

# 20 21

# Annual Report



**VERNON C. GRIGG III**  
President & CEO

**BOARD OF DIRECTORS**  
[upwithpeople.org/board](http://upwithpeople.org/board)

**ROBERT CYGNAEUS**  
Chairman of the Board



# A Message from the CEO

VERNON C. GRIGG III

## SEASON'S GREETINGS

I hope this message finds each one of you safe, healthy, and with a joyful heart. It has been a few months since we've had the opportunity to speak to you, but during this time, we have been hunkered down and quietly planning for the year to come and beyond. To the extent that any of you have been concerned about how we are holding up as an organization, it continues to be a challenging time to be sure. But let me assure you: Up with People is alive and well, even under these difficult circumstances, and is looking forward to an exciting 2022.

Knowing we would have sparse resources as we weathered this storm, we began 2021 with a smaller staff than ever before and end this year with even fewer still. But we have been busy at work offering as much programming as we can under the circumstances and making exciting plans for relaunching. And even though we are not on the road, 2021 is nonetheless a story of good news and significant achievements for Up with People, including our first-ever ChangemakerU, which was a tremendous success.

I read recently that a March 2021 study by the philanthropic think tank, Candid and the Center for Disaster Philanthropy predicted that 38% of US nonprofits would close their doors during the course of a two-year pandemic, with Arts and Entertainment nonprofits identified as those most at risk ([www.tsne.org/blog/pandemic-and-nonprofit-sector-risk](http://www.tsne.org/blog/pandemic-and-nonprofit-sector-risk)). I am pleased to report that Up with People has not closed its doors for one day and will not do so because of the commitment and dedication of our alumni, staff, board of directors, and friends. Of course, the US government played a crucial role as well. That said: Onward We Go!

As you will see as you go through the information presented here, the pandemic continued to prevent us from enrolling students in a traveling program, but the year was full of highlights and successes. These are described in detail on the next page. But, we also have many behind-the-scenes achievements as an organization that will put us in the best possible position to rebuild with strength when we fully resume external operations. For this, I salute our staff, past and present, for all their contributions.

I also want to thank all of you who have supported us in any way – donations, words of support, even prayers and good spiritual intentions. Any additional support is needed and welcome as we prepare to relaunch. We stand in gratitude for it all.

In closing, I adopt an allegory from American writer Terry McMillen when I say that if the shock and disruption of the pandemic in 2020 took our breath away, the persistence of the worldwide disruption made 2021 our year of "Waiting to Exhale." But, while we have been holding our breath, we have been busy – designing, planning, and creating the programs that will carry us forward. However, the best news is that if we are waiting to exhale, we are alive and can dream with enthusiasm and tremendous hope for the future. For us, that itself is an enormous victory.

Happy holidays, and a wish for health and peace to all of you from the Up with People team.



Vernon C. Grigg III



**Our vision is an inclusive and sustainable world where people  
are equal in dignity and rights**

# Year in Review

## CONVERSATION WITH THE BELKS AND VERNON C. GRIGG III, CEO

We kicked off the year with a unique opportunity to get a first-hand account of the history of Up with People and the incredible life of our Founder J. Blanton Belk as he prepared for his 96th birthday celebration. For the first time, everyone can watch the video by clicking [here](#).

## ARCHIVIST REPORT

The Up with People Archives consists of historical materials including administrative files, print publications, scores, sheet music, symphony arrangements, photographs of performances and events, and audio-visual items of both Up with People and the Up with People International Alumni Association. We are very fortunate to have, and to provide, this resource for alumni support and posterity. Learn a lot more and how you can help by clicking [here](#).

## UP WITH PEOPLE JOINS THE GAP YEAR ASSOCIATION

Up with People is now a member of the Gap Year Association. This will give us a new level of exposure to students and families. Membership will add value to our student experience and provide standards for us to ensure we adhere to best-in-class program standards.

## FULL NON-PROFIT STATUS IN MEXICO / UN RITMO EN COMÚN COMING SOON

Up with People is one of only 200 government-approved charitable organizations in Mexico. This means Mexicans can make tax-deductible donations to Viva la Gente in Mexico. To maintain this status, Viva la Gente must fulfill a series of fiscal and social requirements each year. Therefore, the Mexican Team developed a plan to comply with the responsibilities of Viva la Gente in Mexico, as well as a wonderful new school program to begin in Spring 2022, read more by clicking [here](#).

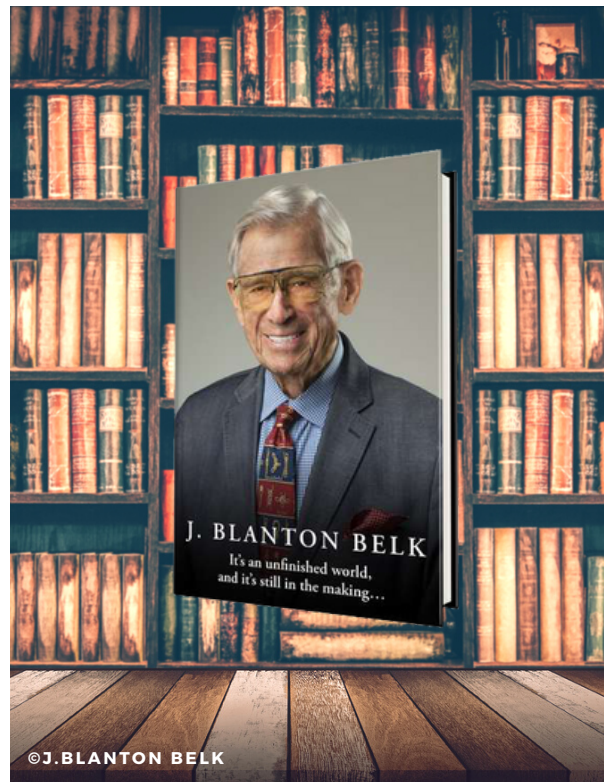
## UP WITH PEOPLE ADOPTS SALESFORCE SUITE

This year, Up with People took the giant step of consolidating all our Constituent Relationship Management activity into a single CRM suite: Salesforce. In November, we were able to use the power of this new system during our successful Giving Tuesday campaign. Stay tuned for an email asking you to verify your contact information to ensure we have the most up-to-date way of connecting with you.

## UP WITH PEOPLE GETS CLASSY

We also wanted to let you know that we are moving to a new system for processing donations. You will benefit from numerous features offered by our new gift management partner, Classy:

- Receive immediate tax letters via email for each donation.
- Maintain your profile on Classy.org to manage your account.
- Multiply the impact of your donation through employer matching gifts!





# Year in Review

## EMPOWERING YOUTH TO BECOME LIFELONG CHANGEMAKERS

### UWP PILOTS CHANGEMAKERU: ITS FIRST PROGRAM SINCE THE START OF THE PANDEMIC

ChangemakerU took place in Harrisonburg, Virginia, USA from July 11-July 31, 2021 at the Horizons Edge Sports Campus. It was the first program Up with People produced since pausing touring operations in March 2020 due to the COVID-19 pandemic, and it was a learning launch and prototype of a 3-week program model to fulfill our mission of empowering youth to become lifelong changemakers.

Through the need-finding process of Project 3.0, we know that this generation of youth cares. Young people are hyper-aware of the issues in the world and want to play a role in bringing about positive change, but they might not be sure where to start. ChangemakerU is that launchpad.

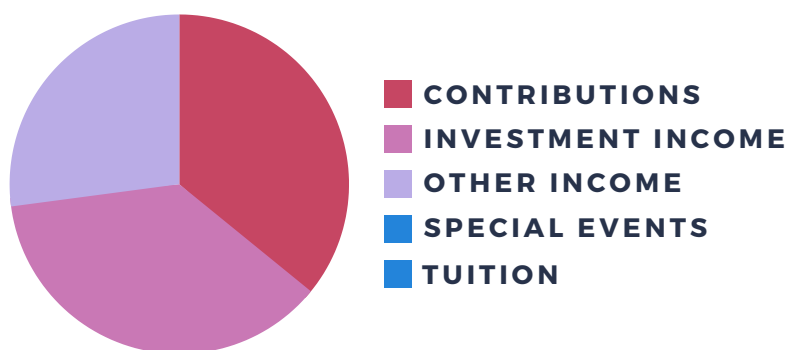
ChangemakerU's first iteration brought together 11 participants and 4 staff members from all around the United States, Mexico, the Hopi Nation, the Navajo Nation, India, Belgium, and Ethiopia. The group consisted of 8 men, 6 women, and 1 person who identifies as nonbinary. Ethnically, the group was made up of 3 Black, 5 white, 4 Latinx, 2 Indigenous, and 1 Asian participant.

Read more by clicking [here](#).



# CHANGEMAKER

# 2021 Annual Report Financials



REVENUE	
Contributions	439,350
Tuition	0
Special Events Revenue	0
Investment Income	453,521
Other Income	331,903
<b>TOTAL REVENUE</b>	<b>1,224,774</b>

EXPENSES	
Admissions	0
Program Expenses	496,473
Fundraising	97,904
General and Administrative	573,735
<b>TOTAL EXPENSES</b>	<b>1,168,112</b>
<b>NET INCOME</b>	<b>56,662</b>



TO REVIEW THE COMPLETE UP WITH PEOPLE, INC. JUNE 30, 2021 FINANCIAL STATEMENTS, [CLICK HERE](#).



# Board of Directors



**Robert Cygnaeus,**  
**Chairman**  
**CEO, KIBI Nordic AB**  
Stockholm, Sweden



**Vernon C. Grigg,**  
**III**  
**President & CEO, Up with**  
**People**  
Emerald Hills, CA, US



**Tim Andersen**  
**VP of US Operations,**  
**McDonald's USA, LLC**  
Chicago, IL, US



**W. John Hall**  
**Founder and President,**  
**Endless Horizons**  
Harrisonburg, VA, US



**Dennis Walto**  
**CEO, Children's Health**  
**Fund**  
Warwick, NY, US



**Therese**  
**Carlbrand**  
**Programme Officer,**  
**European Commission**  
Tunis, Tunisia / Stockholm, Sweden



**Robin Lokerman**  
**Group President, MCI**  
**Group Holding**  
Barcelona, Spain / Singapore



**Linda Weil**  
**Executive Board**  
**Member, Saranam, LLC**  
Albuquerque, NM, US

## BOARD RETREAT NOVEMBER 2021

The UWP Board of Directors met together for the first time in person in over 2 years in Harrisonburg VA, hosted by Board member John Hall at the Mountain Valley Meeting & Retreat Center November 19th & 20th, 2021.

# What Lies Ahead

## LOOKING AHEAD

Up with People looks towards the coming year with a mix of enthusiasm about our future and gratitude for the good fortune and support that has allowed us to make it this far. As we begin our path to re-launch we do so with the belief that a new Up with People should consist of a suite of programs, each designed to serve our vision to a more targeted audience and demographic. In this way, we believe less can be more – a narrower focus with deeper penetration at the point of impact. At our November 2021 Annual Meeting of the Board of Directors in Harrisonburg, VA the board endorsed the first of these program concepts. Right now, its working title is *VOICES* and we look forward to telling you more about it in detail in the new year.

Of course, the state of the pandemic and the overall worldwide public health situation will have to be our guide as to when we can enroll students and begin visiting communities again. However, our current plan is to be ready to move forward in September 2022. With fingers crossed and full hearts, we look forward to that day – or whatever day is right for our return. Thank you again for your continued patience and support.

