

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



— ANNIVERSARY —



YESS

INSTITUTE

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.

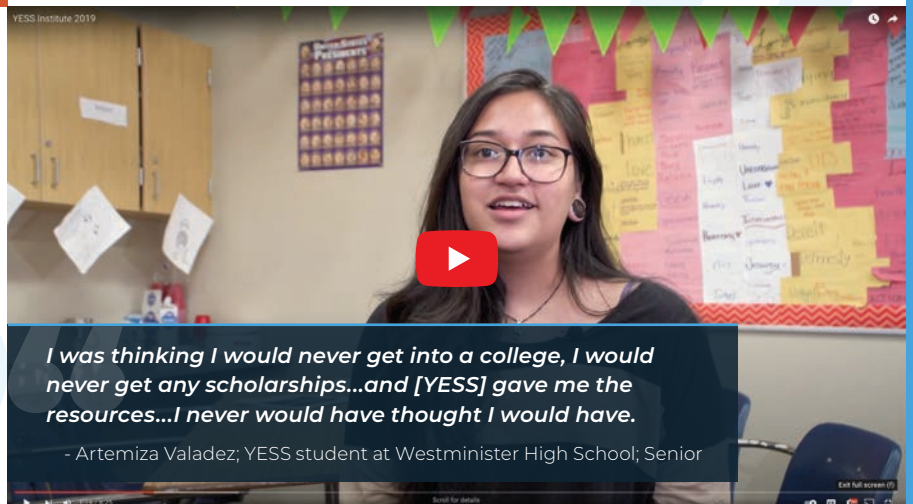
- Joél Contreras, Former Board Chair

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



I was thinking I would never get into a college, I would never get any scholarships...and [YESS] gave me the resources...I never would have thought I would have.

- Artemiza Valadez; YESS student at Westminster High School; Senior

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.

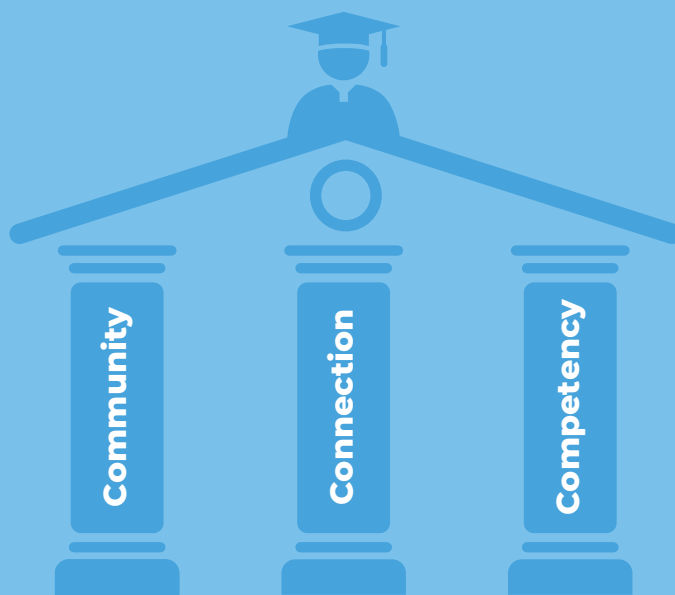


Three Pillars of YESS School Success

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

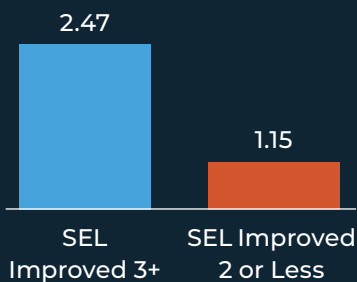


82,000+ Hours
of hands-on
service towards
students

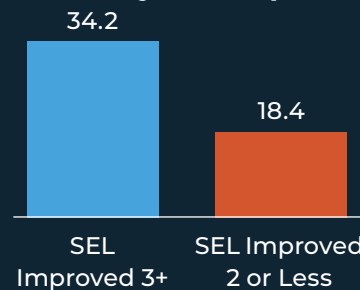
Academic Impacts*

Academic Improvements Among YESS Mentees Who Improved Social-Emotional Learning

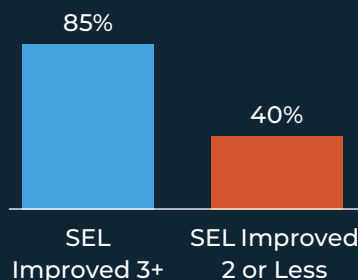
GPA by SEL Improvement



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"

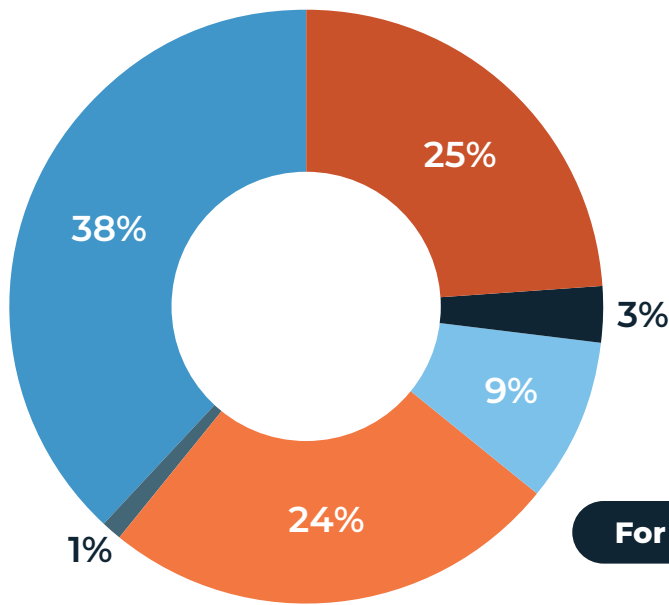
2015 Inaugural recipient of the Denver Mayor's My Brother's Keeper Award (MBK25) for work with boys of color in alignment with President Barack Obama's initiative "To address persistent opportunity gaps facing boys and young men of color and to ensure all youth can reach their full potential."

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

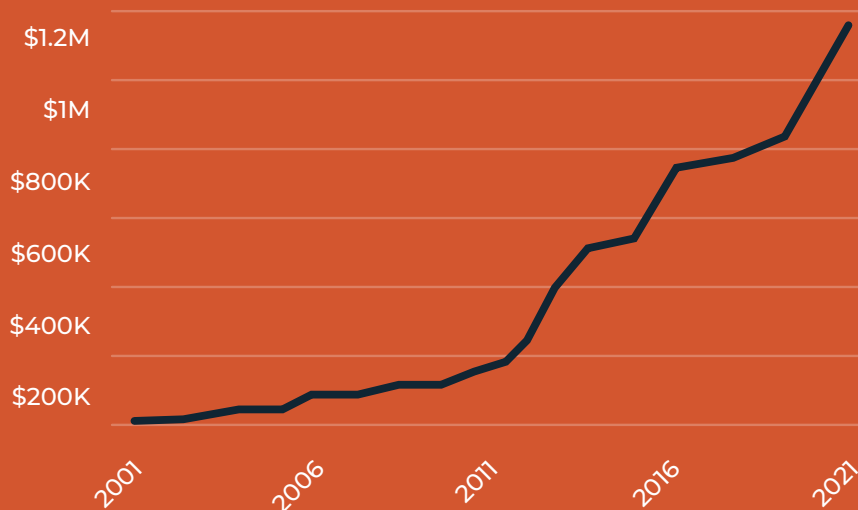


Income (2020-2021)

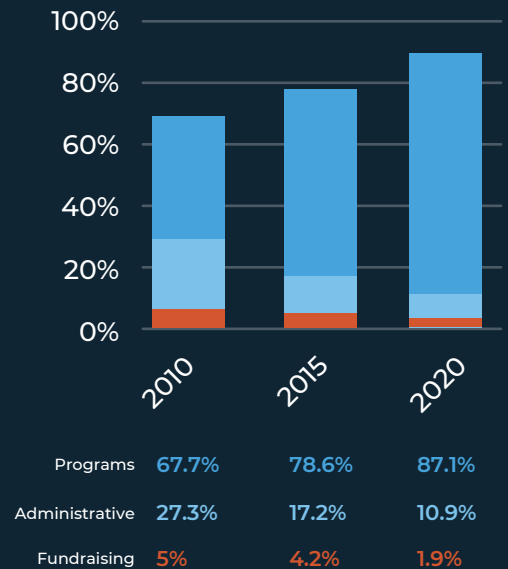
- Government (38%)
- Foundations (25%)
- Special Events (3%)
- Individuals (9%)
- Earned Income (24%)
- Corporations (1%)

[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