



Annual report 2023



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Message from the President & CEO



As I sit down to pen this letter and reflect on our incredibly eventful year, I am filled with immense joy and pride. Serving as the President & CEO of Up with People has been an absolute honor, and being able to witness the transformative initiatives that unfolded through our collective efforts has been truly rewarding. Our shared commitment to youth empowerment and to leading positive change has laid the foundation for the impactful strides we have taken together.

This year marked a significant milestone as we successfully launched our 12-week VOICES by UWP program across 4 countries in Latin America, including a groundbreaking visit to Guatemala—the first in UWP's history. The voices of our youth, unrestrained and powerful, echo a unified message for peace, dignity, and change towards building a truly inclusive world.

We set the stage to amplify their message through our new release "Changemakers" and our "Voice 4 Voice" campaign, continuing to build Up with People's community through global partnerships, alumni engagement, and Youth Council. I am delighted and proud of each and every one of us at Up with People who have tirelessly worked to implement the ambitious plans we had set out for 2022.

Next year, we are set to reach even greater heights as we send a new cohort of passionate young adults to Latin America, the USA, and India in the flagship program VOICES by UWP. A new 4-week summer touring program, in collaboration with universities, is on the horizon to not only expand our in-person reach but also serve as a direct recruitment platform for our VOICES program. The voice of our youth stands as a resounding anthem for peace and positive change, and at Up with People, we steadfastly commit to making it echo across borders. Our mission is clear: to maximize the potential of our youth as changemakers and future leaders, championing inclusion, equality, and compassion globally. With steadfast support from our alumni, donors, partners, committed board, and dedicated staff, our journey remains unstoppable. As we eagerly anticipate the next chapter for Up with People, the boundless possibilities ahead fill me with deep excitement and awe *for the moment is here and now...and it is our time to rise!*

Seema Srivastava
President & Chief Executive Officer

Year in Review Our 2023 Achievements



VOICES Program Success: A Journey of Cultural Integration, Community Engagement and Education Innovation

- The inaugural program VOICES (Cast A23) proved to be a resounding success as 30 enthusiastic youth embarked on a 3-month expedition, visiting 14 communities, engaging with a staggering 6,000 community members, and devoting over 3,600 hours to volunteering for community service.
- We relaunched the UWP Peace festival with the community, featuring new versions of classic UWP songs that were created with the help of new writers and music producers. The results were captivating live performances that drew an audience of 2,600 in person and an additional 14,000 online viewers via live stream.
- A new innovative and structured arts-based, interactive curriculum was introduced to set a new standard for experiential learning and inspire changemakers. The curriculum was rooted in the 17 Sustainable Development Goals of the United Nations, which also served as the foundation for creating the 15 different impactful capstone projects by Cast A23 to implement in their communities.

Strengthening Partnerships: Our continued commitment to fostering meaningful connections

- A strategic overhaul of the UWP website and the introduction of UWP's first-ever podcast "Voices that Travel" ignited a digital transformation in our communications and marketing strategy, ensuring future resilience and improving our accessibility.

- We adopted a multipronged approach to expand our network, through our "Voice 4 Voice" campaign for increased alumni engagement and by establishing new partnerships across Asia, Africa, Europe, America, Latin America, and Canada to solidify our global presence.
- We undertook strategic development initiatives to explore grants from Foundations and Corporates, and a separate donor stewardship strategy to recognize and expand our annual giving and Global Leaders Circle.

Strategic Expansion & Impactful Outreach: Building for the Future

- The first-ever 15-member Youth Council demonstrated outstanding commitment and teamwork, playing a pivotal role by making noteworthy contributions to Values 20 at the G20 Summit, UWP's social media presence, Voices Tour, curriculum development, and capacity building.
- We continued to amplify UWP's legacy by conducting a comprehensive impact study to reflect our 58 years of contribution and commitment to communities worldwide. Our increased social media activity resulted in impressive metrics: a 149.6% increase in Instagram reach, a 67.9% surge in Facebook engagement, and over 81,000 page visitors.
- We onboarded additional members; our global team grew from 5 members to a dynamic group of 26 professionals and 12 interns worldwide, and successfully engaged over 100 experts through Presidential Committees and the UWP mentorship program to reinforce our commitment to operational excellence.

VOICES by UWP 2023



- Social impact projects
- Community peace festival
- Cultural experiences
- Arts-based curriculum

30
youth participants

14
regions & communities

60
immersive activities

3600
community volunteering hours

6000
community members involved

Fundraising FY 2023



Funding Sources:

- The HS Lopez Foundation 20,000 USD
- Refunds from Federal Employee Retention Credits
- Amounts Raised from Fundraising events:
 - Colorado Gives \$9,702 from 35 donors
 - Giving Tuesday \$11,867 from 59 donors
- Donations and direct contributions from 257 donors

Special thank you to our FY 2023 Global Leadership Circle Supporters:

\$20,000 +

Tim Andersen
 Chuck and Stephanie Jarrett
 DG Smith Enterprises
 Robin Lokerman

\$10,000 +

Marybeth and Charles
 Cunningham
 Robert and Anna Cygnaeus
 Richard and Debbie Hiner
 Nobuo Ikeda
 Kelly Piepmeier
 Linda Weil

\$5,000 +

Armand and Lynne Baptista
 Terry Cekola
 Vernon C. Grigg III
 Wm John Hall
 Mike Jensen
 Kerry and Debe Klotzman
 Dale and Mindy Penny
 Jan Stjernstrom

\$1,200 +

Grant and Gretchen Axton
 James Berry
 Rodney Brennen
 Russel Carlin
 Kelly and Brian Carr
 Jennifer Carrillo
 Patrick Clayton
 Ted and Mary Colwell
 Mark and Jeanie
 Conzemius
 Stacy and Glenn Cook
 Alan Cooke
 Elaine Crepeau
 J Brad Curlee
 Karen Cvitkovich
 James Dale
 Lindsey Danek
 delMonte Davis
 Louisa Davis
 Kelly Shae Delvac
 Colleen Dowd

Kathleen Dunnewald
 Keith Dyer
 Andreas Ekstrom
 Marty Elcan
 Nan Chadderon Erb
 Bruce and Linda Erley
 Uta Ernst-Diarra
 Tressa Rae Finerty and
 Christian Lilley
 Fuller Family Foundation
 William Fung
 Bryan Furlong
 Richard and Judy Goddard
 Angela Grant Saunders
 John L Hall
 Charles Haughton
 Tom and Oleta Hoffman
 Todd Hoose
 Wanda Hopkins
 Ty Jernstedt
 Tammye Johnson

Randy Jones
 Connie Jordan
 Robert and Deborah
 Koehler
 Hanne and Jahrig
 Laakmann
 Tim Lane
 Tim and Renee Byrd Lewis
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 Bob and Donna Veatch
 Stephanie Villegas
 Dennis and Donette Walto
 Lei Ann Weinsch
 Stacie Welch
 Stephanie Welch
 Bruce Wood
 Phil and Leigh Ann
 Worcester
 Jeff Zadroga

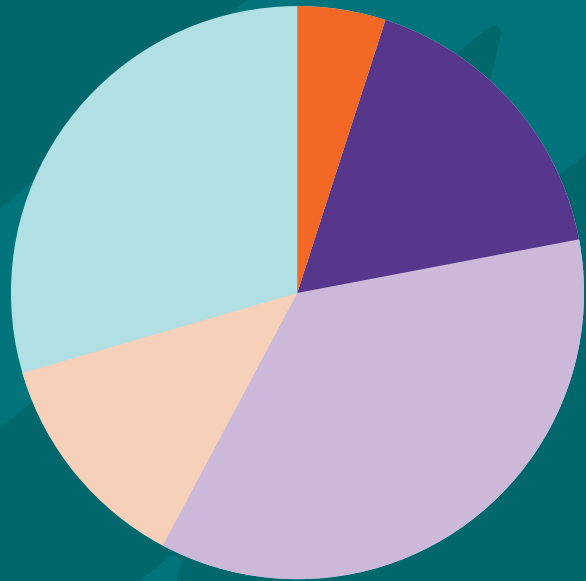
Our gratitude knows no bounds for the incredible donors who have stood by Up with People, and we also want to recognize the significance of every contribution, regardless of form or size. Your commitment to positive change and unwavering support has fueled our mission and empowered us to make a lasting impact. Thank you!

Finances FY 2023



REVENUES	
Contributions	452,251
Investment Income	186,078
Other Income	205,282
TOTAL REVENUES	843,611

- Contributions
- Investment Income
- Other Income



EXPENSES	
Admissions	89,388
Program Expenses	408,209
Fundraising	301,880
General and Administrative	451,320
Other (Allowance for uncollectible pledges 2019 & prior)	523,500
TOTAL EXPENSES	1,774,297

- Admissions
- Program Expenses
- Fundraising
- General and Administrative
- Other

NET INCOME	-930,686
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	FY 2023		FY 2022	
	Amount	Percentage	Amount	Percentage
Foundations	\$20,300.00	2%	-	0%
Individuals	\$206,360.00	24%	\$108,273.00	11%
Trusts	\$100,000.00	12%	\$100,000.00	10%
Gov't Grants	\$175,265.00	21%	\$200,000.00	20%
PPP Loans	\$175,265.00	21%	\$200,000.00	20%
Investments	\$186,078.00	22%	\$(204,304.00)	-20%
In-kind Donors	\$125,591.00	15%	\$171,000.00	17%
Programs	\$2,475.00	0%	\$166,542.00	16%
Other	\$27,542.00	3%	\$198,861.00	19%
TOTAL	\$843,611.00	100%	\$1,011,946.00	100%

	FY 2023		FY 2022	
	Amount	Percentage	Amount	Percentage
Administration	\$79,064.00	4%	-	0%
Fundraising	\$628,478.00	35%	\$114,224.00	12%
Programs	\$171,647.00	10%	\$280,487.00	29%
Advertising & Marketing	\$49,339.00	3%	\$6,159.00	1%
Facilities	\$89,252.00	5%	\$76,364.00	8%
Professional Fees	\$50,412.00	3%	\$29,247.00	3%
Interest	\$57,014.00	3%	\$45,845.00	5%
In-kind Expenses	\$125,591.00	7%	\$171,000.00	17%
Other	\$523,500.00	30%	\$255,014.00	25%
TOTAL	\$1,774,297.00	100%	\$978,340.00	100%
NET INCOME	\$(930,686.00)		\$33,606.00	

Looking Ahead



The year 2024 promises to be a pivotal chapter for Up with People, as our commitment to increased growth, impact, and our message of peace takes center stage. This phase will serve as a symbolic turning point for us as we initiate some of our most ambitious plans to date, fueled by our firm belief that our greatest achievements are on the horizon, awaiting their moment to unfold.

Foremost among our objectives is to triple the impact of our programs. We envision sending over 100 students on a transformative journey to explore a wider array of culturally diverse regions. Beyond broadening the horizons of our youth participants, this will also allow Up with People to touch and impact more lives than ever before.

At the heart of our vision for 2024 is sustainability. Not only are we committed to leaving a lasting impact and solutions for global challenges in the communities we touch; we are determined to secure the financial stability of Up with People by elevating our corporate fundraising efforts. We will simultaneously prioritize creating a strong network of support through increased alumni engagement, ensuring our organization's resilience and growth for years to come.

We are ready and determined to spread our message of peace as we strengthen our existing programs and extend the reach of our Festival for Peace to as many communities across the globe as possible. Through our concerted efforts, our message of peace is destined to transcend boundaries, resonating in the hearts and minds of people from diverse backgrounds and cultures.

Together, we will not only meet these ambitious goals but surpass them, bringing positive change wherever we go. Our journey ahead is bright. The notes of harmony in our songs will reverberate across boundaries and generations, reinforcing the enduring legacy of Up with People.



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