

THE WHY OF YIS

Insights from the Onsite

This summer, we held the annual board onsite in beautiful SoCal. Our onsite is always a fantastic event, but this year I thought it was exceptionally well organized and productive.

With all of the new schools, new programs and new people at YIS, we took time to refocus on “the Why of YIS” – To remember why are we doing this. For those of you who weren't there, if you want to get the gist of it, you can watch the Simon Sinek TED Talk, [Here](#). I loved reading everyone's “Why” statements. For me, the “Why” of YIS always begins with the kids: To reach as many kids like Faizan and Edgar as possible, to 1) teach them life-changing habits, 2) to instill a hope in them that they can accomplish great things and 3) to prove to them that are adults out there that care and are there for them.

After the weekend, there was a flurry of great ideas that came out from the sessions, too many to mention here, but many of these ideas have shaped the

development for programs this year including:

1. **Investing in digital ad spending** and launching a kids referral campaign to start new YIS clubs.
2. **Dividing into Advanced and Basic tracks**, and beefing up the Personal Finance component in the Basic (JV) Track.
3. **Launch an At-Risk Schools initiative**, and rename grants to “Free Money Match” program.
4. **Start to spread the word** through Global Advisory Boards, Publicity campaigns, and Partnership Efforts.



The CYIA® Designation

In August 2018, the first group of students took the CYIA®

ONGOING PROJECTS

YIS App. Who: Achint and Luutaa team (iOS & Android)

Cost: \$2,000

Dollar-a-Day

Matches: The goal is to sponsor 50 kids this school year

Program

Development:

Launched the CYIA Program this summer, and the test will take place in August.

YIS Advisory Boards:

Are setting up Advisory Boards comprised of 10-15 people in East Coast US, West Coast US and Asia.

NEFC Personal Finance Platform

White-label YIS platform for 60 personal finance lessons

Cost: \$10,000.

(Certified Young Investment Analyst) Exam. It is a 60 question timed test, with 30 questions based on the Essays of Warren Buffett, and 30 questions based on Advanced Stock Investing. It is a rigorously hard test!

Impressively, 15 students were able to pass the exam in August, a 60% pass rate. I want to congratulate these CYIA® pioneers, this represents a tremendous amount of work and a huge accomplishment.

Then later in September 2018, Katia A. became the first YIS member to officially earn the full CYIA® Designation. In addition to passing the exam, she met all of the additional requirements:

- Participate in a State or Regional YIS Stock Pitch Competition.
- Submit a High School Teacher or (YIS Advisor) Letter of Recommendation.
- Participate in a Community Service Project of 10 hrs.
- Maintain a GPA of at least 3.0 or equivalent.
- Conduct a final interview with a YIS Board Member.

I think we'll look back five years from now, and remember the launch of the CYIA® Designation in August 2018, as one of the critical milestones for YIS. That the CYIA® Designation will become a key differentiator for both YIS and

all the incredible kids that earn it.

The CYIA® is poised to become the gold standard for high school kids looking to go into business or finance. It will help thousands of kids get into college and land internships and dream jobs. It will be a badge of honor for those that earn it and will create a powerful global network.

Regional Advisory Boards

Last quarter, we discussed the idea of forming Regional Advisory Boards to support the continued growth of YIS, and this quarter we formed the first 3 regions: East Coast US, West Coast US, and Asia YIS Advisory Boards. Each advisory board comprises of a group of 10-15 individuals.

I must say that I am blown away by the caliber of the groups that we have assembled. We have portfolio managers from some of the most renowned companies in the world, representatives from large banks and corporations, University professors, and just a fantastic group of people that I am honored to be a part of.

Since holding our first conference calls in September, Advisory Board members have led to many critical introductions, many

more schools signed up and over \$30k in corporate and individual donations. I can't thank this group enough!

Schools & Goals

Currently, YIS is in 172 schools and we added 24 new schools this quarter as the new school year starts up! The goal for FY18/19 is to reach 300 schools by June 2019. It's daunting, but given our momentum, the kids referral program, Christine's hard work, and support from all the board members, I think we can do it! The goal is that of the 300 schools, that 20 will be At-Risk / Low Income schools and 20 will be International.

Mark Cuban Contest

Shark Tank star Mark Cuban has graciously volunteered to host YIS kids again this year, and it has been fun to work with him to plan the contest which will allow one high school team to fly out to Dallas and meet and interview him, all expenses paid. He recorded a promotional video for



YIS, and seems really excited about the contest. It's an incredible opportunity for a teenager, to meet the billionaire owner of the Dallas Mavericks.

Fundraising

This quarter we raised \$30,900, the second most we have raised in a quarter, which came primarily from donations from YIS Board Members. Looking ahead, we have a number of great fundraising events and campaigns ahead: The West Coast golf fundraiser in November, the At-Risk Schools Campaign, Grant Applications,

and the East Coast Gala Fundraiser in May 2019.

Looking Forward

I believe this school year will be a big one, as we test our ability to scale and grow. It's quite amazing actually

that we'll be managing a group of over 4k students, basically three high schools worth of kids, all with only one full time employee! It's possible because our platform was built to scale, and because Christine is amazing! We'll go over our annual budget during the quarterly call, but suffice it to say that we are accomplishing a tremendous amount on relatively little. I've been told by other non-profit groups that YIS is impacting the amount of kids that other non-profits do but have over 10x the operating budget that we

have.

New Team Members

The big addition to the YIS team we had this quarter, was the 29 members of the Regional Advisory Boards that signed up to help the cause. Please find the full

member list on yis.org.

We also would like to welcome **Matt Welling, CFA** as a new member of the General Board of Directors of YIS. Matt is VP of Business Development and Institutional Sales at Wasatch Advisors, is a graduate of Wharton Business School, and is a CFA Charterholder. He attended the YIS SoCal onsite in July, and was instantly a tremendous contributor to the group.

In conclusion, we're off to an exciting start to the year, and thank you all for your incredible support. You make me want to be better and remind "Why" we're investing in these kids.

All the best!

- James

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(JAMES FLETCHER, ON HIS "WHY" OF YIS)

YOUNG INVESTOR SNAPSHOT

Name: Christian M.

President of the YIS FY2019 Youth Advisory Board

School: Pennsbury HS, PA



MISSION: YOUNG INVESTORS SOCIETY IS DEDICATED TO PREPARING THE NEXT GENERATION OF INVESTORS. OUR MISSION IS TO INSPIRE YOUTH TO BE OUTSTANDING INVESTORS – INVESTORS IN COMPANIES, INVESTORS IN THEIR COMMUNITIES AND INVESTORS IN THEMSELVES.