. **Today, hundreds of students lives have forever changed because of what YESS taught them.***

- Julie Speer Jackson, Community Leader

*Great things can happen when kids can be vulnerable and build authentic relationships amongst their peers, and YESS provides those opportunities.*

- John Uridil, Former Principal  
Shaw Heights Middle School,  
Westminster Public Schools





# Who We Are

## Vision Statement

YESS students become caring and productive members in their communities.

## Mission Statement

YESS Institute builds inclusive learning communities to support students on their Road to Success.

## Philosophy

The success of the YESS model is rooted in the agency's founding philosophy that the people and communities served need to be valued as experts of their own lived experiences.

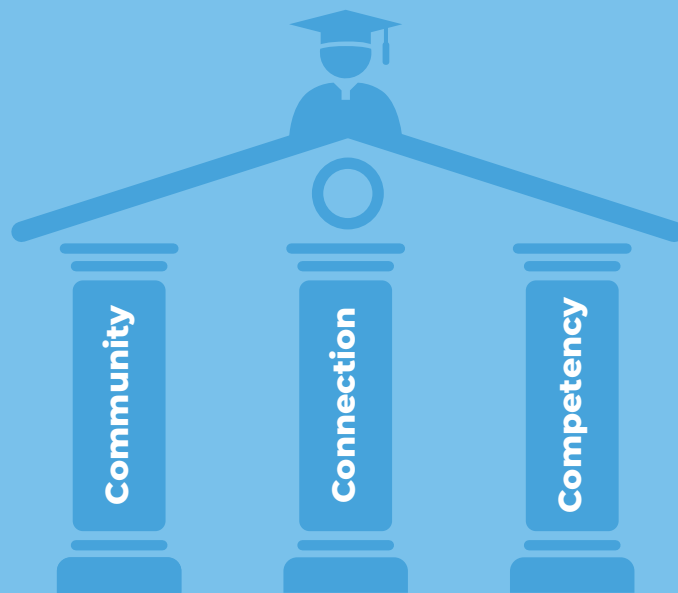


## Three Pillars of YESS School Success

**Community:** Inclusive, integrated, credited classroom builds foundation

**Connection:** Peer role models provide sense of belonging and connection to pro-social peers

**Competency:** SEL curriculum and academic support increase school success



## YESS Leadership Model (4 I'S)

**How to influence and change my community?**

1. Introspect as change starts from within
2. Integrate, motivate and educate self
3. Inspire through demonstration
4. Influence through the power of community

My introspection inspires others to choose different perspectives, These positive choices create a larger ripple effect influencing a community at large.

# Program Impacts

YESS programs show demonstrated improvements in school connectedness, academic achievement, attendance rates, student leadership, social-emotional development and post-secondary success.



## 20 Years at a Glance



**8,000+ Students**  
served by YESS



**30 Schools**  
across Denver-metro area



**100% Graduation Rate**  
of YESS High School Seniors



**\$7,200,000 Scholarship**  
funding for YESS students

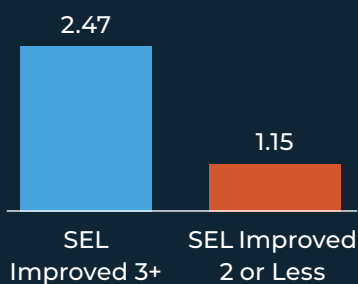


**82,000+ Hours**  
of hands-on service towards students

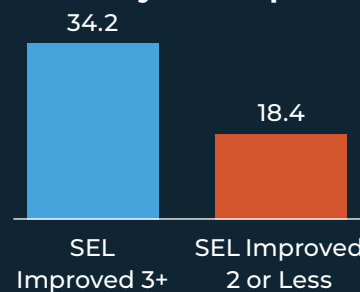
## Academic Impacts\*

### Academic Improvements Among YESS Mentees Who Improved Social-Emotional Learning

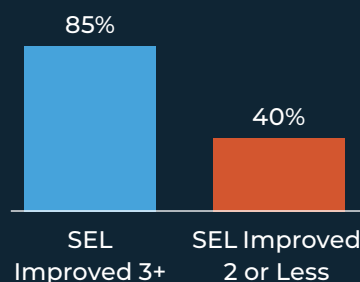
GPA by SEL Improvement



Credit Gain by SEL Improvement



### YESS Mentees “on track”, vs. grade-level counterparts not served by YESS



\* These data were collected from students from Lincoln High School in Denver, CO, over a 6 year period. Outcomes of students participating in YESS Mentoring were compared to a control group of non-YESS students from the same grade-levels.

[For more impacts, click here.](#)

# Community Partners

## 10 Key Partners

Denver Broncos  
Denver Scholarship Foundation  
Denver Office Children's Affairs  
I Have a Dream Foundation  
Metro State University of Denver  
MENTOR  
Radschools  
University of Denver  
Adams County Youth Initiative (RMP)  
Youth Mentoring Collaborative/  
Mentor Colorado

## 10 Key People

Dr. Diane Bassett  
Joél Contreras  
Dr. James Duffy  
Susan Greer  
Donna Hultin  
Dr. Wendy Kriekels  
Richard Male  
Daniel Medina  
Maxine Quintana  
Dr. Martha Urioste

## Community Leadership

**Co-founder of Mentor Colorado**  
in partnership with statewide and national mentoring leaders developing a statewide umbrella mentoring capacity building agency.

**Founding member of Bridging the Gap, Kids and Cops**, the Denver Office for Independent Monitor to improve relationships between youth & police officers.

**Partnering with City of Denver** developing comprehensive e-learning curriculum educating youth about cannabis, vaping and opioid use.

## Current Board of Directors

Brian Russell - *Treasurer*  
Donna Cash - *Secretary*  
Giana Gaughan  
Jay Custard  
Mike Behrendsen  
Peter Grady  
Rebecca Holmes  
Teresa Klava - *Board Chair*

## Schools

Westminster Public Schools  
Denver Public Schools  
Adams 14 Public Schools  
Jefferson Public Schools  
Douglas Public Schools

## Staff

Alex Rodriguez  
Carlo Kriekels  
Cheyenne Maestas  
Dan Medina  
Dartanyan Davon  
Desiree Medina  
Devani Lemmon  
Dino Abeyta  
Heather Coulter  
James Silva  
Jenny Washabaugh  
John Withaar  
Lydia Vanderburg  
Seantay Patterson  
Vince Trujillo  
Esmeralda Castillo Cobian  
Christina Simonetti  
Becky Hoffman

## History

**1992:** Carlo Kriekels travels 35,000 miles by motorbike from California to Chile inspiring him to commit to empowering youth.

**2001:** Susan Greer and Carlo Kriekels cofound YESS Institute envisioning teaching emotional intelligence to youth and role models.

**2011:** YESS classroom model, as an integrated elective within schools, is piloted at Denver Public Schools

**2014:** First expansion of YESS classroom model to other school districts

**2021:** Celebration of 20 year YESS with development of online learning platform

[Click for More History](#)

## Awards

**2021 Colorado TitanCEO award** for "Inspirational Leadership, Passion, and Vision"

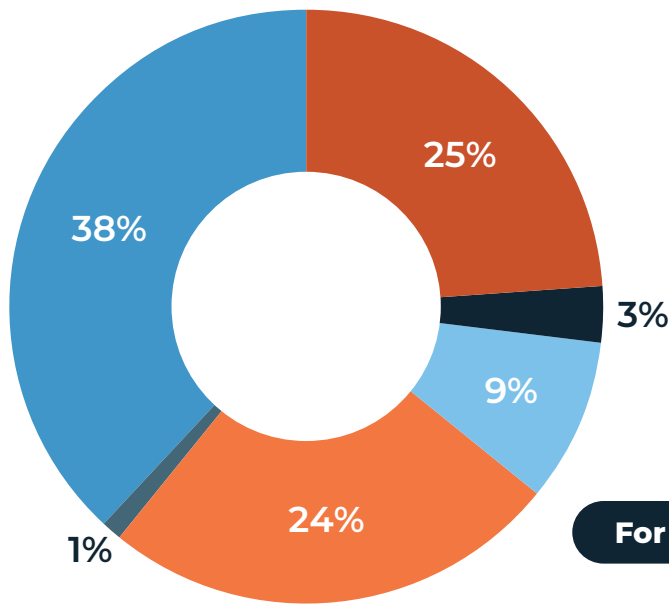
**2015 Inaugural recipient of the Denver Mayor's My Brother's Keeper Award (MBK25)** for work with boys of color in alignment with President Barack Obama's initiative "To address persistent opportunity gaps facing boys and young men of color and to ensure all youth can reach their full potential."

**2012 Recipient of the "Heavy Lifting Award"** by the Denver Mayor's Office for Education and Children

**2009 Recipient of the "Innovation Award"** by the Denver Mayor's Office for Education and Children

[For more information and the full list, click here.](#)

# Key Performance Indicators

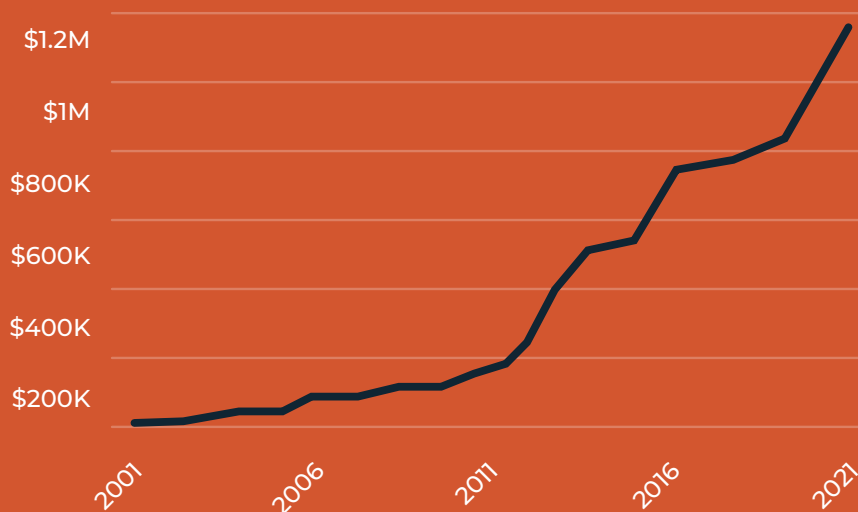


## Income (2020-2021)

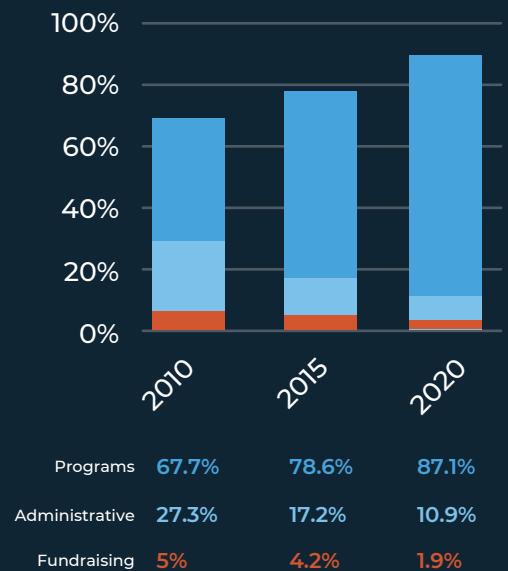
- Government (38%)
- Foundations (25%)
- Special Events (3%)
- Individuals (9%)
- Earned Income (24%)
- Corporations (1%)

[For more information and graphs, click here.](#)

## Revenue Growth (2001-2021)



## Expenses



## Key Funders

Adolph Coors Foundation  
Anschutz Family Foundation  
Anschutz Foundation  
BMAA Family Foundation  
Cesco Linguistic Services  
Colorado Health Foundation  
Daniels Fund

Denver Active 20-30 Children's Foundation  
The Denver Foundation  
Denver Post Foundation  
FirstBank  
Friedman Family Foundation  
Jaga Canada Climate Systems

Mayor's Office for Education and Children, City, and County of Denver  
Mile High United Way  
Nena Sales  
Payback Foundation  
R. Burt Foundation  
Rose Community Foundation

Sales Leadership  
Seasons to Share, McCormick Foundation  
State Farm, Lori Rickert  
Tony Grampsas Youth Services  
Wend Ventures

[Full List Here](#)

# YESS Academy

## YESS Academy Products

### Healthy Lifestyles Cannabis:

An engaging 9-level eLearning curriculum designed to educate and empower youth in making healthy choices.

### Road to Success Curriculum:

CASEL-researched evidence-based 880 page – in person and virtual - curriculum in social emotional learning for middle and high school youth.

### YESS Classroom Model:

Comprehensive YESS approach to increase academics and enhance SEL by creating a safe community and build connections through peer leadership.

### 9 Key Components of Peer Mentoring:

Blueprint for building peer leadership pipeline.

### Professional Workshops:

YESS core EQ concepts customized for role models in the fields of education, nonprofit leadership and police enforcement.

### Speaker's Bureau:

Inspiring voices from the YESS community addressing emotional intelligence as the essence to success.

## Original Vision of YESS

### Vision of Co-founders Susan Greer and Carlo Kriekels in 2001:

To develop a model that increases emotional intelligence for teens and role models by creating an educational institute to expand expertise on a large scale.

Since the early days of the agency, we have focused on developing a model, curriculum that would have the ability to reach a larger community.

### The reason for the YESS Academy is two-fold:

- 1 Increase our footprint by selling / licensing our expertise to a larger community that seeks to benefit from our research and expertise through our product.
- 2 Decrease our dependency on traditional philanthropic funding resources by developing an entrepreneurial model to increase unrestricted sustainable dollars.

### Why:

- 1 Reach, support, educate and empower other communities
- 2 Building financial sustainability
- 3 Applying the laws of social enterprise to benefit a greater community





# Message and Values



## Message from Board Chair and YESS Co-founder & CEO

### A Life Changing Motorbike Trip

In 1992 Carlo made an 18 month motorbike trip from California to Chile. The experience brought the foundational inspiration to found the YESS Institute.



### Helpful Links

[Integrate YESS into your community](#)

[Sign up for our newsletter](#)

[Take a professional development workshop](#)

## Equity Values

**Care:** We bring caring and compassion into every interaction. We all depend on each other to create brave, welcoming, and humanizing spaces.

**Communication:** We communicate our feelings, needs, and requests in an open and honest manner. We know that through communication, we create greater understanding and lasting empathy. We acknowledge the impact our words have had and will have.

**Connection:** We believe in the power of social-emotional skills and the connections it can help us form with ourselves, each other, and the world. We bring our skills with us into every interaction, to form deeper connections.

**Transparency:** We share information freely and are transparent about how decisions are made. We rely on each other for insight, to co-create solutions to problems, and to find the best path forward.

**Empowerment:** Every person has power, value, and wisdom that we uplift and honor. We seek to build an organization that meets everyone's needs, so that everyone can bring their full selves and talent.

**DONATE Today**  
**to support**  
**YESS Programs**