Dear Friends of YEAH,

This May, Young Entrepreneurs at Haas celebrated 25 years of serving Bay Area youth in their path towards higher education. As a part of Berkeley-Haas’s Institute for Business and Social Impact, this program has helped to break down financial and social barriers to make college a reality for under resourced kids in our local communities.

As we celebrated this program’s success, I was amazed and inspired by the testimonials of former students, recent graduates, parents, and community leaders who have all seen and experienced the positive impact of this unique program. In 25 years, the mentors, teachers, and program leaders have helped the participants realize their academic potential – making college a tangible reality for the nearly 800 students who have passed through this program. These students come from local school districts (mostly in Oakland, Berkeley, and Richmond) where high school graduation rates hover around 60%. Our participants have been able to continually defy the odds, with 100% of YEAH graduates going on to complete high school. In recent years, we’ve been able to grow and improve our program, with the result that 100% of students who complete YEAH’s four year program enter college; they are almost always the first in their family to do so. It was a great honor to have Palwasha Khatri (Class of 2011) speak at our 25th Anniversary Celebration, as she helped us mark the milestone of being the first YEAH graduate to gain acceptance into Berkeley-Haas’s Undergraduate program.

Looking at these 25 years of growth and change, we are energized and excited to see what the future holds for this program, as it works to shape our country’s next generation of leaders. This lofty goal depends on your continued partnership and support. For that, I sincerely thank you.

Warm Regards,

Kristi Raube
Faculty Director, YEAH

For more information on YEAH, visit haas.berkeley.edu/groups/yeah
Since the inception of Young Entrepreneurs at Haas in 1989, our program has been ever evolving to reflect the current curriculum at Berkeley-Haas as well as the needs of our students. This past year, we implemented a leadership communication module in the freshman year. In this module, the 9th graders work on a case study in the fall semester and receive in depth leadership communication training led by Haas students in the spring.

Another addition was a junior year community service project, planned and carried out with the students and their mentors in the spring and then implemented during the summer before their senior year.

Over the years, a framework for the four year curriculum has developed, around which these adaptations are built, in order to aid the students in their common educational needs when preparing for college and employment. The sophomores work on business plans; the juniors work on SAT prep in the fall and the seniors prepare and submit their college and scholarship applications, followed by a final semester capstone experience led by Dr. Frank Shultz.

Alongside the business curriculum, there are monthly sessions designed to raise awareness of what it takes to be ready for college and what decisions students need to make in high school. One of the biggest events that takes place throughout the college readiness curriculum is the annual college tour. This past year we took 17 of our students on a three-day tour of California colleges and Universities. We visited six campuses from Monterey to Sonoma. There were a variety of UC's, CSU's and a Private school to show the different options to the students.

We are excited to continue providing local students with college prep, business and leadership learning opportunities through YEAH.

YEAH Program Overview

YEAH at a Glance

- YEAH is the only university-based and hosted youth entrepreneur program with a virtually year-long curriculum.
- Each student is provided with hundreds of hours of education, mentoring, coaching, and support
- The program is supported by 70 mentors: Berkeley-Haas MBAs (10), UC Berkeley Undergrads (53), and Berkeley alumni (7)
- The incoming class of 2018 is comprised of 30 students, from a pool of 61 applicants
- 97% of participants are free lunch eligible and 97% will be the first in their family to go to college
- Overall there are 129 students in the program, representing 49 unique schools in 23 different districts.
- The majority of students are from Berkeley, Richmond, and Oakland

YEAH 2015 GRADUATES

College Destinations

- UC System
- Cal State System
- Private University
- Community College
Graduate Profile

YEAH sessions were most definitely worth every BART ride. Being a part of YEAH was an amazing experience. I matured in ways I never thought I personally could, I learned from my mentors to think outside the box, and now I have these tools that I will use for a lifetime. With YEAH I discovered the world of business. The many college trips, SAT prep sessions, business simulations, and meeting entrepreneurs from the Bay Area lit up the confidence in myself. I became even more passionate about my career choice and have set goals. I plan on graduating college, becoming an entrepreneur, and giving back to my community as best as possible. I have these expectations for myself, thanks to my family at YEAH.

- Carmen, 2015 YEAH Graduate

Alumni Profile

I've always known that I wanted to be involved in the business world, but growing up I didn’t have the opportunity to learn business skills first hand. In joining YEAH, I was given that opportunity. From creating a business plan to financial literacy and stock market analysis, YEAH exposed me to various sectors of business and taught me skills which have helped mold my future.

In January of 2015 I founded Feral Clothing. I've always wanted to be able to wear what I want without having to worry about the latest trends or expensive price tag. I've also always sought out ways to give back to my community. That's why, for every clothing item that is purchased, I plan to donate that same item to a child in need. As a teacher, I've witnessed how one's clothing can make students a target for bullying, so by donating clothes I hope to help alleviate that issue and eventually eliminate that method of bullying.

Young Entrepreneurs At Haas changed my life. It has single handedly taught me everything I know about business, and more importantly it has helped me get that much closer to achieving my dreams.

- Christian Andrews, YEAH Alumnus

For more information on YEAH, visit haas.berkeley.edu/groups/yeah
The above graph displays program budget breakdowns for fiscal year 2014-2015 YEAH expenditures. YEAH annually has a program budget of around $200,000 and a staffing budget of $215,000. Within the University of California, Berkeley, YEAH funds are co-managed with the Berkeley Business Academy for Youth (B-BAY), a companion program that helps fund the YEAH program. Below are the 2014-2015 financial reports that show both YEAH and BBAY funds. Much of the budget surplus went towards completely eliminating previous fiscal year deficits accrued by YEAH.

### REVENUE

- **Private Gifts**: $202,133
- **BBAY Income**: $511,571
- **Transfers**: $8,610

**TOTAL REVENUE**: $705,094

**BUDGET SURPLUS**: $352,981

### EXPENSES

- **Programmatic Expenses**: $79,210
- **Salaries and Benefits**: $262,903

**TOTAL EXPENSES**: $342,113

The YEAH Program is funded in large part by generous donations from individuals, foundations, and corporations. Every dollar donated to YEAH goes towards sustaining and expanding this hugely successful program. We are immensely grateful for the partnership and support of these individuals and organizations, and we are inspired by your continuing commitment to this program and its participants. We would not be able to achieve what we have without you.

For a complete list of current YEAH donors, please visit [haas.berkeley.edu/groups/yeah/about-us/donors.html](http://haas.berkeley.edu/groups/yeah/about-us/donors.html)
On behalf of the YEAH Executive Board, I’d like to extend my deep gratitude to everyone involved in ensuring the continued success of this essential program. Some of the statistics cited earlier in this report – 800 individuals served over a quarter century, 100% high school graduation and college placement rates – bear repeating. This couldn’t be achieved without the initial development and ongoing support of visionaries like Dr. Raymond Miles, the tireless work and limitless commitment of YEAH staff, the enduring support of Dean Lyons, Laura Tyson and numerous devoted members of the Haas faculty, the enthusiastic and selfless efforts on the part of YEAH mentors and other volunteers, and the financial support of our donor base. The parents of YEAH students deserve special thanks. You’ve identified this incredible opportunity for your children and keep them motivated through four challenging years, all with a focus on the ultimate reward. I cannot thank you all enough.

My experience as a YEAH mentor helped define my business school experience and maintains a profound influence on all aspects of my life, personal and professional. For me, YEAH was the manifestation of “Beyond Yourself”, one of four BerkeleyHaas defining principals, and one that in my view truly sets us apart from other top tier business schools. YEAH helped instill in me important attributes – patience, humility, understanding – and provided a unique perspective on where I fit, where academic institutions fit, and where business fits within the broader community. I continue to be amazed by the results that can be achieved from supporting hard-working, deserving kids who prove year-in and year-out their ability to thrive when provided the support necessary to do so.

Please join me in celebrating the success of the Young Entrepreneurs at Haas Program and congratulating those who facilitate it. I thank you all again for your support, and for your continued investment in Bay Area youth!

Warm Regards,

Tony Brekke
YEAH Board Chair

“I will be forever grateful for the gifts granted to me by the YEAH program, and I am excited to give back to it as a volunteer.”

- Tara A.

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