



GRATITUDE REPORT 2019



our mission

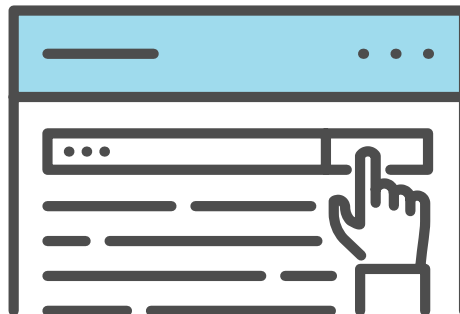
We believe that **TRAVEL CHANGES YOUNG LIVES FOR GOOD**, and to that end, the SYTA Youth Foundation's (SYF) mission is to provide travel experiences for youth and students who would otherwise not have the resources to participate in those life-changing and enriching opportunities.



ROAD SCHOLARSHIP

The Road Scholarship program awards funds to youth who are unable to afford the cost of student group trips.

3,040
TOTAL # OF APPLICANTS



*3,040 Total Applicants including kids on Group Applications

*626 Total Applicants including Group Applications

TYPE OF TRIPS

EDUCATIONAL (533)



85.14%

PERFORMANCE (57)



9.11%

ABROAD (16)



2.56%

SERVICE (15)



2.4%

OTHER (5)



.80%

ADA/DISABILITIES

5.38%

TITLE 1 SCHOOL

19.74%

FREE/REDUCED LUNCH

20.64%

HONOR STUDENTS

24.78%

TRAVELING WITH A TOUR OPERATOR



YES (469)

74.92%



NO (111)

17.73%



UNKNOWN (46)

7.35%

AVERAGE REQUEST OR RANGE OF MONEY NEEDED

INDIVIDUALS: \$958.87

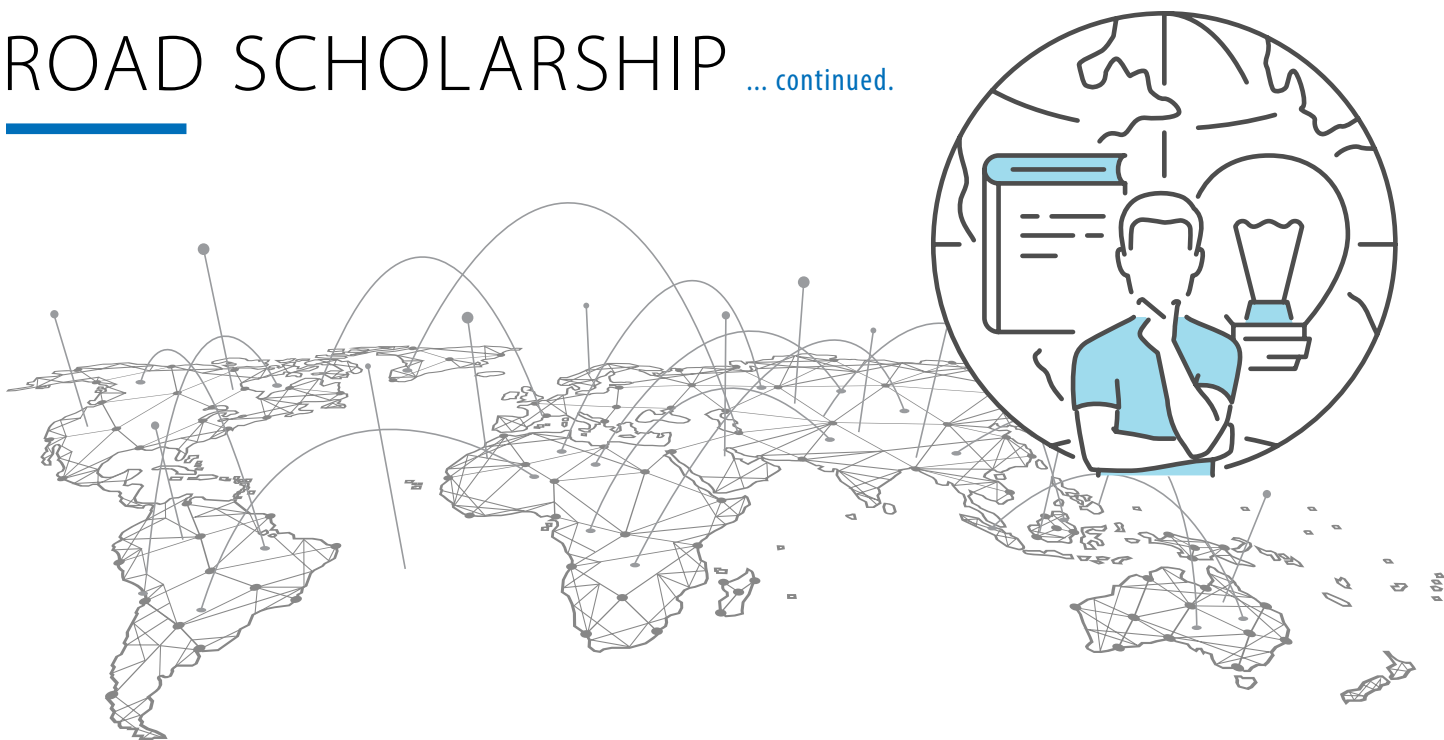
GROUPS: \$4,538.43

97.3

... percentage of applicants who indicated they do additional fundraising.



ROAD SCHOLARSHIP ... continued.



WHERE STUDENTS ARE TRAVELING FROM:

50+ STUDENTS TRAVEL FROM:

CA / TX

25+ STUDENTS TRAVEL FROM:

FL / IL / IN / MI

10+ STUDENTS TRAVEL FROM:

AL / AZ / CO / CT
GA / MN / OH
OK / OR / PA
VA / WA / WI

WHERE STUDENTS ARE TRAVELING TO:

TOP DESTINATION TRAVELED TO (IN THE U.S.):

DISTRICT OF COLUMBIA

50+ STUDENTS TRAVEL TO:

NY / VA

25+ STUDENTS TRAVEL TO:

FL / MD / PA

10+ STUDENTS TRAVEL TO:

MA / MI / NJ
TX / WA

WHERE STUDENTS ARE TRAVELING INTERNATIONALLY:

TOP DESTINATION TRAVELED:

FRANCE

10+ STUDENTS TRAVEL TO:

CANADA
COSTA RICA
GERMANY
ITALY
SPAIN
UNITED KINGDOM

AGE OF STUDENTS

5-9 YEARS OLD

1

10-14 YEARS OLD

230

15-19 YEARS OLD

169

GRADE OF STUDENTS

3RD-6TH GRADE

23

7TH-8TH GRADE

197

9TH-12TH GRADE

180

RIPLEY HUNTER WORLD IS A CLASSROOM ESSAY CONTEST

A contest where students who write an essay describing what they learned and how they were impacted by travel can earn a scholarship!

131



TOTAL # OF APPLICANTS

WHERE ARE KIDS APPLYING FROM?



*Military Base in South Korea



SILVER LINING PROGRAM

The Silver Lining Program’s mission is to recognize deserving students who have demonstrated through their action, intention, or circumstance the desire to expand their awareness, creating a dramatic life change. Each year, SYF grants an all-expense paid trip to approximately 35 students and youth who are selected from our annual conference host city to travel to another part of the world. Below are examples of some of our most recent Silver Lining trips.



NEXT GENERATION

SYF, in partnership with SeaWorld Parks and Entertainment, provides underprivileged youth the chance to participate in interactive and innovative learning experiences that only SeaWorld can provide. The youth travel to one of the SeaWorld parks and participate in a three-day resident camp program where they work hand in hand with the park’s animal caregivers. They learn firsthand how to take care of animals and experience up close animal interactions. In addition, students learn about conservation programs and how their behavior and actions can impact wild places.



DC RITE OF PASSAGE

The American Experience Foundation (AEF) awarded 30 seventh and eighth grade students from across Harrisburg, Pennsylvania its 2019 Rite of Passage field trip, which took place on March 15-17, 2019. AEF enriches the lives of low-income students through inspirational travel experiences to the nation’s capital. It is the philanthropic arm of Destination DC (DDC), the official destination marketing organization for Washington, DC.

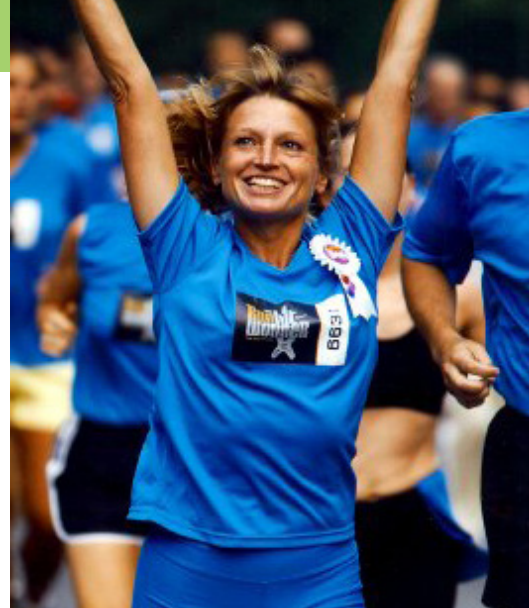


STUDENTS ON BROADWAY

The SYTA Youth Foundation worked with Students On Broadway NYC to select deserving and underprivileged students to experience a day on Broadway. Together, the organizations provided access to students through the TDF Stage Doors program. Stage Doors is a project-based arts education program that provides students with a meaningful introduction to live theatre.

RUNNING FOR YOUTH

The SYTA Youth Foundation Running for Youth Run Team uses long distance running/walking as a symbol of endurance and hope. The goal is simple - to raise money for students & youth to travel with their schools or youth organizations. Participants on the Run Team fundraise on behalf of the SYTA Youth Foundation, train and participate in race distances throughout the year. Since the program's inception in 2009, the team has collectively raised over \$350,000.



THANK YOU TO THOSE WHO ATTENDED AND SUPPORTED THE FOLLOWING SYF EVENTS:



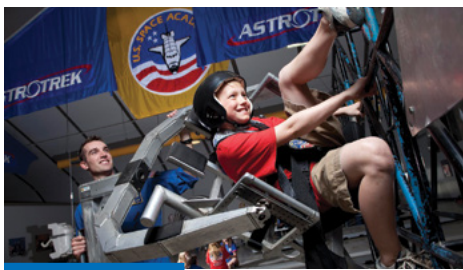
GOLF



AUCTION



RUN/WALK/SLUMBER



BLASTOFF



DYMO



SYTA SOCIAL

SYF & FAMILY TRAVEL ASSOCIATION PSA CAMPAIGN

Litton Entertainment proudly supported the SYTA Youth Foundation and Family Travel Association by producing and airing an original 30-second PSA. The PSA aired during CW's *One Magnificent Morning* and ABC Litton's *Weekend Adventure* family-friendly programming blocks. In total, there were 20 PSA airings between January and April 2020 that generated 7,965,000 impressions during the campaign time frame. Below are the details:

ABC'S LITTON'S WEEKEND ADVENTURE

Airing nationwide on ABC, Litton's *Weekend Adventure* inspires viewers to embark on adventure.

The 30-second PSA aired once a week during *Oh Baby*, generating **3,754,000 impressions** from February 15, 2020 through March 21, 2020.



CW'S ONE MAGNIFICENT MORNING

Airing nationwide on the CW, *One Magnificent Morning* energizes and inspires young adults to make a positive impact on their families and communities.

The 30-sec PSA aired once a week during *Animal Tales*, generating **4,211,000 impressions** from January 18, 2020 through April 18, 2020.

2018-2019

CHAIR Bud Geissler, *Travel Insured International | A Crum & Forster Company*

VICE CHAIR Barbara McCormack, *Freedom Forum*

PAST CHAIR Bruce Rickert, *Peak Performance Tours*

TREASURER Ethan Screnock, *Fly My Group*

SECRETARY Melissa Ardales, *Group Travel Network, Inc.*

Debra Borgwardt, *New England Aquarium*

Cindy Brown, *Boston Duck Tours*

Teresa Crews, *Universal Parks & Resorts*

Michael Grueninger, *Grueninger Music Tours*

David Lindsey, *Cici's Pizza*

Ryan Morris, *Music Travel Consultants*

Robin Parker, *Kaleidoscope Adventures*

Dana Romanello, *Country Music Hall of Fame and Museum*

Reagan Stulbaum, *NYC & Company*

Joe Tropia

Terry Valentine

2019-2020

CHAIR Barbara McCormack, *Freedom Forum*

VICE CHAIR Robin Parker, *Kaleidoscope Adventures*

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Ethan Screnock, *Fly My Group*

Reagan Stulbaum, *NYC & Company*

Jane Tougouma, *Destination Cleveland*

Joe Tropia

Terry Valentine

Tom White, *US Space and Rocket Center*

PAST CHAIRS

2017-2018

Bruce Rickert

Peak Performance Tours

2016-2017

Sheelagh Wylie

Visit Britain

2015-2016

Eric Marshall

Universal Orlando Resort

2014-2015

Kirk Troen

Animado Events

2013-2014

Denise George

Receptively Yours

2012-2013

Kevin Herlihy

Travel Insured International | A Crum & Forster Company

2011-2012

Kerry Montgomery

2010-2011

Marie Martin

LEAD USA

2009-2010

Kasie Smith

Serendipity Media

2008-2009

Bob Hofmann

Broadway Inbound

2007-2008

Jill Gleason-Knox

2006-2007

Keith Snode

Kaleidoscope Adventures

2005-2006

Bryan Cole

Super Holiday Tours

2004-2005

Neal Waldman

iWaldman College and Academic Consulting

2003-2004

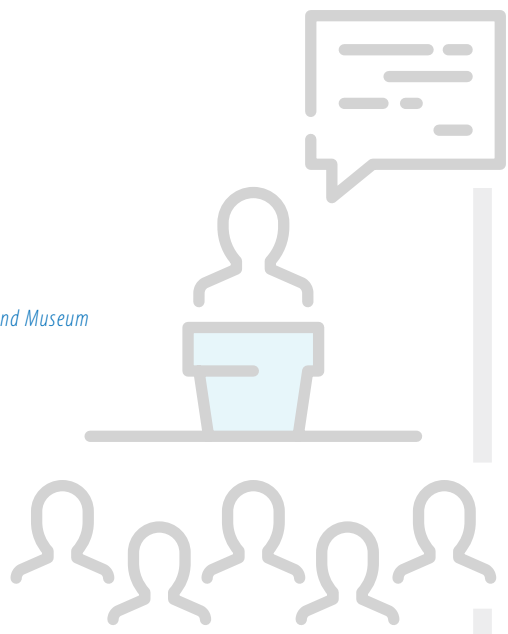
Cindy Brown

Boston Duck Tours

2000-2003

Ripley Hunter

GET Sports, a division of WorldStrides



SYF DONORS

CHAIRMAN CIRCLE

Blue Man Productions / Broadway Inbound / Cedar Fair Entertainment / Disney on Broadway
 Disney Youth Programs at Walt Disney World® Resort / Educational Tours, Inc. / Festivals of Music/Music in the Parks / Fly My Group
 Gerber Tours, Inc. / Hard Rock Cafe and Hard Rock Heals Foundation / International Motorcoach Group / NYC & Company
 SeaWorld Parks & Entertainment / The Air Travel Group / TourTools by Adatasol / Travel Insured International | A Crum & Forster Company
 TravelAdvocates / Trip Mate, Inc. / Universal Orlando Youth Programs

PLATINUM CIRCLE

AON Travel Practice / Bob Rogers Travel / Boston Attractions Group / CCIS, Inc. / Dance the Magic! / Kaleidoscope Adventures, Inc.
 Mears Transportation Group / Music Travel Consultants / Peak Performance Tours / Serendipity Media / The Tracks Family Fun Park
 Travel Women in Golf Society (TWIGS)

BENEFACTOR

AdvantEdge Tours, LLC / Adventure Student Travel / Andy Davidson / Branson CVB / Branson On Stage Live!
 Danny Lewandowski and Kevin Facklam / Director's Choice / Educational Travel Adventures / EMI Hawaii / FAME Events
 Group Travel Network / Grueninger Music Tours / H & L Charter Company, Inc. / Hard Rock Cafe / Hornblower Cruises / Leah Chandler
 Legends Attractions / Luray Caverns / Medieval Times Entertainment, Inc. / Merlin Entertainments / New England Aquarium / Newseum
 Nowak Tour & Travel / Premier Tour & Travel / Red Line Group Travel / Sacramento CVB / School Tours of America / Serendipity Media
 The Ride / TK Tours / Tourism Winnipeg / Tour-Rific of Texas / Unique Travel & Tours / WonderWorks

GOLD CIRCLE

Empire State Building Observatory / United States Fire Insurance Company

SILVER CIRCLE

Pegasus Bus

WINGMAN

AdvantEdge Tours, LLC / Donna Adam, Educational Tours, Inc. (Holt, MI) / Melissa Ardales, Group Travel Network / Carylann Assante, SYTA
 Debi Barr, Dance the Magic! / Michael Bowers, Travel Safety Solutions, LLC / Brian Carr, Tour Services, Inc. / Shannan Carter, Live Travel and Tours
 Leah Chandler, Discover Puerto Rico / Joan Colburn, Educational Discovery Tours / Bryan Cole, Super Holiday Tours
 Teresa Crews, Universal Parks & Resorts / Mike Danforth, MTD Research / Kelly Deremiah, staySky Hotel & Resorts / Greg Dotson
 Nick Falzon, Disney on Broadway / Bud Geissler, Travel Insured International | A Crum & Forster Company / Jon Kevin Gossett, Viajes A Plus, Inc.
 Corinne Grubar, Good News Tour & Travel, Inc. / Michael Grueninger, Grueninger Music Tours / Sara Hamlin, Greater Birmingham CVB
 Mark Harting, Music Travel Consultants / Wendy Henning, Disney Youth Programs at Walt Disney World® Resort
 Kevin Herlihy, Travel Insured International | A Crum & Forster Company / Urte Land / Bill Caldwell & Lisa Curtain, Caldwell & Companies
 Peter Long, MCH Strategic Data / Alastair Macmillan-Bell, AON Travel Practice / Wayne Manzanares / John Marshall, NYC & Company
 George Mastrovaselis, Academic Expeditions / Mike & Sherry Mazzarisi, Performing Arts Consultants / Jeff Ment, The Ment Law Group, LLC
 Kara Mihalevich, Adventure Student Travel / Robert Miller, TravelAdvocates / Kary Moening, SYTA's Teach & Travel
 Jo-Ann Moltz, Universal Orlando Resort / Ryan Morris, Music Travel Consultants / Cameron Parker, Kaleidoscope Adventures, Inc.
 Robin Parker, Kaleidoscope Adventures, Inc. / Sandy Persons, Universal's Cabana Bay Beach Resort / Karen Pitcherello, Mears Transportation Group
 Sam Santistevan, Super Holiday Tours / Victoria Saverse / Paul Serra, Performing Arts Consultants / Amie Shuler, Group Travel Network
 Justin Shuler, Group Travel Network / Kasie Smith, SYTA's Teach & Travel / Keith Snode, Kaleidoscope Adventures, Inc.
 Ryan Spazak, Global Travel Alliance, Inc. / Genie Stevenson, BookMyGroup / Bryan Stevenson, CCIS, Inc. / Hollie Stevenson, CCIS, Inc.
 Neal Sutton, Kaleidoscope Adventures, Inc. / Jane Tougouma, Destination Cleveland / Kirk Troen, Animado Events / Terry Twitchell DiCastro
 Alex Urdaneta, Viajes A Plus, Inc. / Tom White, US Space and Rocket Center

CHARTER MEMBERS

Academic Travel Services / American Tour & Travel / Boston Duck Tours / Broadway Inbound / Choice Hotels International
 Disney Youth Group Programs / Earl Grossman / EF Explore America / Ellison Travel & Tours, Inc. / Gerber Tours, Inc. / Group Photos, Inc.
 Kaleidoscope Adventures / The Leaders Forum / Laser Quest Corporation / Mears Transportation Group / Michael Palmer
 Musiker Discovery Programs, Inc. / New Horizons Tour & Travel, Inc. / Ripley Hunter / School Voyageurs / Sensational Receptive Tours
 Super Holiday Tours / Tony Saccaro, JR. / Travel Adventures, Inc. / Walt Disney World Resort / Wyndham Hotel Group

ENDOWMENT

ENDOWMENT "ACORN" FUND DONORS

Travel Insured International | A Crum & Forster Company / Ethan Screnock / Group Travel Network "Memphis Time" Texas Hold'em & Hit'em Travel with Barb / American Classic Tours & Music Festivals / Carylann Assante, CAE / Balin Ali / Becky Armely / Bev Coscia / Brad Igou Bradley Eckerson / Casey Cole / Cindy Brown / Dana Romanello / Debra Borgwardt / Emily Michelin / Emily Milligan / Evie Smith Hannah Degn / John Marshall / Karen Dodson / Kendra Dolton / Kristen Schascheck / Linda Sullivan / LouAnna Henton / Mark Topley Matt Levy / Mayra Flores / Meghan Sens / Michael Holzer / Nick Falzon / Nora Campbell / Ripley Hunter / Sheelagh Wylie Stefanie Zambelli / Suzanne Gregory / Tara Hippensteel / Travelin' Coupons / Urte Land / Wendy Henning

By Bud Geissler

A humble acorn planted by the SYF Board of Trustees has grown into a mighty oak supporting young people who want to travel with the SYTA Youth Foundation.

Shortly after SYF was founded in 2000, some members of the new BOT were looking for a way to raise enough money that would be kept in perpetuity and generate interest to fund projects to help students to travel. It was deemed the Acorn Fund. The BOT often took to the stage at the annual conference with an acorn cap and a personal appeal to SYTA members for donations.

"Our idea was to create a fund that would continue to grow to a point that we could operate on the interest. That way if people stopped giving, we could always have money to give to our Road Scholarships or other programs," said Neal Waldman, one of the originators of the Acorn Fund.

Over the years, both SYTA and SYF developed a variety of programs that would fuel this fund, including Running for Youth, Dance Your Meal Off (DYMO), the annual golf outing, live auctions and more. The BOT created a formal process where 50% of the net revenue from SYF would be invested in the growing acorn fund.

In 2015, the BOT voted to establish a permanent Endowment Fund with the goal of creating a consistent level of giving that could insure funding of SYF's programs into perpetuity. The BOT set a five-year goal of reaching \$1 million.

I was a Trustee when the fund was established, and the most exciting thing was watching the grass roots growth of the Endowment inside of the organization. The enthusiasm for giving has always remained personal among SYTA members—from the smallest donation to the largest. Everyone just continued to rally around SYF and its mission.

As the members continued to raise more money, the BOT continued to set ambitious goals. At the SYF Board meeting in Pittsburgh, we committed to give \$100K annually to the Road Scholarship program when the endowment fund reached one million dollars. Over the 20 years since its inception, SYF has already given more than \$1.3 million in scholarships.

I was thrilled to preside as chairman of the Board of Trustees of SYF when we achieved our million-dollar endowment goal one year early in 2019. Incoming Board chair Barbara McCormack was able to announce the



achievement at the SYTA conference in Birmingham, Alabama.

The fact that we achieved our first milestone of a million dollars in less than five years shows that SYF is committed to the programs that we have in place, and it shows that we as a foundation are serious about taking on this challenge for years to come.

As Neal says, **"When you build a fund to \$1 million, you are telling the world that you are real."**

Our mission is to continue to grow. We are dedicated to ensuring enough available funds to achieve our mission to provide access to travel opportunities for the maximum number of young people that would otherwise be unavailable due to family economic hardship, budget cuts in school systems or simply lack of access to or education about travel as a learning experience.



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MEETING PLANNER
Betty Ford
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MEETING PLANNER
Cate Marr
703-739-4480 x231 | Precision Meetings & Events, Inc.



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