



**Creating a community
of changemakers**

Engage | Experience | Empower

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Message from the CEO



The year 2022 was Up with People's fifty-fifth year in existence and my first four months as a part of this incredible legacy. Each day I am awed by this gift. Up with People is a force well beyond anything that I, or any one person, could ever create alone. Its power and impact are manifestations of a collective community - of which you who are reading this - are an integral part. And, I am grateful to belong to this organization.

Up with People is a song, a conviction, and has evolved as a collective Voice of the youth and a worldwide force, bringing people together for the common good. Our diverse, multicultural alumni are a strong global network and a powerful Voice an inclusive world.

This year as we were challenged and tested, our work became even more relevant. While the pandemic caused unprecedented disruptions, it also taught us some life changing lessons. We learned the importance of protecting our family, our communities, and the world at large. Pausing our programs, we embarked on an extensive outreach and assessment program to connect with youth and run a pilot program. Pushed to rise above and beyond our own limitations and to align our sustainability goals with our programs, Up with People has emerged stronger and more committed. We are poised to launch VOICES - An experiential educational program for young adults to step into their inherent greatness, as they become powerful leaders, life-long learners and champions for global issues.

Up with People is a place of deep connections. This moment in time has also proven that when the Up with People community works together, we are able to make a difference. I am inspired by our alumni, donors, supporters, partners, board, and staff who have risen to help us handle the unprecedented challenges of this past year.

Looking ahead to 2023 and beyond, we are energized by the goals that we want to accomplish, yet humbled by the magnitude and complexity of the work ahead of us. We hope that you will join us as we empower youth Voices.

A handwritten signature in black ink, reading "Seema Srivastava".

Seema Srivastava

President & Chief Executive Officer
Up with People

Year in Review

2022 was a most unusual year for Up with People. Without a traditional touring program, we innovated to continue our commitment for positive youth development with a curated prototype program, Changemaker U. It was also a time for us to pause, continue to reflect and gather feedback from 750+ youth - our constituents, alumni and stakeholders through an extensive needs assessment exercise, UWP project 3.0.

At the end of 2021, the concept of VOICES evolved to be developed as an integrative, experiential program, aligned with issues relevant for youth today and the world at large. VOICES is a program that will empower youth with cultural competence, creative confidence, a global mindsets and purpose. It will create a community with the conviction to lend their voices to build a common voice for change, throughout the globe. 2022 provided UWP the time and space to pivot from the classic Up with People fundamentals into a program model that will take us into the future.

Financially, FY22 has been challenging. Traditional revenue streams that were mostly upon in the past were absent. Even with all of those challenges, it was a very successful year. Our small but mighty team applied for and received the maximum grant amount from the Colorado Arts Foundation. Another success for the team was again the application for and receipt of the maximum amount for an Emergency Injury Disaster Loan (EIDL) from the United States Government. Utilizing these resources and maintaining a conservative fiscal operational plan, Up with People was able to finish the year in a comfortable financial status. We truly appreciate our donors that continued to support us with both recurring and one-time gifts, through the year.

Vernon C. Grigg III moved on as President & CEO as of June 30th. After a global search resulting in over 500 applicants for the position, the Up with People Board of Directors selected Seema Srivastava as the next President & CEO to lead Up with People through these changed times as we look ahead. Our global team has been focused on building a strategy, strengthening operations, communications, relationships and partnerships, moving every element of Up with People, towards the future.





GRANTS AWARDED

- Colorado Arts Relief Fund: Awarded by Creative Industries Division of the Office of Economic Development for eligible artists, crew members, and organizations as part of the Small Business Relief Program for \$200,000.

OTHER FUNDING SOURCES

- Emergency Injury Disaster Loan (EIDL): Obtained maximum loan amount from the U.S. Small Business Administration.

Applied for/did not receive:

- FedEx Small Business Grant: Grant program by FedEx to award U.S. based small businesses with grants to enhance their business for \$ 10,000.
- Scotiabank ScotiaRISE: Grant funding to support the Un Ritmo Común program in Mexico for children and youth in economically disadvantaged areas by engaging them using soft skills to help move them out of the cycle of poverty for \$100,000.

With your support we were able to exceed our goals for both of our recent campaigns.

CO Gives CAMPAIGN:

- Total Donation Amount: \$ 9,025 from 51 donors.

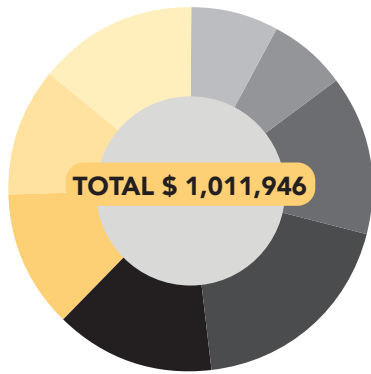
Giving Tuesday CAMPAIGN

- Total Donation Amount: \$ 15,115 from 61 donors.

We are grateful for the support of our donors and for the belief of the community in our efforts to empower youth to be influencers and agents of change. Thank you for being a part of Up with People's mission to build a better world.

Our value generation model transforms your contribution 9X's, supporting Up with People to accomplish it's programs throughout the globe.

Financials



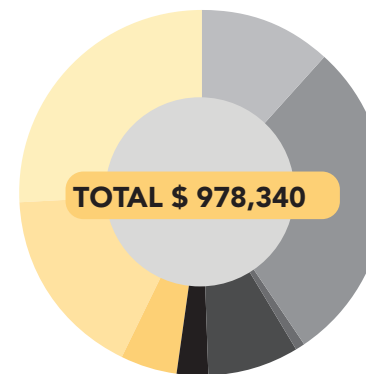
- Individuals 11%, \$ 108,273
- Trusts 10%, \$ 100,000
- Gov't Grants 20%, \$ 200,000
- PPP Loans 27%, \$ 271,574
- Investments -20%, \$ (204,304)
- In-kind Donors 17%, \$ 171,000
- Programs 16%, \$ 166,542
- Other 20%, \$ 198,861

Income

	FY2022		FY2021	
	\$	%	\$	%
Foundations	\$ -	0%	\$ 7,500	1%
Individuals	\$ 108,273	11%	\$ 211,686	17%
Trusts	\$ 100,000	10%	\$ 100,000	8%
Gov't Grants	\$ 200,000	20%	\$ -	0%
PPP Loans	\$ 271,574	27%	\$ 309,700	25%
Investments	\$ (204,304)	-20%	\$ 453,521	37%
In-kind Donors	\$ 171,000	17%	\$ 120,165	10%
Programs	\$ 166,542	16%	\$ -	0%
Other	\$ 198,861	20%	\$ 22,202	2%
	\$ 1,011,946	100%	\$ 1,224,774	100%

Expenses

	FY2022		FY2021	
	\$	%	\$	%
Administration				
Fundraising	\$ 114,224	12%	\$ 97,904	8%
Programs	\$ 280,487	29%	\$ 496,473	43%
Advertising & Marketing	\$ 6,159	1%	\$ 2,629	0%
Facilities	\$ 76,364	8%	\$ 123,322	11%
Professional Fees	\$ 29,247	3%	\$ 63,620	5%
Interest	\$ 45,845	5%	\$ 28	0%
In-kind Expenses	\$ 171,000	17%	\$ 120,165	10%
Other	\$ 255,014	26%	\$ 263,971	23%
	\$ 978,340	100%	\$ 1,168,112	100%
NET INCOME	\$ 33,606		\$ 56,662	



- Fundraising 12%, \$114,224
- Programs 29%, \$280,487
- Advertising & Marketing 1%, \$6,159
- Facilities 8%, \$76,364
- Professional Fees 3%, \$29,247
- Interest 5%, \$45,845
- In-kind Expenses 17%, \$171,000
- Other 26%, \$255,014

Looking Ahead



Building on a rich legacy, Up with People has a magical future. We all know the power of the voice of youth and Up with People is set to:

- Launch VOICES, our innovative, 12-week, blended-experiential program, in August 2023, with the first traveling program in MXC and Latin America, for youth, in ages 18-24. Voices will enable youth to engage in dialogue, explore their creativity through Arts, experience diverse cultures, and, be empowered with the skills and conviction to be changemakers.
- Introduce Up with People VOICES podcast, led by youth, aimed to inspire powerful dialogue on the United Nations Sustainable Development Goals.
- Institute the “Community of Changemakers” digital platform to leverage the power of virtual engagement and build a community of ambassadors, partners, investors and believers, in the Up with People mission.
- Start the “Voice for a Voice” Campaign in January 2023, to re-engage in giving, to build Up with People.
- Start the CEO FireSide Chats with alum and global experts on UN SDGs.
- Explore and begin a 1- week touring program, in partnership with universities, to expand the in-person footprint of the organization and to recruit for the signature VOICES program.
- Identify global partners for VOICES in Asia & Europe.
- Continue to build our robust Internship Program for ages 16-25.
- Build engagement with Alumni who are an integral part of Up with People’s future, through global partnerships and Up with People Mentorship program.
- Set up the Youth Council to drive work and communications for Up with People.
- Actively seek funding and investing partners and apply for competitive grants.
- Implement a thematic communications strategy for donor stewardship and constituent engagement. Campaigns and posts will be rolled out around the UN SDGs, along with social media outreach through videos, sharing exceptional stories of alumni and legacy flyers on significant performances.

Together, we are the VOICES of Up with People, as we look into the future, stronger and committed, with a renewed purpose.



Up with People®



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