The YPI Story

YPI is an idea. YPI is a program. YPI is a platform.

With every grant awarded through our school-based competition, YPI channels financial resources, public awareness, and volunteers to local charities, while sparking the social conscience of secondary school students, building their character, and developing their life and workplace skills.

YPI was created in 2002 by the Toskan Casale Foundation to inspire empathy for local social issues and provide immediate help to people in need. With values rooted in the founders’ experience with MAC and the MAC AIDS Fund, YPI provides grants to social service charities by asking youth to identify issues and to stand up for the most vulnerable people in their communities.

Every year, tens of thousands of high school students complete YPI’s multi-award-winning curriculum across Canada. Together they stand up for hundreds of local charities and speak to 200,000 Canadians about social causes and vital community services. They are challenging stigma, changing behaviours, and directing grants and critical public support for millions of people in need across the country.

“Through my charity, I saw how the pandemic changed the views about mental health and how mental challenges thrived during the crisis. I gained a better perspective regarding how I (as well as my peers) can look for help and support for mental issues.”

Student, Twelve Mile Coulee School
How YPI Works

1. YPI Launch
Students are introduced to YPI through a classroom-based or grade-level assembly.

2. Form Teams
In teams, students identify and research social issues affecting their community.

3. Research
Teams research and analyze local charities working to address the social issues they’ve identified.

4. Choose a Charity
Teams select and further research the charity they believe best addresses their chosen issue.

5. Contact and Visit
Teams contact and visit one charity, gaining a more detailed understanding of what they do and how they operate.

6. Presentations
Teams prepare and deliver a presentation on their chosen charity and issue, and the impact $5000 would have.

7. YPI Final Presentation Assembly
Finalists go on to present again before their school, guests, and a panel of judges. The team with the most compelling presentation is awarded a $5000 grant to direct to their charity.
How YPI Achieves Its Results

We maximize local public awareness and support for charities.

We create the conditions for authentic youth civic engagement.

We contribute to systemic change by developing compassionate systems thinkers.

Strong partnerships with schools

YPI’s in-demand, fully-resourced educational project enriches school culture and satisfies a wide range of mandated curriculum objectives across the country. YPI staff and resources support schools and educators to embed YPI as a core experience for their students.

Transformative site visits

YPI’s charity site visits provide youth with an inimitable experience of empathy and personal development. Often cited as a pivotal moment in their lives, youth build relationships with professionals, volunteers and clients, and connect to the issues impacting their communities.

Responsibility and decision-making

YPI prepares youth to make informed choices about their communities, and then respects their decisions. They decide which issues and charities are meaningful to them, then deliver thousands of presentations, teaching their family and school community about important social issues. Youth-majority judging panels select grant recipients.

Value for local charities

YPI strengthens the social sector with significant grants, and by building bridges between people and charities. Charities engage with youth who become advocates for their cause, each student teaches 8-9 people on average. 90% will recommend charities to people in need of help.

Critical skills development for students

YPI combines classroom learning and real community experience to develop core competencies in students, such as confidence, teamwork, leadership, presentation, communication, research and problem-solving skills.

Monitoring, evaluation, and innovation

YPI’s robust evaluation system monitors program quality, and tracks our progress across key outcomes. We invest in staff, ideas, and collaborations to accelerate and extend our impact at the local, national and international scales.
YPI Canada Student Post-Survey

What social issue did you choose to focus on for your YPI project?

- Housing & Homelessness: 16.76%
- Mental Health: 15.41%
- Poverty / Hunger: 13.16%
- Abuse: 11.46%
- Child & Youth Development: 7.59%
- Addiction: 5.32%
- Disability: 3.76%
- Serious Illness / Injury: 3.22%
- Refugee / Newcomer Support: 2.68%
- Senior / Elder Care: 1.89%
- LGBTQ+ Inclusion: 1.81%
- Indigenous Culture & Rights: 1.76%
- Racism: 1.35%
- Education / Literacy: 1.16%
- Reproductive Health: 0.68%
- Justice / Legal Support: 0.63%
- Senior / Elder Care: 1.89%
- LGBTQ+ Inclusion: 1.81%
- Indigenous Culture & Rights: 1.76%
- Racism: 1.35%
- Education / Literacy: 1.16%
- Reproductive Health: 0.68%
- Justice / Legal Support: 0.63%
- Senior / Elder Care: 1.89%
- LGBTQ+ Inclusion: 1.81%
- Indigenous Culture & Rights: 1.76%
- Racism: 1.35%
- Education / Literacy: 1.16%
- Reproductive Health: 0.68%
- Justice / Legal Support: 0.63%
- Senior / Elder Care: 1.89%
- LGBTQ+ Inclusion: 1.81%
- Indigenous Culture & Rights: 1.76%
- Racism: 1.35%
- Education / Literacy: 1.16%
- Reproductive Health: 0.68%
- Justice / Legal Support: 0.63%

*Responses that don’t fall into the indicated categories. See full impact report for a detailed breakdown.

Do you feel you have a better understanding of equity and justice after participating in the YPI program?

- Yes: 66%
- No: 10%
- Unsure: 24%

YPI is an important part of Canada’s social purpose sector.

- Neither Agree nor Disagree: 7.84%
- Agree: 42.16%
- Strongly Agree: 50%

YPI contributes to the conditions for lasting systemic social change.

- Neither Agree nor Disagree: 7.34%
- Agree: 55.96%
- Strongly Agree: 36.7%

YPI connects communities in support of local social issues now.

- Neither Agree nor Disagree: 5.5%
- Agree: 58.72%
- Strongly Agree: 35.78%

YPI contributes to the strategic goals of charities.

- Neither Agree nor Disagree: 11.93%
- Agree: 53.21%
- Strongly Agree: 34.86%
YPI helped me feel more confident in my understanding of social issues.

Strongly Disagree 5.02%  Disagree 5.02%  Neither Agree nor Disagree 26.44%  Agree 47.77%  Strongly Agree 15.76%

YPI helped me expand my understanding of philanthropy (as more than just giving $).

Strongly Disagree 4.89%  Disagree 5.18%  Neither Agree nor Disagree 27.47%  Agree 42.58%  Strongly Agree 19.88%

YPI helped me feel more confident in my understanding of reconciliation.

Strongly Disagree 5.15%  Disagree 6.8%  Neither Agree nor Disagree 37.86%  Agree 40.31%  Strongly Agree 9.89%

What type of contact did charities have from YPI students this year?

- Students emailed/phoned to request interviews to support their research.
- Students informed us that we won a YPI grant.
- Students reached out to let us know that they had chosen our charity for their research project (but did not request an interview).
- Students visited our charity.
- Students sent thank you note(s) or email(s).
- Students inquired about volunteer needs with our charity.

65.14%  61.47%  40.37%  22.02%  22.02%  22.02%
15,808
students completed YPI at over 103 schools nationally during COVID-19.

79,040
people learned about social issues and charities from the students.

502
educators received orientation, resources, and ongoing staff support.

Students delivered research on over 2,625 charities across Canada.

Over 32,550 direct beneficiaries of the YPI grants.

Over 115,000 people in total were directly involved or impacted by YPI in 2020/2021.

Retention Rate of teachers/schools *including YES for schools on waitlist—99%

YPI Educators: Number of years teaching YPI

41.67% 31.25% 27.08%
5+ Years 2–5 Years 0–2 Years

| Total grants to charities (through school program) | $520,000 |
| No. of organizations received funding from YPI | 241 |
| No. charities advocated for (incl. duplications) | 3,120 |
| No. people who will directly benefit from YPI grants | 36,400 |
| No. people that students will teach about local charities and social issues | 79,040 |
| Total people involved and impacted by YPI across Canada | 134,888 |

YPI Net Promoter Score of 62

Net Promoter Score (NPS) measures customer satisfaction and the likeliness of recommending to other associates.
Special thanks to YPI’s participating independent schools for sharing the cost of their local grant with us!
Contact

Dan Hula
Executive Director
416-489-1044
dan@goypi.org

973 Dovercourt Road Toronto, ON
M6H 2X6

www.goypi.org
@goypi.org
@ypi_cares
@YPI_cares

Youth Philanthropy Initiative Canada