

# 2022

## ANNUAL REPORT

# Message from the CEO



**Dear Friends & Supporters,**

Welcome to the YIP Annual Report for 2022! This year has been a transformative one for our organization as we continue on our journey to promote effective democracy and the youth engagement in the political process. Our unique approach, combining innovation and specific impact branches with the participation of young people, has resulted in an incredible nonpartisan community where youth feel invested in the political process.

In the following report, you will find a detailed breakdown of the major milestones reached by our corporate functions as well as each of our impact branches – Civic Innovations, Discourse, Policy, and Education. These achievements are a testament to the hard work and dedication of our team and the impact that we are making around the United States and broader communities.

As we look ahead to the coming year, we are excited to continue building on the successes of the past and to push the boundaries of what is possible. With 5 million policy impressions alone, our impact is clear and will only continue to grow in the future. We are proud to share our progress with you in this annual report and we hope that it provides a comprehensive overview of all that we have accomplished and whats to come.

Paul Kramer



**Paul Kramer**

Chief Executive Officer

## Table of Contents

<b>1</b>	<b>Team</b> putting faces and messages to the impact.
<b>2</b>	<b>At a Glance</b> a quick overview of the Institute's key impact metrics.
<b>3</b>	<b>Impact Functions</b> in-depth impact analysis of our four impact branches.
<b>4</b>	<b>Corporate Functions</b> information for departments supporting our overall operations.
<b>5</b>	<b>Future</b> presents the Institute's plans and goals for the coming year.
<b>6</b>	<b>Summation &amp; Acknowledgements</b> summarizes our impact and thanks those who made it possible.



# Meet the Team



**Paul Kramer**  
Chairperson  
Chief Executive Officer



**Carlos Bindert**  
Treasurer  
Chief of Staff



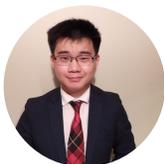
**Luke Drago**  
Vice Chairperson  
Fmr. VP, Policy



**Mollie Guba**  
Senior Vice President,  
Education



**Brandon Tran**  
Senior Vice President,  
Civic Innovations



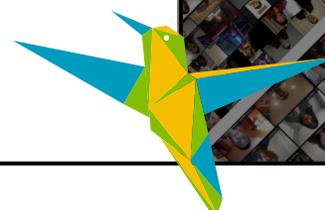
**Lucas Yang**  
Senior Vice President,  
Policy



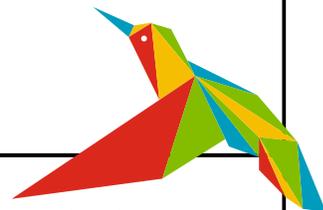
**Timothy Sabau**  
VP, Education  
Chief Human Resources Officer



**Dylan Vergara**  
Member, Advisory Committee  
Fmr. SVP, Discourse



# Impact Functions



At YIP, we are committed to making a positive impact on society and the political landscape through our various impact branches. These branches, including Innovation, Discourse, Policy, and Education, are focused on finding solutions to pressing problems, building connections and engagement, sharing unbiased and relevant information, and providing education and resources to support informed decision-making.

In the following pages, you will find an overview of the work of each of these impact branches in 2022, including their major achievements and contributions to YIP's mission. We are proud of the impact that these teams have made and we are committed to continuing this important work in the coming year.

1

The **Civic Innovations** impact branch at YIP incubates and houses pilot projects and creative ideas that aim to improve societal and political issues. This branch is dedicated to finding innovative solutions to pressing problems and is constantly exploring new ideas and approaches.

2

The **Discourse** impact branch works to build and deepen the connection between individuals and the mission of YIP through various social settings and mediums. This includes hosting events, facilitating discussions, and using social media to engage with supporters and partners.

3

The **Policy** impact branch is dedicated to sharing nonpartisan, unbiased, inquiry-driven, and relevant content. This includes researching and analyzing policy issues, producing reports and briefs, and providing resources and guidance to decision-makers and the general public.

4

The **Education** impact branch works to create and implement a curriculum that promotes both intellectual discourse and policy civics. This includes developing educational materials, hosting workshops and seminars, and working with schools and other organizations to provide students and learners with the knowledge and skills they need to become engaged and informed citizens.





# Civic Innovations

## Department Overview

As of 12/24, our department has heard 15 project pitches. As the department has been around for about 6 months, that makes an average of 2.5 pitches a month. Of those 15, 4 have been approved – a 27% success rate for pitches. The following three have been around long enough to report progress, as noted below. (The fourth project – an Ideological Assessment tool – has only begun work this January).

# 15

Project Proposals

# 4

Planned Project Executions

## International Essay Contest

The Institute for Youth in Policy International Essay Contest is an opportunity for students to use their voice and writing ability in order to think critically about the state of politics in their country and declare the change they hope to see, all while competing for cash prizes and opportunities to get their writing published! Our Civic Innovations department launched the Institute for Youth in Policy International Essay Contest as a way to engage and empower students to think critically about the issues that matter to them. By providing a platform for students to express their ideas and opinions, we aim to encourage the next generation of leaders to become more informed and civically engaged citizens. Additionally, the contest may serve as a way to spotlight valuable insights and ideas from young people around the world. By encouraging students to write about the issues that concern them, our competition may help a general audience to better understand the priorities and perspectives of students.

The essay contest team has spent much of the past few months planning out the logistics and guidelines of the contest, and recruiting judges. At the time of this writing, the team has successfully recruited 4 judges – representing nonprofit executives, academics, politicians, educators and journalists. Once the new year hits, the essay contest team will be transitioning their focus to outreach efforts with submissions set to open on March 31st. The contest itself is an international competition open to high school and undergraduate students. The prompt is: Countless countries around the world suffer from a plethora of issues – economic hardship, social turmoil, political polarization, pandemic recovery, unreliable leadership, corrupt governance, warfare and conflict, the list goes on. If you were elected the leader of your country, what would you do to improve the state of politics in your country?



## Ambassador Program

The ambassador program allows its members to be part of the YIP network and community while serving as brand ambassadors that promote the organization's content, initiatives and other programs. It is essentially YIP's attempt at an affiliate marketing program and is a great fit perhaps for YIP applicants that don't have the time, energy, skills or experience for a full-time role but would still like to be part of the YIP community. At the time of this writing, the program is currently wrapping up putting together its first cohort of ambassadors. Based on the number of interviews currently underway or lined up, a fair prediction would be 10 ambassadors for the inaugural cohort. Based on those numbers, the group should be expected to expand to a few dozen within 2023. Moreover, there is an opportunity for many ambassadors to eventually go on to hold conventional positions within YIP. Like the fellowship, the ambassador program should become a regular talent pipeline. Despite how young the program is, in fact, one person has already graduated to a full-time role with the Civic Innovations department.

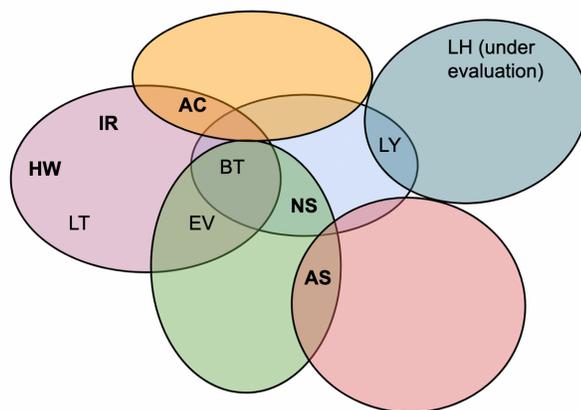
## Consulting Team

YIP's consulting team offers pro-bono consulting services to other political or social nonprofits to help them tackle organizational and managerial challenges. At the time of this writing, the team has just recently become fully staffed and are now compiling a list of potential first clients with the goal of taking on their first case in February.

## Holacratic Structure

In line with the innovative and creative disposition of the department, one of the more interesting facts about Civic Innovations is that it operates under what is called a holacratic structure, where hierarchy is flattened to distribute responsibility and power in more decentralized fashion. It also enables intentionally ambiguous and free-flowing roles at every level so that anyone can really work on anything (i.e. their tasks and responsibilities are not defined by their position). In other words, one's utility is not limited by their position or specified function. At the same time, it enables people to crossover and do multiple projects at their own will. There's already a few instances in the department where people are project directors for one project but a project coordinator for another.

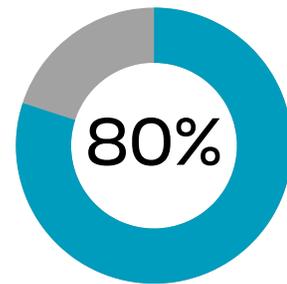
Legend: Ambassador Program (Orange), YIP International Essay Contest (Purple), Podcast (Blue), Consulting Team (Green), Political Compass (Red), General (Light Blue)



# Policy

5,000,000

impressions on policy content



80.3% engagement  
across the board

59

policy briefs written by  
our four policy teams

204

countries our  
policy reached

We have had a successful year in terms of its research and outreach efforts. Our goal is to become the #1 resource for nonpartisan policy analysis, and we are well on our way to achieving that goal.

## Research

- This year, the Policy team shifted focus away from op-eds towards nonpartisan research in the form of policy briefs. We assembled 59 policy briefs, which present hours of research in an approachable, concise manner to be read by anyone. The policy briefs were well received, with some briefs with upwards of 13,000 views.

## Outreach

- We leveraged the power of digital media to disseminate our research and opinions, which helped us reach a wider audience and increase the impact of our work. We used social media and other digital platforms to share our research and opinions, and engage with our audience to encourage discussion and debate.

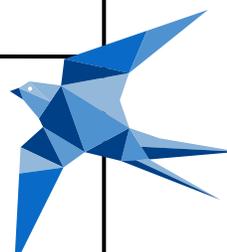
## Diversity

- In the words of one of our interns, "I have always felt valued, respected, and welcomed[...]. Not a moment has occurred where I felt uncomfortable, and I have gotten to work with people of all backgrounds, which I believe to be a result of the values outlined and upheld by [the Team]."

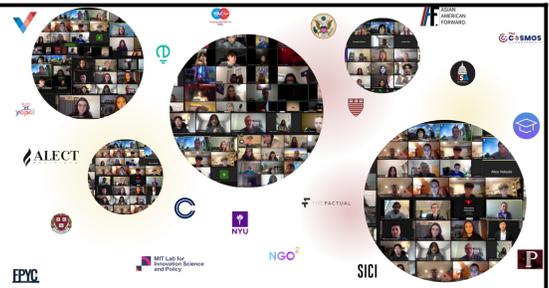
## Looking Forward

- Expand the scope and reach of research by adding four new brief teams.
- Leverage the power of media to disseminate our research and opinions, and engage with our audience to encourage discussion and debate.
- Foster an environment of intellectual curiosity and encourage the development of diverse perspectives on policy issues.
- We will continuously measure and evaluate the impact of our work to identify areas for improvement.

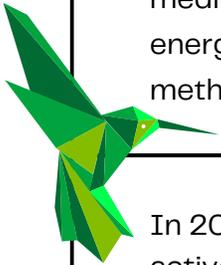
The Policy Department at the Institute for Youth in Policy has had an incredibly successful year in terms of its research and outreach efforts. We are well on our way to becoming the #1 resource for nonpartisan policy analysis. We look forward to continuing our efforts to impact the policy making process positively in the upcoming year.



# Discourse



The Effective Discourse branch's mission is to expand and deepen the futuristic brand by developing a lasting and active political community through various settings and mediums. This plays into the Institute for Youth in Policy's greater mission by energizing young people to actively partake in productive discourse through actionable methods of communication.



In 2022, the Discourse impact branch at YIP was highly active, hosting over 30 events that brought together individuals from a variety of backgrounds and perspectives to engage in meaningful dialogue and discussion. These events included panel discussions, lectures, workshops, and more, and were designed to facilitate open and honest communication and exchange of ideas.

**30+**  
Events Hosted

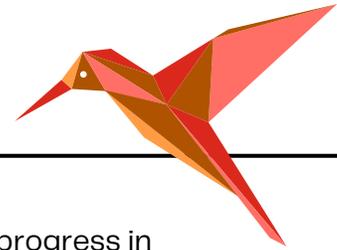
In addition to hosting events, the Discourse impact branch also supported the development of over 300 fellows through its various programs and initiatives. These fellows were given the opportunity to learn from experts, connect with like-minded individuals, and develop their own skills and knowledge in the field.

**300**  
Total Fellows

## The Fellowship

The Fellowship program is a new initiative that will launch on January 1st, 2023. This program is designed to introduce participants to the Institute and provide them with a pathway to leadership within the community. Fellows are encouraged to pursue a capstone project on a topic that they are passionate about, and the program consists of several 8-week sessions. The inaugural session will begin on February 15th, 2023. Each cohort of fellows brings a fresh perspective to policy and offers new ways of thinking about traditional approaches to policy and civic engagement. The program is designed to foster critical thinking and encourage the development of leadership skills among participants.

# Education



In 2022, the Education impact branch at YIP made significant progress in developing and implementing a comprehensive and engaging civics curriculum for high school students. Our curriculum, which is currently over 650 pages in length and consists of 8 units, covers a range of important political issues and provides students with opportunities to engage with different perspectives through active discussion- and project-based learning. The first unit, Unit Zero, introduces students to the basics of productive political discourse and debate, modern political ideologies, and the state of political polarization in the U.S. The following seven substantive units build independently on Unit Zero, each introducing students to a different political issue or policy area.

In addition to developing our curriculum, the Education impact branch also hosted four workshops with other student groups. These workshops offered a sample of our curriculum by starting solution-oriented debates around highly relevant political issues, including affirmative action, public health, climate change, and the Second Amendment.

To ensure the quality and effectiveness of our curriculum, we also assembled a Quality Assurance Committee of college and high school educators to formally review our materials alongside the editing process. In addition, we conducted a formal data study on one workshop from the summer, which addressed gun control versus gun rights, to gather insights and inform future development.

Overall, the Education impact branch has made significant progress in 2022 and is well-positioned to continue this important work in the coming year.

See the Education Department's case study on the next page.

**650+**

pages of curriculum  
fully developed

**4**

workshops hosted  
with students



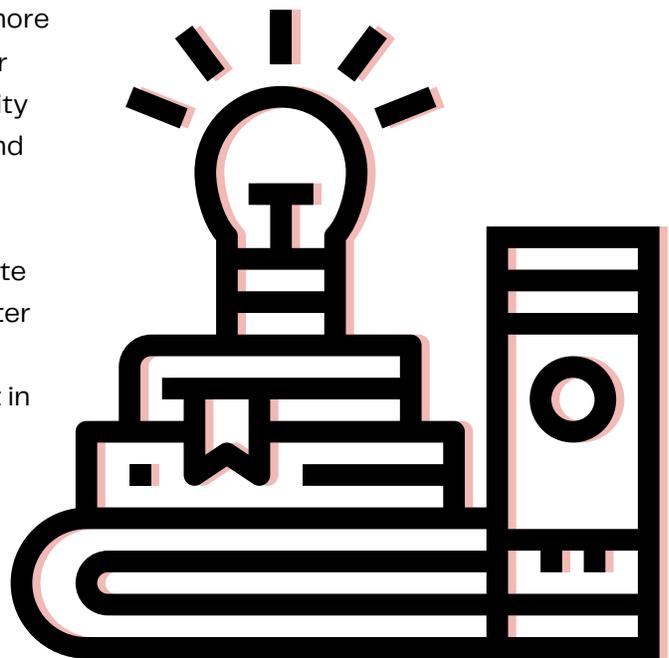
# Education Case Study

The Education impact branch at YIP conducted a case study to evaluate the effectiveness of our interactive non-partisan civics activities in increasing understanding of opposing political opinions and reducing the "echo chamber" effect that is common today. The study found that participants demonstrated a statistically significant increase in understanding of left ( $p = 0.023$ ) and right ( $p < 0.001$ ) political views on the gun issue debate, as well as an increase in understanding of the arguments around gun rights ( $p < 0.001$ ). Additionally, participants demonstrated a greater understanding of the balance of individual freedom and responsibility ( $p = 0.002$ ) after completing the workshop.

Liberal participants in particular showed a significant increase in understanding of opposing political opinions, with an increase of 11.3% upon completion of the workshop. This demonstrates the effectiveness of our curriculum in engaging individuals with different political ideologies and facilitating more open and inclusive dialogue.

The study also found that participants showed a statistically significant increase in overall willingness to be actively involved in solving the polarization crisis ( $p < 0.001$ ) and an increase in respect for individuals with different political opinions ( $p = 0.08$ ) after completing the workshop. Participants reported feeling more comfortable expressing their true opinions on the gun debate ( $p = 0.006$ ) and more comfortable debating others ( $p < 0.001$ ) after completing the workshop, indicating the ability of our curriculum to foster critical thinking and encourage the development of leadership skills. Furthermore, the study found that participants' belief in the importance of debate in civics significantly increased ( $p = 0.013$ ) after engaging in the workshop, demonstrating a realization of the importance of engagement in the political process.

These findings overarchingly highlight the effectiveness of our curriculum in promoting a more informed and engaged civic base.



# Corporate Functions



The corporate functions at YIP play a vital role in supporting the organization's overall mission and operations. In this section, you will find an overview of the work of the marketing, human resources, and tech teams in 2022. These teams work tirelessly to promote the organization, attract and retain top talent, and ensure that YIP has the necessary systems and infrastructure in place to support our initiatives. We are proud of the contributions made by these teams and the impact they have had on the success of YIP.



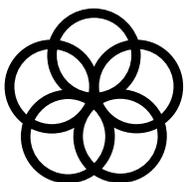
## Marketing

The marketing team at YIP plays a crucial role in promoting the organization's mission and activities to the wider public. In 2022, the marketing team implemented several successful campaigns that increased brand awareness and helped to engage new supporters. These efforts included the launch of a redesigned website, the use of social media to share updates and engage with followers, and the development of promotional materials such as brochures and flyers.



## Human Resources

The human resources team at YIP is responsible for recruiting and retaining top talent, as well as managing employee relations and professional development. In 2022, the human resources team focused on building a diverse and inclusive workplace culture, and implemented several initiatives to support employee well-being and career growth.



## Technology

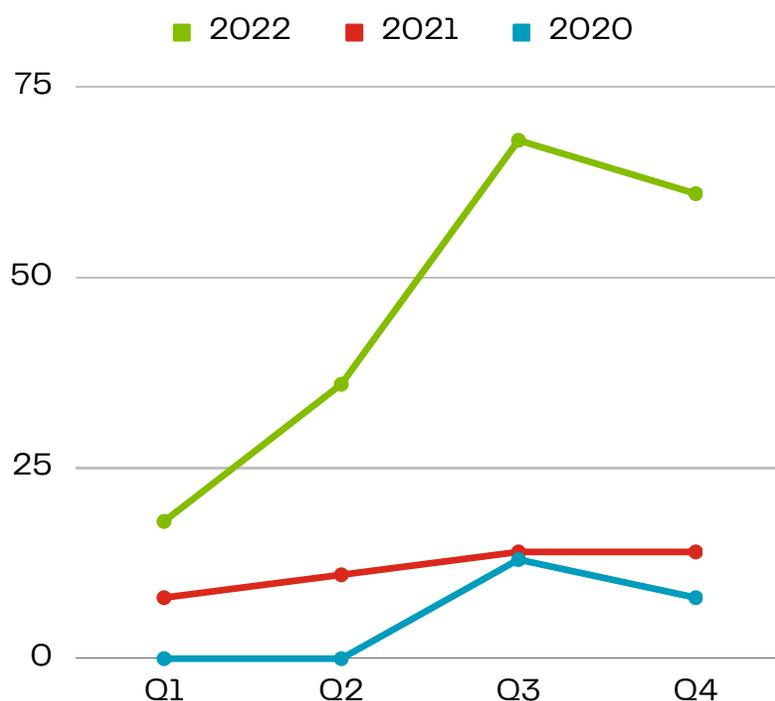
The tech team at YIP plays a crucial role in supporting the organization's operations and initiatives. In 2022, the tech team made significant updates to YIP's systems and infrastructure, including the implementation of a new customer relationship management system and the upgrade of hardware and software. The tech team also provided ongoing support to other teams, helping them to leverage technology to improve their workflows.



# Marketing - By the Numbers

## Quarterly Content

Social media content (# of posts)



# 160%

More engaged following than 2021

# >22 k

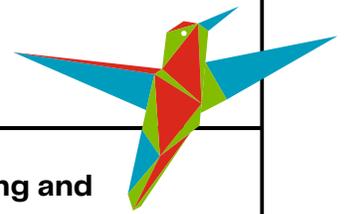
Accounts reached in 2022

# 400k

Impressions through social media in 2022

In total, 193 posts were made on social media, which reached 22,000 accounts and resulted in 400k impressions. These numbers represent a significant increase compared to the previous year, with 170.5% more people reached and 160.3% more engagement from the audience. These impressive results are a testament to the hard work and creativity of the marketing team, and have had a tangible impact on the success of our organization. The increased visibility on social media has helped to promote our events and initiatives of the Discourse impact branch, resulting in higher attendance and engagement. Similarly, the Civic Innovations impact branch has benefited from the marketing team's efforts, with more people learning about and supporting our projects. Overall, the marketing team has played a vital role in helping YIP to achieve its goals and make a positive impact in the world.

# Human Resources



The Human Resources department at YIP is responsible for recruiting and retaining top talent, managing employee relations, and supporting professional development to create a diverse and inclusive workplace culture.

# 621

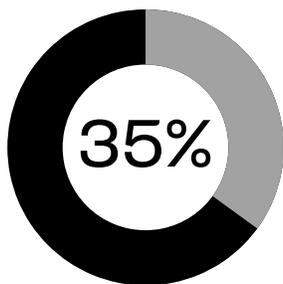
**Operations Applicants**

The Human Resources team at YIP had a productive year in 2022, successfully recruiting and hiring new team members to support the organization's growth. A total of 621 applicants applied for positions at YIP, with a competitive admit rate of 3% for management roles and 35% for entry-level positions. As a result, 140 new hires were made, further strengthening our team and helping us to achieve our goals.

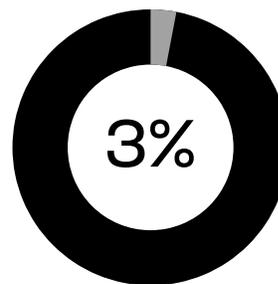
# 140

**New Staff Hires**

We are also dedicated to building a diverse and inclusive workplace culture, and this is reflected in the composition of our new hires. We are proud to have welcomed team members from a variety of backgrounds and experiences, and we believe that this diversity brings valuable perspectives and skills to our organization.



**Entry-level admit rate**



**Management admit rate**

The vision for the development pipeline at YIP is to create a continuous flow of young leaders who are equipped with the knowledge, skills, and experience to drive positive change in the world. The human resources team is focused on building a strong foundation of talented and dedicated individuals who will help to shape the future direction of the organization and make a lasting impact.

# Technology

The tech team at YIP has played a crucial role in supporting the organization's impact departments in 2022. Through a range of projects and initiatives, the tech team has helped to ensure that YIP has the necessary systems and infrastructure in place to support our operations and initiatives.

One major achievement in 2022 was the full revamp of the website, which has helped to improve the user experience and provide more comprehensive information about YIP's mission and activities. Additionally, the tech team migrated 43,000 pages to a new site platform, which has helped to improve the efficiency and effectiveness of our online presence.

The tech team also made significant updates to our CRM system, upgrading it with over 3,000 components and streamlining processes to improve data management. Another notable achievement was the development of custom hiring software using relational databases, which has made the process of recruiting new team members more efficient and effective.

In total, the tech team's efforts have helped to drive over 5 million policy impressions alone, contributing to the overall impact and success of YIP. We are grateful for their hard work and dedication.

## 700+

pages migrated to a new domain

## 50kg

of carbon emissions estimated to be saved through efficient software utilization

## 3,000

CMS components migrated

As far as other major advances go, the tech team has:

- added our Policy content to Google News
- revamped our entire website front end
- executed on \$50,000 of tech grants



# Future Plans



We have built a pipeline to make it as easy as possible for students to get to “a point of impact” in their lives. We effectively put young adults on the path of having an impact with the right values at heart through working on social good initiatives now.

Students **start in the Fellowship program**, which is designed to introduce them to the Institute and provide them with a pathway to leadership within the community.

After participating in the Fellowship program, said **students move on to join one of the Institute's four impact branches** which are working towards the following:

## Civic Innovations

incubates ideas and programs which aim to improve societal and governmental issues.

4 Programs in Development  
15 Programs Evaluated

our goal by 2025

Evaluate 75 programs and incubate 12+ of them to have a material impact.

where we are at now

## Discourse

deepens the connection between youth and the mission through social settings and mediums.

300 Fellows Trained  
70+ Events Held

2500 fellows are trained in our long-term civic engagement fellowship.

## Policy

to be the leading source for nonpartisan, unbiased, inquiry-driven, and relevant content.

10,000 pages of policy content  
7-million reads

Our nonpartisan content and policy is read by over 2,000,000 people monthly.

## Education

to create and implement a curriculum that promotes both discourse and policy civics.

650 pages of curriculum created  
QAC and 4 Workshops

Our curriculum is used to teach civics to 1,000,000 students annually.

To achieve this vision, we have developed a Bilateral Pipeline that puts young adults on the path to working on social good initiatives all while making an impact now. This pipeline is a combination of innovation and specific impact branches, paired with the participation of young people. It is through this approach that we are able to create a program where youth feel invested in the political process and are empowered to take action.

Our Bilateral Pipeline is flexible and adaptable, allowing us to respond to the needs and challenges of the present while also preparing for the future. We are committed to continuously refining and improving our approach to ensure that we are having the maximum impact possible. Ultimately, our goal is to empower young people to be agents of change and to make a meaningful difference in the world.



# Summation



What better way to conclude our Annual Report than to share some thoughts from our staff, fellows, and alumni?



## **Karolina Kisiel, '22 Senior Fellow & Analyst**

"Taking part in the Public Policy Development Fellowship was a genuinely enriching experience. In this polarised world, I deem this an essential endeavour if we want to enhance the level of public debate, which is crucial for the effective functioning of the civic society, a backbone of democracy."



## **Gwen Singer, '22 Fellow & Head of Partnerships**

"YIP helped open my eyes, through both my own projects and research as well as the findings and presentations of the other fellows, as to the significance of a plethora of public policy issues as well as various different perspectives to hold and solutions to address such problems."



## **Kendall Carll, '21 Senior Fellow & Policy Lead**

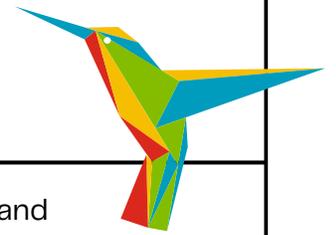
"[YIP] does an impeccable job with both nonpartisanship and programming quality. Although I have now been with YIP for over one year, I have yet to hear a modicum of concern in regard to YIP's commitment to nonpartisanship...a truly nonpartisan organization is a rarity, especially nowadays."



## **Amelia Grullon, '22 Senior Fellow & Analyst**

"YIP is an organization that goes above and beyond in policy discussion that is unbiased and transparent [... it] truly creates a space for youth to explore their own views and new perspectives. YIP's workshops immersed me in an environment to learn from other students."

# Summation



In 2022, YIP continued on its journey to promote effective democracy and incorporate youth in the typically adult-dominated political process. Through our unique approach of combining innovation and specific impact branches with the participation of young people, we were able to create a program where youth feel invested in the political process. This is a crucial component of civic innovation and something that we are proud to have achieved.

The corporate functions at YIP, including the marketing, human resources, and tech teams, played a vital role in supporting the organization's overall mission and operations. The marketing team implemented successful campaigns that increased brand awareness and engaged new supporters, while the human resources team focused on building a diverse and inclusive workplace culture and supporting employee well-being and career growth. The tech team made significant updates to YIP's systems and infrastructure, including the implementation of a new CRM system and the development of custom hiring software, helping to streamline processes and improve efficiency.

The impact branches at YIP, including Innovation, Discourse, Policy, and Education, all reached major milestones in 2022 and helped to solidify our larger intent and impact. These teams are focused on finding solutions to pressing problems, building connections and engagement, sharing unbiased and relevant information, and providing education and resources to support informed decision-making. Through their efforts, we are making a positive impact on society and the political landscape.

In total, YIP has had a successful year in 2022, achieving significant growth and impact. We are proud of the progress that we have made and are excited to continue building on these successes in the coming year. Thank you for your support and partnership in our mission to promote effective democracy and empower young people to make a difference in the world.

Katelin Wong  
Head of Development

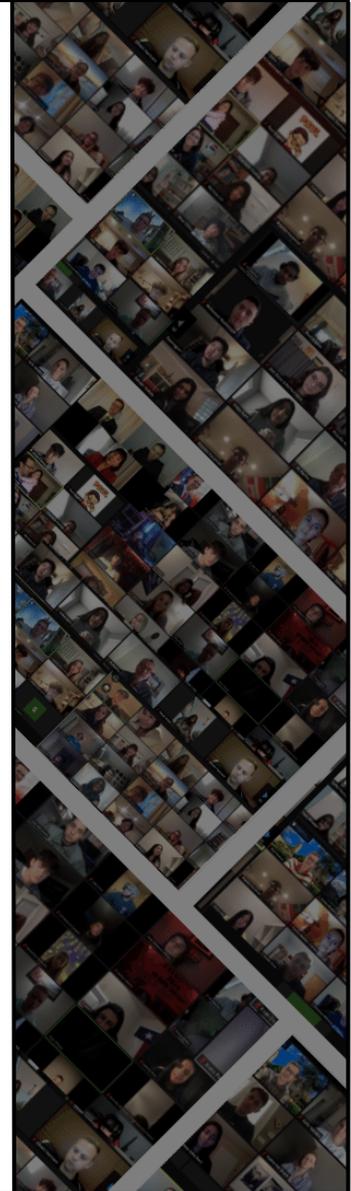
# Acknowledgements

As we come to the conclusion of the Institute for Youth in Policy's (YIP) Annual Report for 2022, we would like to express our deep appreciation to all of the individuals and organizations who have contributed to our success.

First, we would like to extend a special thank you to our donors and board of advisors for their generous support and guidance. Without their contributions, we would not have been able to achieve the progress and impact outlined in this report. Their belief in our mission has been invaluable to us.

We would also like to extend our appreciation to the entire YIP team for the tireless efforts and commitment to our mission. Your hard work and passion for making a difference in the world have been instrumental in our success. We are proud of the progress we have made together and look forward to continuing to work together to create a brighter future for all.

Finally, we would like to thank our supporters and partners for your continued belief in our work and your commitment to making a positive impact in the world. We are grateful for your partnership and look forward to continuing to work together to create a brighter future for all. Thank you for your support.



We thank you for your continued support in our efforts to rebuild the world's strongest democracy.

**Institute for Youth in Policy**  
5214F Diamond Heights Blvd #3055  
San Francisco, CA 94131  
(715) GO-YOUTH  
[www.yipinstitute.org](http://www.yipinstitute.org)  
[hi@yipinstitute.org](mailto:hi@yipinstitute.org)

Thank you.

