IMPACT REPORT
July 1, 2019 - June 30, 2020
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YPFP is proud to present you with its Annual Report, depicting our contribution to addressing global challenges while maximizing opportunities for our members. This Annual Report will shed light on our achievements in 2019-2020 and present you with our work ahead.

This was a year of growth and professionalization for YPFP. I joined YPFP as Executive Director in September 2019. Since then, YPFP has prioritized the formation of a comprehensive Leadership Team to improve internal coordination and the execution of programs. To build the leadership team, we made critical hires including a new Chief of Staff, a Senior Finance Director and an elevated Senior Director of Programs. This combination of paid and volunteer-staff provides YPFP with cross-functional oversight built upon complimentary skills sets and expertise.

YPFP’s volunteer-staff remains the heart and soul of the organization. Their dedication to YPFP’s mission has allowed the organization to implement impactful programs and grow our membership base. YPFP’s staff demonstrated agility and creativity as they reimaged our programming in light of COVID-19. In June 2020, YPFP hosted its largest-ever event, the Y7 Summit, which increased YPFP’s organizational visibility while also providing strong pipelines for fundraising.

Looking forward, there are many opportunities for growth in 2020/2021. Specifically, the Leadership Team and staff will work to increase YPFP’s diversity and inclusion efforts, strengthen our global coordination and sense of community, improve our knowledge management and communication systems. We will also work to provide more incentives and opportunities for the professional development of volunteer-staff.

I would like to express my deep gratitude to YPFP’s members, staff and the Board of Directors for their continued engagement and support.

Sincerely,
Aubrey Cox Ottenstein
VISION
Building the Leaders Tomorrow Needs

GOALS
Goal 1: Increasing members’ knowledge of foreign policy through engaging events and peer-led discussions
Goal 2: Expanding members’ professional networks through a diverse global community of young professionals
Goal 3: Elevating young professionals’ voices in the field of foreign policy
Goal 4: Strengthening the leadership skills of YPFP volunteers and members
# MEASURING SUCCESS IN 2020

## Membership (Goal 2, 4)
- Increased Membership by 270 Members
- Launched D&I Commission

## Events (Goals 1, 2, 3, 4)
- Hosted 111 Events Globally
- Engaged 5,432 Participants Globally

## Fellowships (Goal 3, 4)
- Published 100% of Fellows
- Published 52 Articles
- Published in 8 Outlets

## Charged Affairs (Goal 3, 4)
- Increased Number of Articles by 15% (126 total)
- Increased Website Traffic by 25% (55,927 views)
- Increased Twitter Followers by 107% (394 Followers)

## DGs (Goals 1, 2, 3, 4)
- Increased member participation in DGs by 25%
- Increased number of DG chairs by nearly 100%
- Launched a new leadership model
The Y7 Summit is the official channel of communication between young people and G7 leaders. YPFP has led the delegate selection process for American participation in the annual event since 2018. In 2020, YPFP served as the organizing institution and host for the Y7 Summit. YPFP convened the 2020 Y7 Summit from June 1-5. The Summit brought together emerging youth leaders from G7 countries and the European Union to develop concrete policy recommendations for the G7 leaders. Due to COVID-19, the 2020 Y7 Summit became the first-ever virtual Summit. The virtual nature of the event allowed YPFP to engage a carefully selected audience of more than 1,200 YPFP members and representatives from partner organizations. The Summit’s Policy Tracks included Global Connectivity and Trade, Energy, Peace and Security, and Education and Jobs.

DIVERSITY AND INCLUSION

Diversity and inclusion has always been a stated priority of YPFP, but it has rarely been our explicit practice. Going forward, YPFP will work to better understand the diversity represented within our organization and to increase representation across all of our members’ identities. In 2021, YPFP will begin capturing data on members’ cultural, racial, religious, age, sex, gender, sexual orientation, professional, political and disability diversity.
PROJECT 1 - PUBLIC EVENTS

WHAT

Young Professionals in Foreign Policy’s public events provide an opportunity for YPFP members and the larger community to learn more about specific foreign policy topics, network with other professionals, and build skills. Events also allow YPFP staff members to build skills in event managing and partnership cultivation.

WHY

YPFP’s public events have contributed to all four goals stated above. For Goal 1, each event serves to increase our members’ knowledge of foreign policy through panel discussion and engagement during the events. For Goal 2, our events provide an opportunity for our members to meet new people and expand their professional networks. For Goal 3, we elevate young professionals’ voices by uplifting their voices in events. For Goal 4, YPFP’s public events strengthen the leadership skills of YPFP volunteers and members by encouraging volunteers to organize and moderate events.

HOW

The Programs and Events team develops and hosts events through cultivating partnerships with nonprofit organizations, government agencies, corporations, embassies, and other entities in consultation with the Executive Leadership team. The team cultivates events from beginning to end, from developing the concept, relating the event to YPFP values and goals, figuring out logistics, and executing the event. Events Managers will take point on different events with guidance from the Senior Programs Director and Deputy Programs Director.

WHO

Colleen Moore, Senior Programs Director HQ
Gurjinder Dhaliwal, Managing Director London
Colin Wolfgang, Managing Director New York
Adrian Garcia-Esteve, Managing Director Brussels
### Event Metrics

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<tbody>
<tr>
<td><strong>Events</strong></td>
<td>34</td>
<td>12</td>
<td>13</td>
<td>52</td>
</tr>
<tr>
<td><strong>Attendees</strong></td>
<td>2743</td>
<td>1074</td>
<td>255</td>
<td>1169</td>
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<tr>
<td><strong>Notable Speakers</strong></td>
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<tr>
<td>Representative Seth Moulton</td>
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<td>Tom Tugendhat, MP</td>
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<tr>
<td>Former Senior Advisor at the U.S. Department of Treasury, Chip Poncy</td>
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<td>Jorge Domecq, Chief Executive, European Defense Agency</td>
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<tr>
<td>Haiti’s Ambassador to the U.S., H.E. Hervé H. Denis</td>
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<tr>
<td>Sweden’s Ambassador to the U.K., H.E. Torbjörn Sohlström</td>
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<td>Permanent Representative of Switzerland to the UN, Ambassador Jürg Lauber</td>
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<td>Hilde Johnson, Former Norwegian Minister of Development</td>
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<td>UAE’s Ambassador to the U.S., H.E. Yousef Al Otaiba</td>
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<tr>
<td>Japan’s Ambassador to the U.K., H.E. Koji Tsuruoka</td>
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<tr>
<td>Paypal’s Global Investigations Director, Adam Drucker</td>
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<tr>
<td>Dagmar Schumacher, Director, UN Women Brussels</td>
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<tr>
<td>Director of Resources and Policy at the UK Ministry of Defense, Nicole Kett</td>
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<td>Chief of Investigation Division, Manhattan District Attorney’s Office, Michael Sachs</td>
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<tr>
<td>James Appathurai, NATO’s Deputy Assistant Secretary General for Political Affairs and Security Policy</td>
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</tbody>
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The Fellowship Project is a year-long writing initiative designed to help young professionals enhance their writing skills, get published, and build a portfolio of work.

It can be difficult for young professionals to demonstrate their expertise in foreign policy. This initiative gives Fellows the editorial support needed to craft compelling articles and then helps Fellows get published using YPFP’s relationships with various outlets.

Fellows submit an article each month to their Assistant Editor. The Assistant Editor makes stylistic edits to the pieces and then pitches it for publication.

Sean McGuffin, Chief Editor
Assistant Editors: Nikolina Stoykova, Owen Daniels, Ryan Gardiner, Danielle Preskitt

- Diplomatic Courier
- Geopolitical Monitor
- Fair Observer
- The Diplomat
- National Interest
- The Hill
- Common Dream
- Defense One

2019/2020 Metrics
- 15 Fellows
- 7 Editors
- 52 articles published
- 100% of Fellows Published
PROJECT 3 - CHARGED AFFAIRS

WHAT
Charged Affairs (CA) is the digital foreign affairs magazine for YPFP, acting as a publication platform for both CA staff and YPFP members worldwide.

WHY
Charged Affairs amplifies future foreign policy leader’s voices by providing a platform for broad engagement, backed by an editorial system designed to help members develop their voice.

HOW
Staff writers publish on regular cycles with one editor, allowing them to develop their writing skills over time and building a portfolio of foreign policy writing to aid their professional endeavors. Senior Editors provide guidance and mentorship for editors, helping aid in their development and identifying possible problems in editorial workflows to escalate to management.

WHO
Sean McGuffin, Fellowship Chief Editor
Shane Szarkowski, Editor in Chief

2019/2020 Metrics
- CA published 126 articles, up 15% from 2019.
- CA has 55,927 page views, up 24.77% from last year.
- CA has 394 Twitter followers, up 107%.
PROJECT 4 - DISCUSSION GROUPS

WHAT
YPFP’s Discussion Groups (DGs) are peer-led communities within YPFP that offer selected members an opportunity to connect with other young professionals who share a depth of experience in a particular region or subject.

WHY
Each Discussion Group serves as a focal point within YPFP to promote thoughtful engagement through monthly private meetings and occasional public activities. This serves the goal of elevating young professionals’ voices and capacity in the field of foreign policy, and cultivating their leadership skills.

WHO
Jenn Perron, Director

2019/2020 Metrics
- Nearly 25% of YPFP members in DC participate in Discussion Groups.
- In 2020, the DG program grew by nearly 25%.
- The recently piloted leadership model has doubled the number of YPFP members as DG Chairs.
PROJECT 5 - EMERGING VOICES

WHAT

Emerging Voices is a foreign policy blog written by YPFP New York members. It provides an opportunity for members to contribute analysis and help shape the organization’s outlook.

WHY

To provide a platform for YPFP NY members to express opinions on all things foreign policy-related.

HOW

We routinely solicit submissions, edit and publish articles on ypfp.org.

WHO

Jace Gilmore, Editor-in-Chief

2019/2020 Metrics
- 13 articles posted.
MEMBERSHIP

WHAT

The membership team hosts recruitment events, new members orientations, networking events and manages data from Wild Apricot. It also cultivates a membership strategy for recruitment, retention, and benefits.

WHY

YPFP expands members’ professional networks by developing, fostering and engaging a diverse global community of young professionals.

HOW

YPFP does this through on-boarding new members and creating points of connection between existing members as well as standardizing how we collect the data through Wild Apricot.

WHO

Ben Lutz, Director

2019/2020 Metrics

- 1,510 Members served
- 53% Female, 47% Male

Age 25-29
48.9%

Age 20-24
26.1%

Age 30-34
25%
MEMBERSHIP

The following branches are using automatic membership renewal: London, New York, San Francisco, DC. The following branches are not using automatic renewal: Brussels, Global, Toronto, DC Student. In 2020, YPFP will require all branches to transition into the automatic renewal membership model.

MEMBERSHIP CHANGE

Total change in membership globally.
BENEFITS OF MEMBERSHIP

In 2019/2020, YPFP added member benefits through strategic partnerships. These benefits include:

**SCHOLARSHIPS FOR JOHNS HOPKINS UNIVERSITY’S MASTER OF ARTS IN GLOBAL POLICY**

YPFP offers a scholarship program for Members pursuing the Master of Arts in Global Policy (MAGP) degree. YPFP members accepted into the MAGP program will be awarded a scholarship covering 15% of the tuition.

**SCHOLARSHIPS TO THE SUMMER DIPLOMATIC ACADEMY**

YPFP offers $1000 scholarships to YPFP members attending the Summer Diplomatic Academy, which is a unique and intensive practical training program that introduces undergraduate and graduate students and recent graduates to careers in international diplomacy. The program also includes career-counseling sessions. Students receive certificates from the Academy.

**YPFP CONNECTS MEMBERS WITH JOB OPPORTUNITIES AT GLOBALWONKS**

YPFP Members receive access to YPFP’s Job Board and opportunities to become a freelance foreign policy consultant through our partnership with GlobalWonks. GlobalWonks provides a marketplace for foreign policy consultants to reach new clients. GlobalWonks has created a pathway in their algorithm and search engine to allow maximum visibility and engagement opportunities for YPFP members.

**AFFORDABLE INSURANCE PACKAGES FOR YPFP MEMBERS**

YPFP is delighted to provide our Members with preferred rates on personal insurance solutions in both the US and while abroad. Through the partnership Clements will offer US-based Members Auto and Renters Insurance as well as Health, Life, Income Protection, Auto, and Property insurance for those abroad.
COMMUNICATIONS

WHAT

The Communications team is responsible for a wide range of responsibilities including managing and creating content for our social media platforms, maintaining and updating the website through WordPress and WildApricot, curating a weekly regional newsletter, communicating with global branches for consistency of message, and liaising with media, community and partner organizations on pending collaborations.

WHY

Part of YPFP’s mission statement is to amplify the voices of young people in a field that is difficult for them to be heard. The communications team is instrumental in pushing out information about YPFP’s programs and products to the widest audience possible with this mission in mind.

GOALS

To rebuild the team and reinstate consistent processes through hiring new volunteers and instituting new workflows. This is still a work in progress.

WHO

Ben Goodrich, Director
## SOCIAL MEDIA METRICS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers 6/2019</th>
<th>Followers 6/2020</th>
<th>% Change</th>
<th>Average Post Reach/Views</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>171242</td>
<td>170759</td>
<td>-0.28%</td>
<td>886</td>
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<tr>
<td>LinkedIn</td>
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<td>Twitter</td>
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<tr>
<td>Instagram</td>
<td>1108</td>
<td>1803</td>
<td>62.73%</td>
<td>651</td>
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</table>

## NEWSLETTERS

<table>
<thead>
<tr>
<th>Location</th>
<th>Number Sent</th>
<th>Size of Mailing List</th>
<th>% Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, D.C.</td>
<td>55</td>
<td>4096</td>
<td>41%</td>
</tr>
<tr>
<td>Brussels</td>
<td>31</td>
<td>1621</td>
<td>35%</td>
</tr>
<tr>
<td>New York</td>
<td>46</td>
<td>1486</td>
<td>39%</td>
</tr>
<tr>
<td>London</td>
<td>31</td>
<td>1205</td>
<td>47%</td>
</tr>
</tbody>
</table>
FINANCE - FY20 REVENUE

FY20 generated $345,245 in revenue to date. Of that amount, 62% came from donations, 10% from programming, 10% from membership dues and 18% from grants.

FUNDRAISING

A major driver for revenue during FY20 is through donations with 62% of the total revenue generation. The largest donations were recorded as received in Quarter 3, followed closely by Quarter 4 donations. Although new, donations and fundraising have become a significant revenue generation model for YPFP.

PROGRAMMING

Revenue brought by programming represents 10% of total revenue earned in FY20. Programming revenue includes funds generated from larger affairs like the DC Gala, as well as general and local networking events. Quarter 1 collected the highest percentage of programming revenue at 92% of the total programming revenue for FY20. Of the events, the DC Gala brought in 83% of the total programming revenue for YPFP. Due to the pandemic, YPFP will need to consider a decrease in activities involving physical convenings. As a result, it may affect programming revenue from events.

MEMBERSHIP DUES

Membership dues comprise 10% of the total revenue in FY20. Membership has shown a steady increase and fluctuation throughout the year. Quarter 3 showing the highest revenue generation from membership with 60% of the total membership dues being generated during this quarter. The highest membership due generating months were February and January, respectively. YPFP typically sees a spike in membership registration in the first month or two of a new calendar year.

GRANTS

Grants collect 18% of the total revenue generated for FY20. Grants have been collected evenly between US and Global branches. YPFP HQ collected $50,000 in Quarter 3, while the Global branch grants have a revenue total of $5,748 in Quarter 3. Increasing submission of applications and opportunities presented by grants should be considered an area for YPFP to explore as a mechanism for revenue creation.
FINANCE - FY20 EXPENSES

FFY20 total expenses as of May 2020 came to $148,562, 32% came from events, with the majority from the two galas. Human capital comprises of 56% and administrative expenses is 12% of total FY20 expenses.

EVENTS

From event expenses in FY20, the highest total expense was found in Quarter 1 with the DC Gala. Of the total Quarter 1 expenses, 28% were from the DC Gala. The DC Gala is YPFP’s signature event and the average cost for the Gala has remained relatively consistent with the growth of the organization. While considerable event costs occur, ticket sales often offset the expenses while generating revenue. Other YPFP events include the Brussels Gala and other YPFP general events, which include mixers and networking events.

HUMAN CAPITAL

Human capital makes up 56% of total FY20 expenses. Currently, there is one full-time employee and one contractor. Human capital is comparatively consistent, drawing a fixed cost for staff monthly. The cost for the new contractor expense has been accounted for from April to the current date; the addition of this position should be factored in FY21.

ADMINISTRATIVE

Administrative costs make up for the remainder of the expenses, at approximately 12% of total expenses. Administrative expenses include provisional licenses, insurance, services and technology required for regular day to day operations. Accounting is included as the sole administrative service and is the highest cost associated with administrative expenses.

KEY DRIVERS OF REVENUE

- Membership ($33,415)
- Donations and Partnerships ($215,547)
- Events ($35,536)
  - Major: DC Gala ($29,441), Y7 ($67,970)
  - Minor: branch specific ($6,095)
- Grants ($50,000)

NOTABLE DONORS ($10K+)

- Schmidt Futures ($80,000)
- UAE Embassy ($67,850)
- Cisco ($50,000)