



LEGACY
YOUTH
LEADERSHIP

LEGACY YOUTH LEADERSHIP 2020 ANNUAL REPORT



OUR MISSION

Legacy Youth Leadership is a nonprofit organization that works to build a socially conscious & active generation of young people. LYL provides free educational & activism programs as well as leadership coaching & mentoring to young people to supplement students' existing school & youth development. LYL prioritizes making our programs available to students living in low income & underserved communities. LYL equips students with tools they need to reach their academic & philanthropic goals to make a REAL impact in the world around them by building real water projects and other global charitable initiatives.

**BROAD RUN
STRONG**

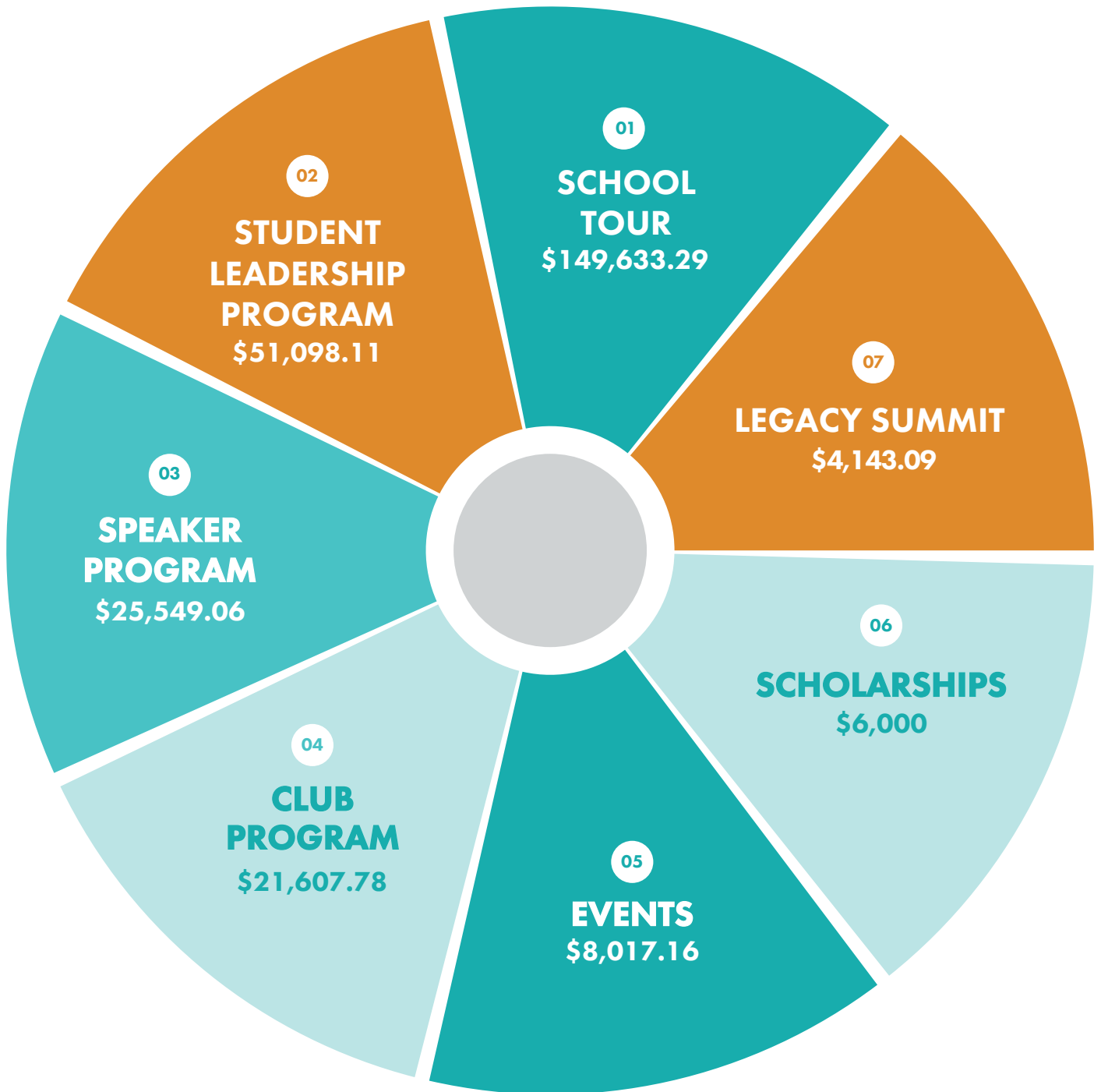


2020 IMPACT / RECAP

A.	50K+ STUDENTS SERVED	✓
B.	800+ SCHOOLS REACHED	✓
C.	\$325K+ RAISED FOR CHARITY	✓
D.	1K+ MENTORSHIP HOURS	✓

2020

FINANCIALS





SCHOOL TOUR

LYL's primary outreach initiative is our School Tour which is led by 37 college students across the United States, and around the world, who are trained as speakers and subject matter authorities to educate students in their local communities about important social issues. These Ambassadors deliver in-person and virtual, peer-to-peer presentations that are high-energy and multimedia rich. Our School Tour program also showcases powerful 15-20 minute documentary-styled pieces that demonstrate these causes and issues through the eyes of a student leader. The goal of this program is not only to educate students about important issues, but move them to take action to solve those issues. We do this by connecting those students with the opportunity to join our free leadership and mentorship programs to learn the skills they need to change the world.

01. **48,148 STUDENTS REACHED** ✓

02. **305 CAMPUSES** ✓



STUDENT LEADERSHIP PROGRAM

Our Student Leadership program is the driving force behind our activation and development of student leaders. Once a student commits to joining our Leadership Program, each student participates in a journey that grows and develops them as an individual, with the goal to develop the skills they need to create real, tangible change in the world today. The Leadership Program is time-sensitive, cohort-based, part pre-recorded digital/part virtual live-sessions led by mentors, and runs on a rolling basis throughout the academic year. The program is made up of four modules that build the skills of Self and Social Awareness, Goal Setting, Strategic Planning, Marketing, Communication, and Fundraising. Every student is matched with a mentor that guides them through the program that includes video content, worksheets, live lessons, and action steps. The purpose of the program is to guide and shape the leadership development of a student so that they can use their time, money, voice, or vote to impact the world today!

- | | | |
|-----|-------------------------|---|
| 01. | 284 SCHOOLS | ✓ |
| 02. | 426 STUDENTS IN PROGRAM | ✓ |
| 03. | 1,080 HOURS MENTORED | ✓ |
| 04. | 284 FUNDRAISERS HELD | ✓ |
| 05. | \$158,255 RAISED | ✓ |



SPEAKER PROGRAM

In order to be a student leader, it is imperative for young people to develop as communicators in order to effectively spread a message. The Speaker program challenges students to step outside of their comfort zone to grow as a communicator specifically for the purpose of organizing a movement of supporters at their schools and in their community. The Speaker program is time-sensitive, cohort-based, part pre-recorded digital/part virtual live-sessions led by mentors, and runs on a rolling basis throughout the academic year. The program is built around three modules, where students learn about the power of storytelling, the value of written and oral communication, and how to structure and deliver a presentation. Led by an LYL mentor, our speaker program challenges young people to leverage their voice to change the world.

01. **120 STUDENTS** IN PROGRAM ✓

02. **135 PRESENTATIONS** GIVEN ✓



CLUB PROGRAM

LYL helps student leaders to be active participants in solving global issues like the global water crisis, climate change, and gender equality. LYL also currently powers one of its partner organizations, Thirst Project's, work in the field to help END the global water crisis. For students who want to go deep, who don't just want to lead a fundraiser or awareness campaign for a cause, but who want to start their own miniature "organizations" , LYL offers our School Clubs Program. When students want to organize groups of peers to collectively take action around the water crisis, LYL mentors and develops students to take action by creating a "Thirst Project Club" at their school. LYL' s Club Program for Thirst Project provides monthly mentorship for students, guiding each leader on the steps that need to be taken to effectively start, manage, and lead a club. This mentorship includes training on both soft skills, hard skills, and skills specific to a student who creates or leads a club.

01.	114 CLUBS	✓
02.	2,850 STUDENTS IN CLUBS	✓
03.	\$171,846 RAISED BY CLUBS	✓



SCHOLARSHIPS

LYL exists to develop students, and our academic Scholarship Programs offer the opportunity for students to continue their formal education. Our scholarship programs exist to celebrate students who have done incredible things for global issues, while making the opportunity to pursue higher education easier. This program is one of our youngest, but one we are excited to grow in the years to come. In 2020 we gave out a total of six (6) academic scholarships totaling \$6,000.

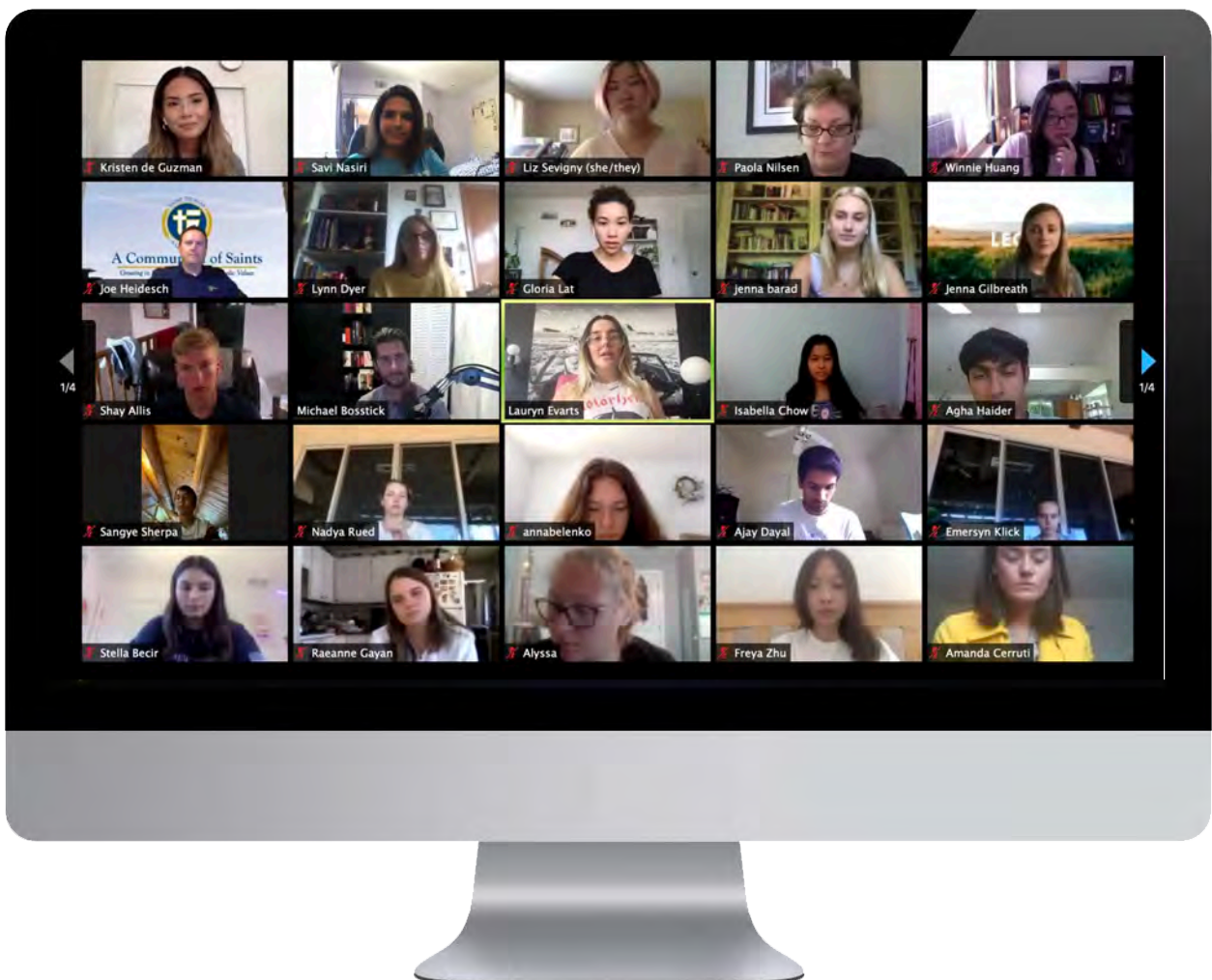
01. **6 SCHOLARSHIPS GIVEN** ✓

02. **\$6,000 AWARDED** ✓

LEGACY SUMMIT

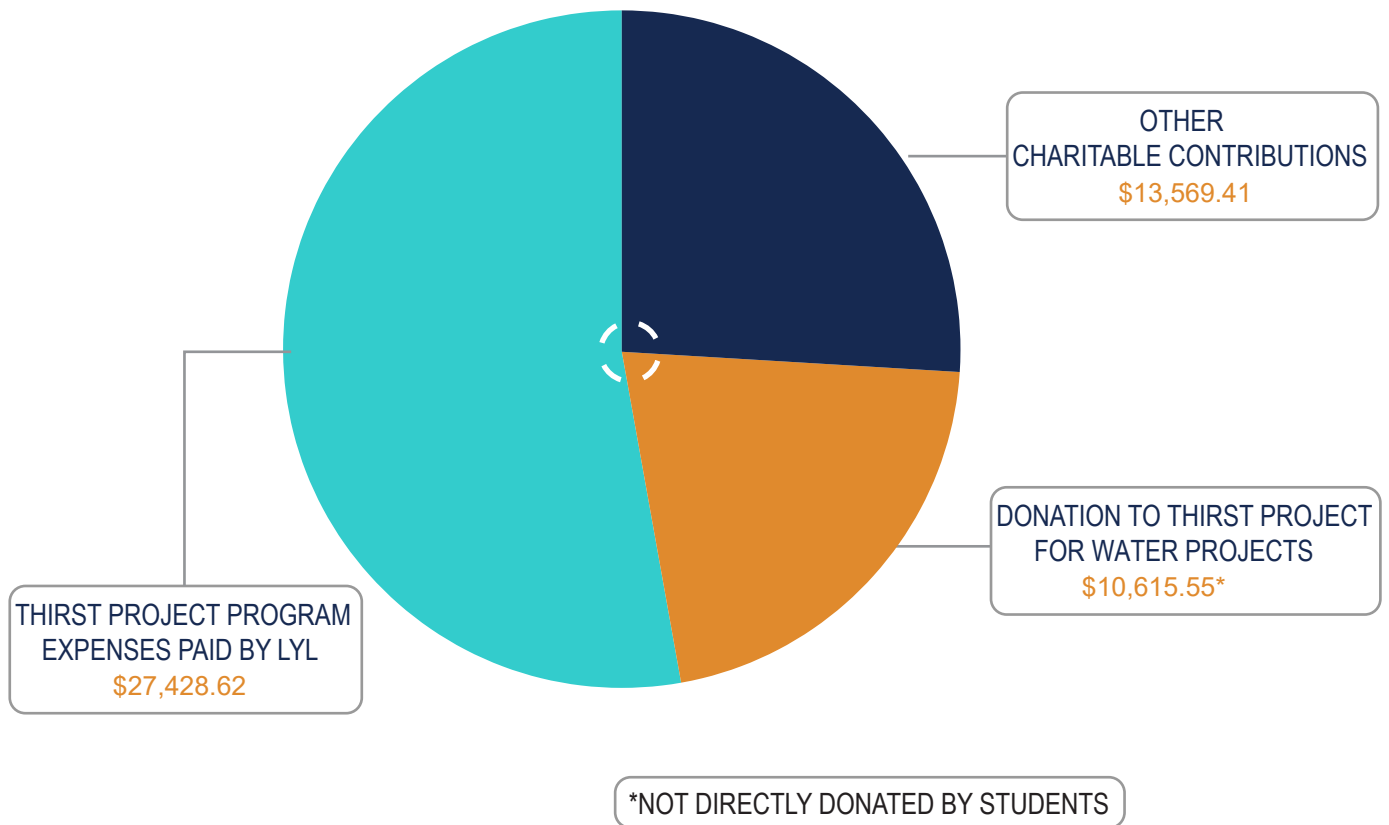
LYL gives students unique opportunities to come together to build community. Legacy Summit is just one example of that. Typically, Legacy Summit is an EPIC four day/three-night event but due to COVID-19, we produced this event 100% virtually from HQ using Zoom! Even though this event was held online, Legacy Summit brought together our top students, teachers and administrators together in one place at one time to experience inspiring keynote speeches, powerful workshops, intimate training sessions, musical performances and more!

1.	225 STUDENT & TEACHER LEADERS ATTENDED	✓
2.	101 CAMPUSES REPRESENTED	✓



LYL 2020 FINANCIALS

CHARITABLE CONTRIBUTIONS

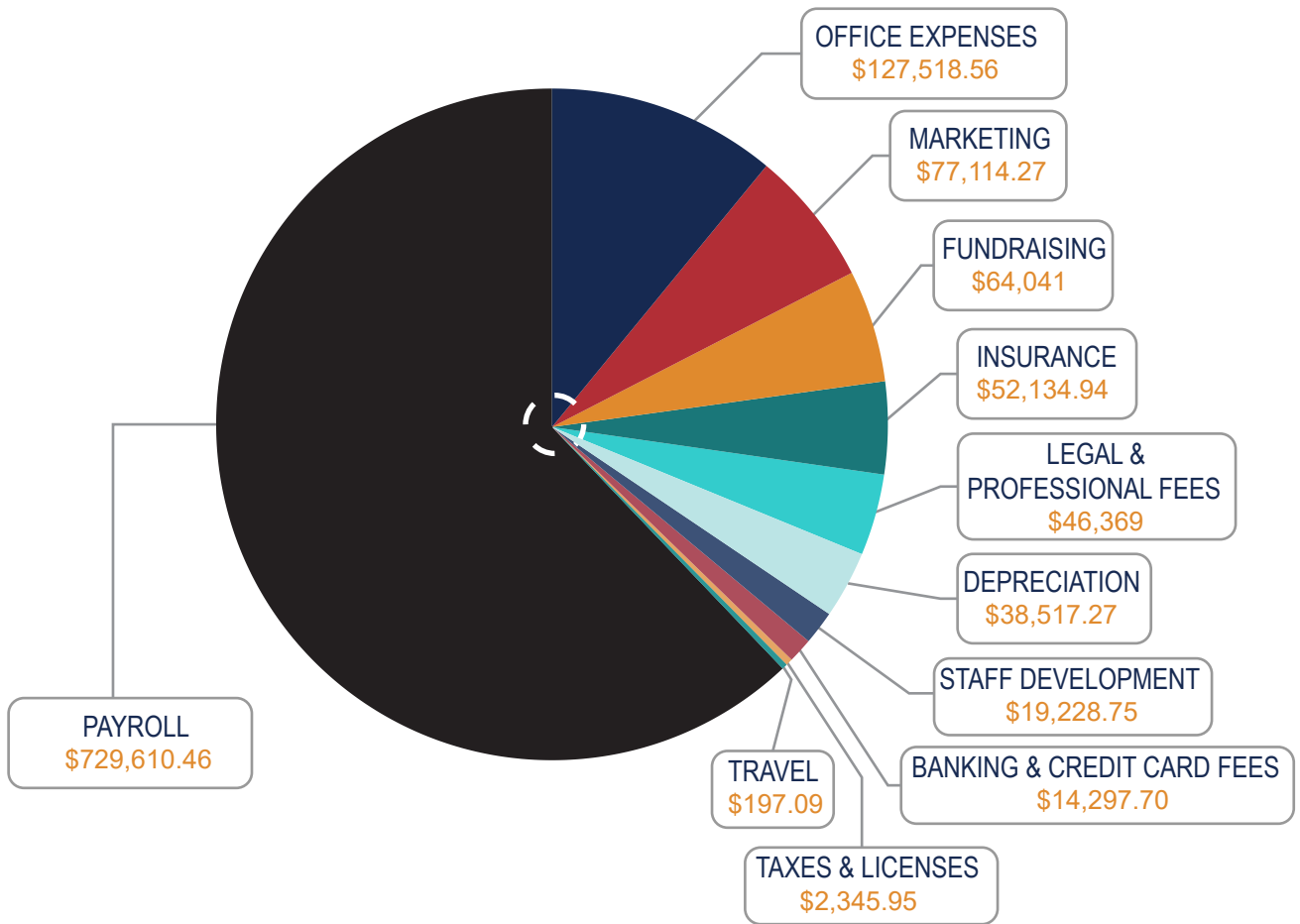


ABOUT CHARITABLE CONTRIBUTIONS

In addition to developing students as leaders, LYL connects young people with the tools they need to make an impact on the causes they care about the most. Through some of our programs, LYL will receive donations for the other charitable causes and partner organizations we support, like our partner, Thirst Project. These gifts are donated to those organizations throughout the year. Other causes supported include important social issues like HIV Research, Hunger/Feeding Americans, Homelessness, Racial Justice & Equality, and more.

LYL 2020 FINANCIALS

OPERATIONS



ABOUT OPERATIONS

LYL's Operations support not only the administrative efforts necessary to run our own organization, but many direct costs that we bear and in turn donate in-kind to the other partner organizations & causes we support, like Thirst Project. Many of the staff on our payroll are full time mentors dedicated exclusively to working with student leaders. Although the cost of their pay is reflected here in Operations and not in the expenses of the student program that they work for, they are critical for the impact we make in the lives of young people.

YEAR END RECAP

\$1,516,510 TOTAL INCOME

\$652,112 TOTAL PROGRAM EXPENSES

\$211,704 TOTAL FUNDRAISING EXPENSES

\$648,271 TOTAL ADMIN. EXPENSES

\$915,898 NET ASSETS

BOARD OF DIRECTORS

SETH MAXWELL (PRESIDENT)

MICHELLE O'DROSKE (CHAIR)

JASON FRY (VICE CHAIR)

T.S. NOWLIN (SECRETARY)

ANDREW BALDWIN (TREASURER)

CHRISTINE BAKAN

DEBBIE BRACKEEN

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ANDREW VARELA



LEGACY YOUTH LEADERSHIP.ORG



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