



FISCAL YEAR 2025

07.01.2024 – 06.30.2025

IMPACT REPORT





Joe Cavanaugh
Founder & CEO

LETTER FROM THE CEO

Character matters. It always has and it always will.

Nearly four decades in, our mission is not just relevant but urgent. I find myself saying more and more these days, “the kids are not alright.” Today’s students are facing record levels of stress, anxiety and disconnection.

In this landscape, Youth Frontiers (YF) retreats offer something truly rare: a day set apart from the noise where students reflect, connect and build on the character they need to thrive. We create experiences that help shape who they are because character matters not only in school, but in life.

Thanks to your partnership, more students, educators and schools experienced these transformational moments this year. We not only met our student retreat goals — we surpassed them, reaching 105% of our target. And continued strong demand from schools helped our program fee revenue come in better than projected. Your investment made that possible.

That momentum is real. But so are the headwinds.

Because you are a trusted partner in this work, it is important to let you know that in the last half of our fiscal year, we experienced a significant budget shortfall. We had budgeted for \$2.3M in donor revenue but ended the year at \$1.7M. In addition, we had hoped to expand more of our excellent new programs for schools and young adults, but fell short of our goal. As a result, we had to make difficult decisions — including a reduction in staff — to protect the health of the organization. In June, our president, Nicole Sullivan, also stepped down to pursue other opportunities.

And yet, this season has challenged us to grow. The needs of this moment are too great for us to shrink from this challenge. Our community is calling us to be big and bold; that is how we will continue to show up.

We’ve restructured internally to operate more efficiently. We welcomed a new VP of External Relations to help strengthen our partnerships and

elevate our impact. I’ll be focusing more time out in the field connecting with leaders, donors and schools to champion the mission I believe in so very deeply.

As you may know, Youth Frontiers operates on a 50/50 model: schools cover roughly half the cost of a retreat, and corporate, foundation and individual donations support the rest. With rising expenses and increasing need, your continued support is critical because it ensures no school is left behind because of cost.

In the past, we’ve weathered storms — times of challenge that could have slowed us down. But with the support of friends like you, we’ve always emerged stronger and more determined to serve students. We’re in a defining season — one that calls for clarity, commitment and courage.

Thank you for standing with us.

Respectfully,



**YOUTH
FRONTIERS®**

BUILDING COMMUNITY, INSPIRING CHARACTER

MISSION

To provide experiences that inspire
character, civility and community.



VISION

Our next generation of leaders
is grounded in character.

STUDENTS

KINDNESS

COURAGE

RESPECT

WISDOM

EDUCATORS

PURPOSE

HONOR

PRESENCE

LEADERS

GEOMETRY
OF A LEADER

CHARACTER
ACADEMY

COMPASSION PERSPECTIVE
CONFIDENCE PRESENCE
GRATITUDE PURPOSE

COMMUNITY

PARENT
ACADEMY

YF
LEADERSHIP
LUNCHEON

BY THE NUMBERS



64,561

Individuals impacted

438

Student retreats

8,399

Volunteer leaders

196

First-time Donors

25,197

Small-group interactions

190

New retreat sales

421%

Increase in reach on Instagram

13

Oil changes for YF's four retreat vans throughout the school year

Behind every number is a story:
a student finding their voice,
an educator remembering their
purpose, and an adult stepping
forward with presence and humility.



2025

CHUCK DENNY LEGACY CHARACTER AWARD RECIPIENT

At the 2025 YF Leadership Luncheon, YF was pleased to present the Chuck Denny Legacy Character Award and a \$5,000 scholarship made possible by YF's Beacon of Character Partner, Deluxe, to a former student retreat participant whose character has had a powerful impact on their school community. This student is nominated by one of their teachers and chosen by a committee from a truly incredible pool of student leaders.



This year's Character Award recipient was Jaren Vogt, a recent graduate from Watertown-Mayer High School in Minnesota. Jaren demonstrated authentic, caring leadership. From his leadership of Watertown-Mayer's Unified Sports Club to his everyday actions, Jaren lived out his commitment of ensuring that everyone had a positive school experience.



KSTP's Minnesota LIVE show featuring YF and Character Award recipient, Jaren Vogt.

Scan to watch the
2025 Character Award
Recipient video to
experience Jaren's story.



A photograph of three students hugging. A girl with glasses is in the center, smiling and hugging two other students. The background is blurred, showing other people in a school setting.

STUDENT RETREATS

384 schools served

183

Kindness Retreats
(4th-5th grade)

139

Courage Retreats
(7th-8th grade)

98

Respect Retreats
(9th-11th grade)

18

Wisdom Retreats
(12th grade)

"My act of courage is to stand up for others because lots of people get made fun of and no one deserves that."



EDUCATOR RETREATS

20 Educator Retreats

10

Purpose Retreats
(All-staff)

10

Honor Retreats
(All-staff)

"In 36 years of education, I feel we have more cohesiveness than ever before. This feeling is attributed to the workshop Youth Frontiers presented today."



CHARACTER ACADEMY

16 Character Academy Workshops

A cohort-style experience that guides young adults through personal development work to help them become people of character and positive changemakers in the world.



“Character Academy has helped me to look inward and deconstruct my previous ways of thinking and [refocus on] living for the greater good.”

HIGHLIGHT!

YF + GENESYS WORKS PARTNERSHIP



YF launched a new partnership with Genesys Works Twin Cities, whose mission is to provide pathways to career success for high school students in underserved communities. 180 rising seniors participated in YF's Character Academy sessions, where they explored themes of Presence, Confidence and Purpose — equipping them not just for the workplace, but for life.

The impact was powerful. Students leaned in, reflected and grew in character. We're excited to continue this partnership with more workshops throughout the school year, helping young people lead with both skills and character.

"The YF sessions had a way of bringing out a side of our students that was so exciting to see! They lit up knowing they had a YF session that day, and excitedly engaged on vulnerable topics. They grew a lot through these sessions, while having the best time!"

— Ravi Bhoir, Associate Director of Internship Experience at Genesys Works



GEOMETRY OF A LEADER

11

Geometry of a Leader Conferences

The need for character-driven leaders is greater than ever. Geometry of a Leader (GOAL) offers a much-needed retreat for leaders to step back, connect and reflect on how to lead with character, especially when it's hard. YF hosted **7 private GOAL conferences** for companies and organizations, sponsored by the hosting company, and **4 community GOAL conferences** open to leaders across sectors.

"Geometry of a Leader offers fresh insight, builds on experience and re-energizes leaders for the road ahead. To lead with intention is to be present, humble and courageous."



PARENT ACADEMY

10

Parent Academy Workshops

Are we preparing our kids for the road ahead, or are we trying to prepare the road for them?

YF's **Parent Academy** was created to help parents and guardians wrestle with that very question. Through interactive sessions, we give practical tools to help **raise kids with character** — developing their strength, reminding them of their responsibility and the giving them the confidence to know they are precious, not perfect.

YF hosted six private Parent Academy workshops. And thanks to our **generous donors**, four workshops were offered at **no cost to the community** throughout the school year.

2025

YOUTH FRONTIERS LEADERSHIP LUNCHEON

On June 5, 332 leaders came together for a shared meal and a conversation about character-driven leadership. Thanks to the support of 56 generous sponsors, **YF's signature annual gathering** is more than an event — it's a touchstone — a reminder that we live in a time that calls for more of us and more from us.

We didn't just talk about character. We leaned into the hard questions and asked: *What are we doing to ensure that our next generation of leaders is grounded in character?*

After a meaningful panel conversation with **Katie Lawler, Executive Vice President, Global Chief Ethics Officer**

at **U.S. Bank**; **Dr. Mohamed Sallam, President and CEO of Wallin Education Partners** and **Dr. Stacie Stanley, Superintendent of Saint Paul Public Schools**, guests were invited to reflect on a young person in their life, write them a message and name a character trait they see in them — encouraging them to stay true to those values, even when it's hard.



Dr. Mohamed Sallam

President & CEO
Wallin Education Partners

Katie Lawler

*Executive Vice President,
Global Ethics Officer*
U.S. Bank

Dr. Stacie Stanley

Incoming Superintendent
Saint Paul Public Schools



56

Sponsors

\$293,910

Raised

332

Guests

2025 YFLL SPONSORS

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FLUID



PROGRAM SPONSOR



FINANCIALS

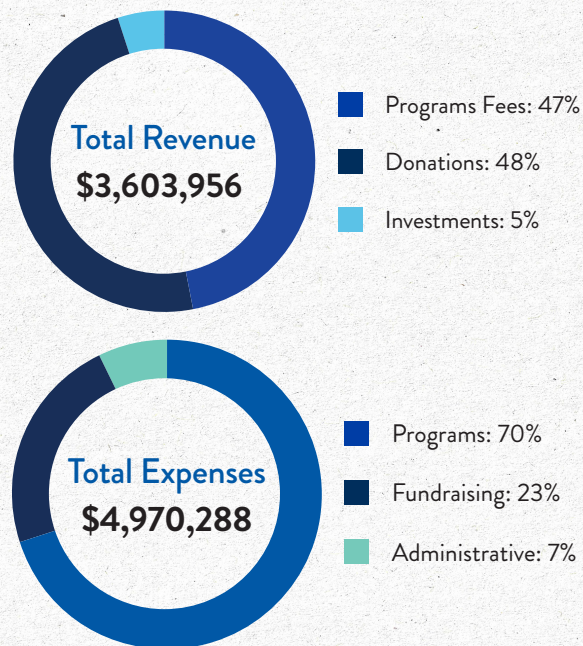
Corporate, foundation and individual donations fund nearly half the cost of our character-building retreats, making program fees affordable for our school clients.

"This past fiscal year brought financial challenges across the nonprofit sector, and like many, we had to adapt. We began with bold aspirations and innovative ideas, but as the economic environment shifted, we made tough but strategic choices to ensure long-term sustainability. This included streamlining expenses, pausing select new initiatives, and sharpening our focus on what matters most: our young people. Thanks to careful stewardship, we closed the year on more stable financial footing—with strong reserves, consistent cash flow, and ongoing demand for our programs. Your support made this possible. With your continued partnership and the dedication of our team, we are moving forward with renewed focus and deep commitment to building character in the next generation."

YF Board

Financial Summary from Fiscal Year 2025 (Pre-Audit)

July 1, 2024 to June 30, 2025



These financials are pre-audit.

Please visit youthfrontiers.org/financials for more details.

HIGHLIGHT!

MISSION MOMENT

During a Courage Retreat, an 8th grader stood up in front of his class to share during a powerful time we call “The Pebble in the Pond.” With tears in his eyes, he admitted to his entire class that the things he had posted online had hurt people. He said for a long time, he had leaned into it, treating it like a joke, acting like he didn’t care. But deep down, it had been weighing on him. *“I can see how much it hurts you,”* he said. *“And I don’t want that to be me.”*

We noticed a group of girls in the corner. They were watching him closely, their body language guarded. Then, one of them stood up, walked to the mic in the center of the large circle of students, and said: *“My act of courage is to forgive.”*

At the end of the retreat, we watched as she walked over to him, gave him a hug, and then brought him over to her friend group. While we don’t know exactly what was said, it was clear something had changed. It was a moment of healing, an example of what can happen when people are brave enough to own their mistakes and others are courageous enough to forgive.





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THANK YOU

Our mission would not be possible without the support of our clients, staff, board and advisory members, and our generous donors who contribute time, talents and treasure to YF. Thank you for fueling the growth in our work and impacting each and every one of the individuals who experience a YF retreat.

To see a list of all FY25 donors, please visit youthfrontiers.org/2025-annual-report.





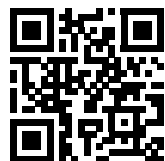
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DIGITAL ANNUAL REPORT

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