

Year-End Impact Report

[illegible]



Message from our Managing Director

Dear YELL Community,

I am delighted to address you all in this annual letter as the Managing Director of YELL Canada. It brings me great pleasure to share the remarkable achievements and progress our team has made over the past year, thanks to your unwavering support and belief in our mission to equip young minds to take on the future.

During the 2022-23 school year, our team served 431 youth, with 381 students completing the YELL Entrepreneurship program and 50 alumni engaged and supported through our Ambassador Program. With Covid-19 restrictions behind us, our team got back to doing the work that makes the YELL platform so impactful - both meeting students where they are and also taking them out of their educational bubble and allowing them to engage with the world of work through field trips and events. Our team made a dynamic transition away from our Virtual YELL Community Day & Venture Challenge to tailored community focussed field trips across our network, along with in-person venture challenges for each of our regions in partnership with 4 post-secondary institutions. This effort is reflected in our new partnerships (totalling 25 organizations this year), a 20% increase in volunteer hours year over year and positive results collected through both quantitative data and qualitative data collected from teachers, students and alumni.

Looking back at the year, I am so grateful for our dedicated team of educators, mentors, and volunteers, who worked tirelessly to create an environment that fosters innovation, creativity, and critical thinking among our aspiring young entrepreneurs.

Throughout the year, we witnessed remarkable growth and development in our students. They embraced the challenges presented to them and showcased their entrepreneurial spirit through their capstone projects. Our students successfully completed the challenging YELL Entrepreneurship program, visiting local businesses, working alongside mentors and participating in regional competitions all while demonstrating exceptional leadership qualities. Their ability to adapt to changing market dynamics and solve real-world problems was reflected in the Venture Challenge Series of events.

Over the past year our National Directors of Operations Katty Wang and Vivian Lago transitioned to lead YELL North programming in rural and remote communities across Northern BC, expanded programming to Whitehorse, Yukon and grew our network of educators and community partners in Airdrie, Calgary and Edmonton, Alberta.

As an organization, we are committed to continuous improvement. This year, we have been proactive in gathering feedback and insights

to enhance our programming for the future. Through comprehensive pre- and post-program surveys and close collaboration with educators and our broader community, we have uncovered valuable information that will guide us in refining our curriculum, expanding our network of mentors, and exploring new opportunities for experiential learning (more exciting news on this to come!).

As we grow in new regions such as Yukon and Alberta, I am pleased to announce that we have forged strategic partnerships with an astonishing 25 organizations this year. These collaborations will provide our students with valuable experiences, mentorship opportunities and exposure to real-world challenges. By connecting our young entrepreneurs with industry professionals, we aim to bridge the gap between classroom education and practical application, equipping them with the skills and knowledge required to thrive in the ever-evolving job market.

None of these achievements would have been possible without the unwavering support of our stakeholders. Your generous contributions, whether financial or in-kind, have allowed us to expand our reach and improve student experiences across the YELL Network. We are deeply grateful for your commitment to nurturing the next generation of innovators and change-makers.

Looking ahead, we are excited for the upcoming year. We have identified several areas where we can further improve our current program, such as refining the mentorship program, revamping lesson plans and strategically expanding our network across Canada. Beyond the current Entrepreneurship program, our team is busy behind the scenes building a new course, which will make YELL's experiential learning methodology easier to adopt by educators across the country. With your continued support, we are confident in our ability to make these enhancements and provide an even more impactful experience for our students in the years to come.

Once again, I extend my heartfelt gratitude to each and every one of you for your invaluable contributions to our program. Together, we are empowering young minds, igniting their passion for innovation, and equipping them with the skills they need to succeed in an ever-changing world.

Here's to another year of transformative experiences and endless possibilities!

Warm regards,

Amit Sandhu



Message from our National Director of Education

To our amazing YELL Community,

The 2022-2023 academic year was a fantastic one for YELL Canada. With our many schools in British Columbia, Alberta, and Yukon, we saw so many amazing new ideas created by our young leaders going through our program. From innovative systems that motorized and electrified standard wheelchairs in West Vancouver, to environmentally-friendly road salt alternatives in Burnaby to biodegradable water bottles in Prince George, I am so incredibly honoured for YELL to be a part of our future change makers' journeys. It really is so inspiring to see.

In our YELL Entrepreneurship Program, our community came together as students, educators, mentors, and entrepreneurs to do something really special: prove that hope in our future is placed in the hands of brilliant young minds. We as educators watched our students struggle, persevere, and thrive. They got out of their comfort zones. They engaged their communities. They hustled. Our students have demonstrated that they not only have a vision for a new world. They have the skills and tenacity to execute that vision. Thank you for all of your efforts. Thank you to all of our educators, guest speakers, and mentors for giving your time, energy, and resources to support our students.

As we look forward to 2023 and beyond, our plan is to expand our YELL Programming offerings. Our mandate with YELL Canada is to provide programming that builds character and prepares students for life beyond school.

To that end, I'd like to introduce what we are internally calling YELL Careers.

In addition to our current entrepreneurial programming, we are building a new course aimed at developing students' sense of self, developing their strategies for wellbeing, and building up their professional skills toward career preparation. In many provinces, a course like this is mandated for graduation. We firmly believe that with our educational team, along with the exceptional drive of our Directors of National Operations, Vivian Lago and Katty Wang, YELL can provide an innovative and intentionally built course to reach even more students. Stay tuned for more information about YELL Careers programming.

If you have any questions or would like to inquire about bringing YELL Careers to your school, feel free to reach out to me at ian@yellcanada.org.

Take care,

Ian Mak

Overall Program Stats



381

Students



86

Teams

10

Classes in Metro
Vancouver region

6

Classes in Northern
BC region

1

Class in Yukon

2

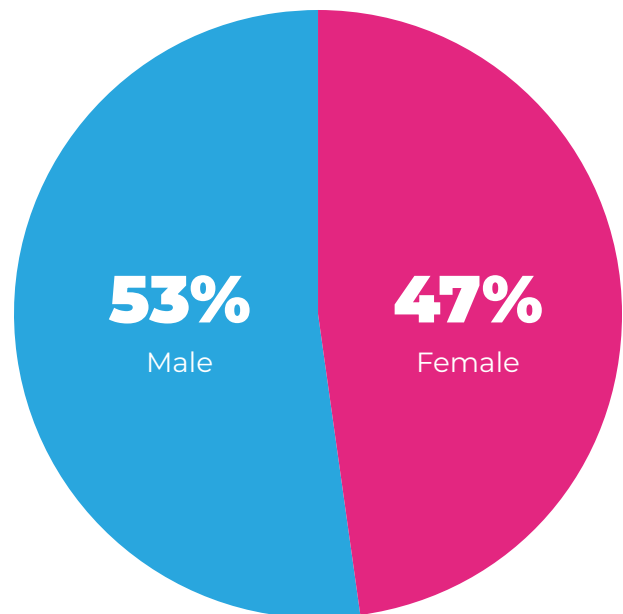
Classes in Alberta



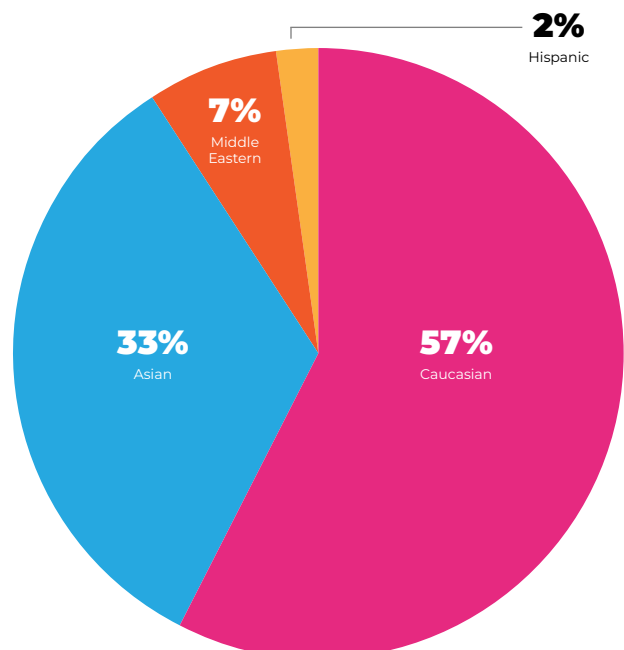
330+

Professionals
involved

Gender



Ethnicity



**It takes
a village
to raise
a cohort
of YELL
students**

From September 2022 to June 2023, we have invited entrepreneurs, industry professionals and business leaders to join our program as guest speakers, mentors, judges, and panelists.

Industry Exploration

We brought our students on field trips to local companies and maker labs to experience the world beyond the classroom and explore different career options. They learned about new technologies, toured unique office spaces and heard from industry professionals.

300+

Participants

8

Companies explored

80

Professionals involved



YELL students are confident about the skillsets needed in the 21st Century!

The Council of Ministers of Education identified several competencies to prepare students for a complex and unpredictable future with rapidly changing political, social, economic, technological, and ecological landscapes. Through our curriculum and activities, we ensure that all our students complete the program equipped with these skillsets.

After our program:

90%

of our students are confident in their **critical thinking** skills.

91%

of our students are confident in their **problem solving** skills.

85%

of our students are confident in their **communications** skills.

86%

of our students are confident in their **innovation and creativity** capabilities.

93%

of our students are confident in their **collaborating with others**.

83%

of our students are confident in their in their capabilities of **showing persistence and grit**.

YELL students are aware of the social and environmental impact!

YELL has made a commitment to the United Nations Sustainable Development Goals Partnership online platform. The Partnerships for SDGs online platform is the United Nations' global registry of voluntary commitments and multi-stakeholder partnerships made in support of sustainable development and the 17 Sustainable Development Goals.

We incorporated the Sustainable Development Goals (SDGs) set by the United Nations General Assembly, into our program curriculum. We, as global citizens, intend to help achieve these SDGs by the year 2030.

All teams who pitched at our Venture Challenge competition created business ideas that contributed to at least one United Nations SDG. Here are the Top 3 Venture Challenge teams and their business venture ideas:

The Smarker

North Vancouver District (Handsworth Secondary)

UN SDG: 3

The Smarker is a waterproof and durable marker that uses UV sensing aid to remind people to reapply sunscreen.



Rayne

North Vancouver District (Handsworth)

UN SDG: 15

Rayne created a shower head attachment that holds essential-oil infused tablets similar to bath bombs that last throughout the shower, providing people with a relaxing and refreshing shower experience.



Eco Refresh

Prince George District (Prince George Secondary)

UN SDG: 6, 12, 13, 14

Eco Refresh makes biodegradable water bottles from PHA and Fungi Chitin and provides access to clean water to its customers.



Don't take our words for it. Listen to what our students have to say about the YELL Program.



YELL Canada's commitment to incorporating the UN SDGs into its curriculum ensures that young individuals are not only equipped with the necessary business skills, but also empowered to create positive social and environmental impacts through their ventures. This holistic approach to education fosters a generation of change-makers who are not only profit-driven, but also conscious of the social and environmental implications of their actions.

Gazal Goswami, YELL Alumni 2023 and Ambassador, Surrey School District



The YELL Canada program has undoubtedly accelerated my understanding of the world of entrepreneurship and has taught me a plethora of skills with countless applications. The skills and networks that each student builds is invaluable. It has given me the knowledge and skills to succeed in entrepreneurship and equipped me with the resources to further my education in the subject.

Jonathan McIntosh, YELL Alumni 2023 and Ambassador, Rocky View District (Bert Church High School)



Overall, YELL has allowed me to gain priceless skills in the world of entrepreneurship through the experiences and knowledge of people from diverse backgrounds and fields. The skills we were able to develop and the connections we were able to make through this class are priceless and will prove to be beneficial throughout life.

Manaaim Somani, YELL Alumni 2023 and Ambassador, Prince George District (Prince George Secondary School)



Taking part in the YELL Canada Program has been a transformative experience for me. The skills, knowledge, and connections I have gained are truly invaluable and extend beyond the entrepreneurial realm.

Ivy Huang, YELL Alumni 2023 and Ambassador, Mulgrave School



Contact Katty and Vivian at operations@yellcanada.org to learn more about how you and your organization can empower youth to take on the future.

Katty Wang & Vivian Chan
Directors of National Operations

YELL