

# 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

# PROJECT HIGHLIGHTS

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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.

A grayscale portrait of Leonardo Sosa, a middle-aged man with dark, curly hair and a mustache, wearing a light-colored collared shirt under a dark jacket. The portrait is the background of the page. In the top right corner, there is a yellow semi-circle with diagonal lines. In the bottom right corner, there is a yellow semi-circle with diagonal lines. In the bottom left corner, there is a solid yellow circle.

"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

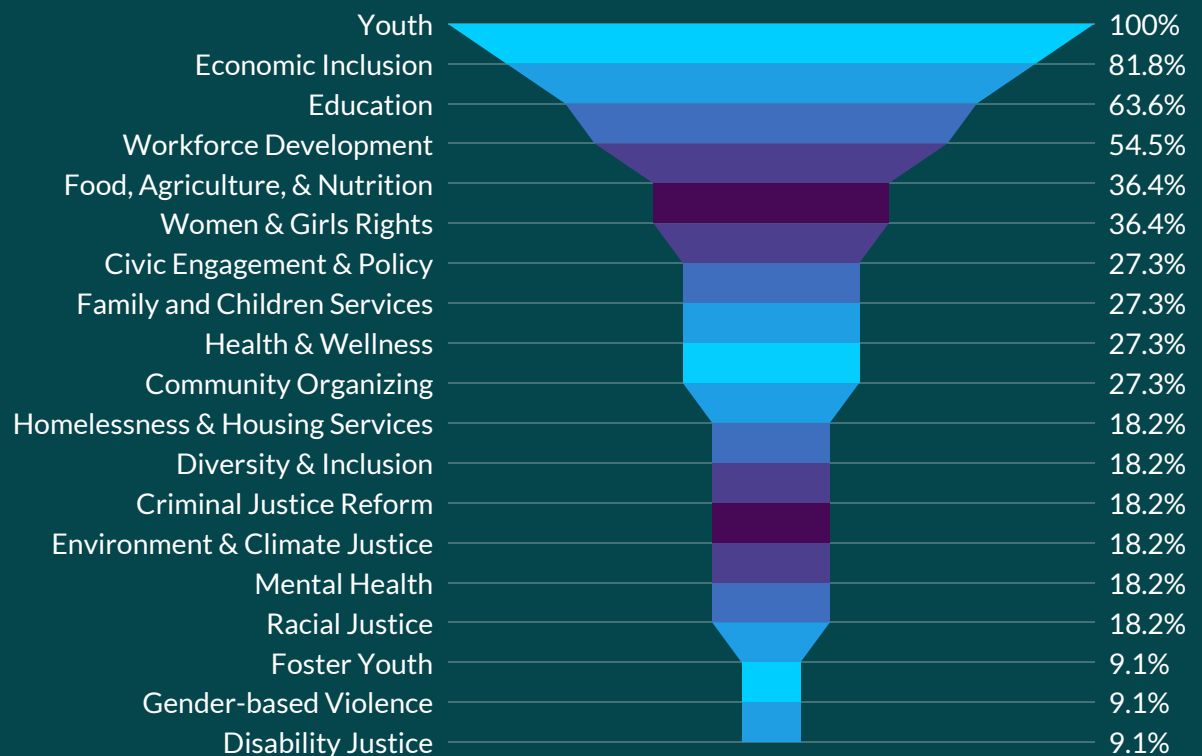
Partners new to YCore

10

Partners outside the Bay Area

2

## OUR PARTNERS WORK ON A WIDE VARIETY OF ISSUES



# Project Outcomes

**91%**

of partners would recommend YCore to a peer organization

**100%**

of partners would work with YCore again

## Our projects led to...

Improvements in program evaluation and growth	73%
Increased internal efficiency	64%
More beneficiaries served	27%
Money saved	18%
Improvements in fundraising systems	9%
Additional volunteers recruited	9%

# WORKSHOP HIGHLIGHTS

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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*



A black and white portrait of Kaity Galanos, a woman with long dark hair, smiling. She is wearing a dark jacket and large, ornate earrings. The background shows an urban setting with buildings and trees. A yellow circle is on the left, and yellow diagonal lines are in the top right and bottom right corners.

“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.

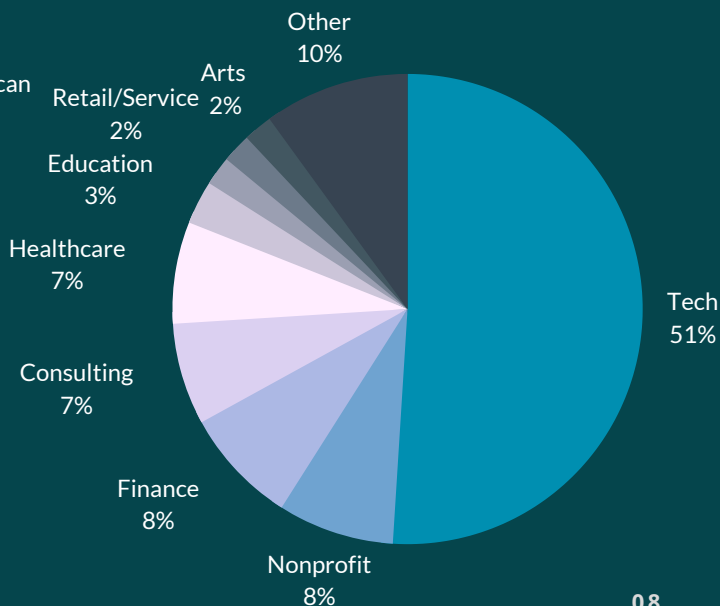
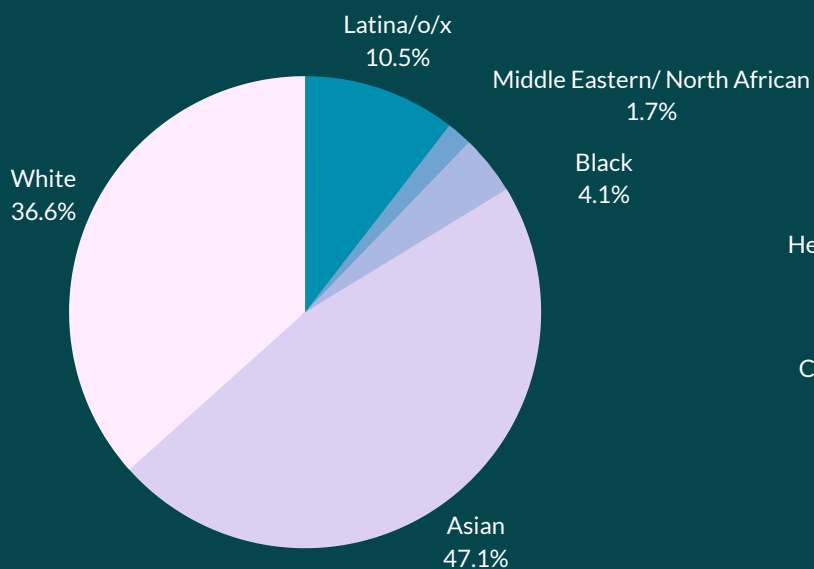
162 FELLOWS

21-34 YEARS OLD

68% FEMALE

2% NON-BINARY

## RACIAL AND INDUSTRY MAKEUP OF YCORE FELLOWS



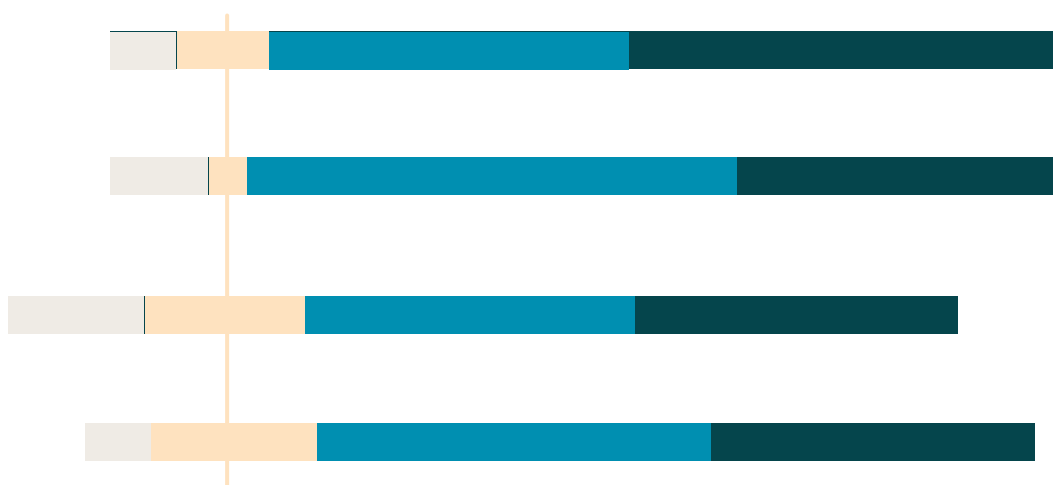
# Because of YCore, I...

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!"

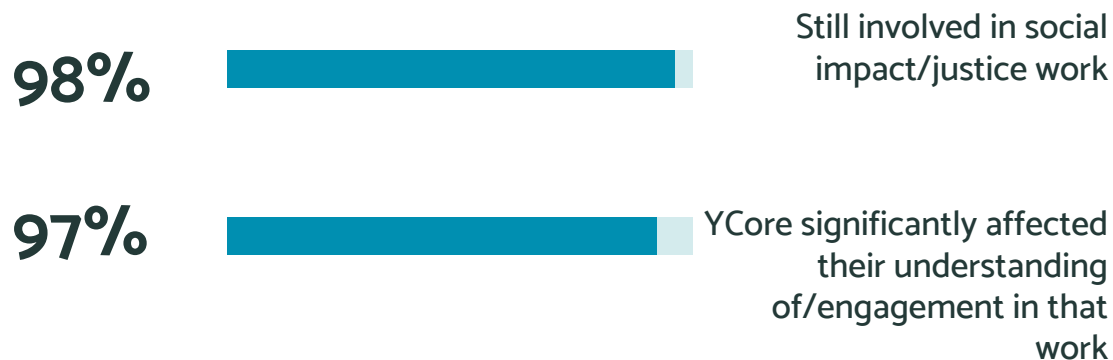
*Abhimanyu Vasishth,  
2020 YCore Fellow & PL  
2021 YCore Alumni Board*

# 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:



## 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

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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
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# Revenue

**\$ 218,000**



Individual  
Contributions

**\$36,180**



PPP

# Expenses

**\$ 266,000**



Staffing Costs

**\$ 5,716**



Program Costs

**\$ 3,071**



Admin Costs