



Annual Report

2021-2022

Inform Your Community

A 501(c)(3) nonprofit organization

165 William Street, 8th Floor
New York, NY 10038



OUR MISSION

Fun Today. Change Tomorrow.

Inform Your Community maximizes the power of authentic entertainment experiences to provide important, relevant, impactful information to children and adults of all ages through fun, free, and meaningful events. These facilitate knowledge acquisition relevant to an informed electorate encompassed by the four C's:

Civics

Civic Engagement

Civility

Civil Rights



CEO LETTER

I am a teacher.

I do many other things as well, like craft and research and write books. But at my core I am a teacher. Having taught college for 15 years and having written two textbooks, Inform Your Community is the next iteration of my teaching. Teaching 2.0.

Inform Your Community instructs at the 101 level, just like when I taught college. People take the 101 classes because they need a foundation, because they can't progress to higher levels of learning or understand complicated, advanced topics without grasping the basics. These days it's hard to get that basic information because everything on the internet looks equally legitimate. We are here to help. Our curriculum, events, infographics, and the issue pages on our website provide the basics.

There are many organizations that offer in-depth information on specific topics. We aren't here to replace them. We don't try to get in depth or too advanced or try to solve all the problems associated with an issue. We want people who register for our events to develop the tools they need to make their own decisions, to go out and vote, and to have educated civil discourse with their peers, colleagues, friends, and family. The information we provide is called "pre-partisan." We provide the tools you need before you get into the politics of an issue. Our audience includes those who are open to new ideas and don't want to be captive to political bickering.

We reached our donation goal for this fiscal year and our next fiscal year's goal is even more ambitious. We have been blown away by the many in-kind donations we have received. Our next step is to get the word about what we do out there. To help reach that goal, we're running public service announcements (PSAs) over the radio in 10 major cities with the pro bono help of The Wetherall Company Public Service Advertising (TWCPA) and its leader Wendy Wetherall. In five years, and with your help, we will be a household name across the country!

I can teach anywhere, but Inform Your Community is bigger than me. Inform Your Community needs your help to teach people across the country what they need to know to be part of an informed electorate.



Anastacia Kurylo

Anastacia (Stacey) Kurylo
Founder and CEO



OUR SUPPORTERS

Donors

5/1/2021-6/31/2022

\$2000

and Above

The Kurylo Family
Robbie Copley

\$1000

and Above

Karhi Veeraman
Sania Anwar
Bill Edwards
John McTiernan

\$500

and Above

Kevin John
Irene Waitzman

\$200

and Above

Jacki Kelly
Lillian Kurylo
Joy Harewood

\$100

and Above

Christine Miller
Alberto Gonzalez
Sonni Mun
Stephanie Silvano
Colleen John

\$5

and Above

Eric Arriola
Howard Tucker
Joseph Lauher
Kelly Jackson
Renée Darlene
Tatman Lam
Patrick Ibizugbe
Rita Chugani
Yiwei Qi
Jessica Mayer
Raina Joseph
Darlene Ottenwalder
Tyler LaCarrubba
MYkah Stefanowski
Ashley Riviere
Wendy Wetherall
Twila Ligget
Deana Aulisio Cavan
Linda Winston
Anthony Ercolano

\$50

and Above

Terrence Willburg
Brian Cogan
Susan Jasko
Norman Leung
Noura Hajjaj
Ayodele Sawyerr Eshun
Kim K Johnson
Patty Posthauer
Robin Levenson



**FUN FACT:
OUR AVERAGE
DONATION IS OVER
\$200**

Sponsors

\$500+



Strategic Connection

**Adds Value
Technicians**

**Bookkeeping
Solutions**



TWCPA



Tribeca
Healing Arts



PIBIZU

BROOKLYN McTAVISH

Brooklyn McTavish



TopLeads



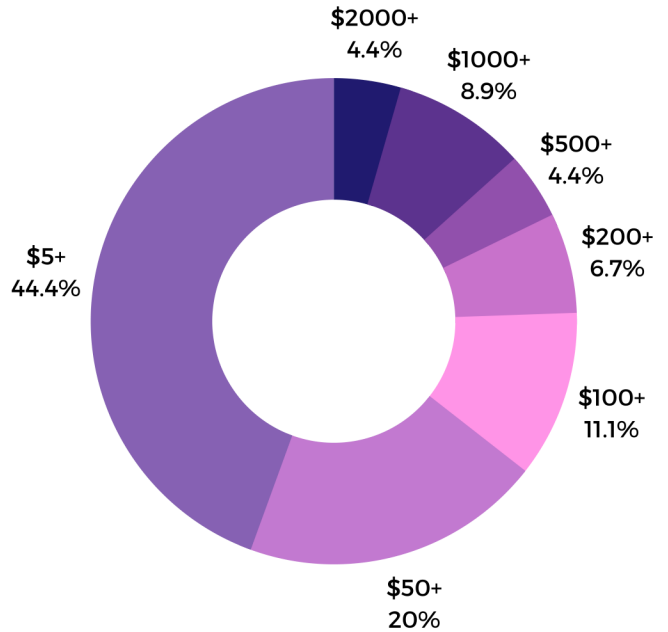
Let's Hear It!



OUR GROWTH

Strategic Highlights

In the 2021-2022 fiscal year Inform Your Community hosted 11 programmatic events covering nine important issues with over 200 attendees. IYC grew from our founding five board members to eight. We are grateful that Anthony Ercolano joined at the end of the year to make nine board members with whom to launch the new fiscal year. By the end of the 21-22 fiscal year, we grew to also include three exceptional program directors J. Anthony Holbert (Much-To-Discuss), Henali Patel (Popcorn & Chat), and Londy Alvarez (Celebrate & Create) as well as two outstanding interns Megan Diller (Business Affairs) and Denizhan Ene (Marketing). In June, IYC held our First Annual *Changing Tomorrow* Gala and, thanks to Derby Benson, we featured Sirens of Shrine with Karen Larson, Rahni Raines, and Barbara Morillo who graced us with their fun, beautiful, and quirky original baroque a cappella music that spoke to IYC's mission. We began our volunteer crafting initiative with homemade crafts and art giftable items generously donated by Kseniya Reinoehl, Natasha Shapiro, Lillian Kurylo, and Stacey Kurylo. We also began what we hope will be a long relationship with Kim Ho and her terrific team from AT&T's Young Professionals ERG. Thanks to her leadership, this intrepid group of nine packaged over 900 of our craft kits ready to be mailed for future events. We are thankful to Devika Banerji from Metropolitan State University of Denver for loaning us three groups of amazing students to help us develop various marketing projects to promote Inform Your Community's programs. Megan Diller from this fantastic MSU Denver class continued and completed this Annual Report as part of her summer internship with Inform Your Community. Thanks to all the donors, sponsors, volunteers, students, interns, program directors, board members, and attendees who enable IYC to continue our important work!



Financial Highlights

In the 2021-2022 fiscal year Inform Your Community raised \$13,628 in cash donations. This included \$6,320 in corporate matches. Thanks to Wendy Wetherall of TWCPA's pro bono work our radio PSA was aired nationally over 9,000 times on 128 radio stations in 25 states across the country, a \$172,856 value in free radio advertisement. Through a Google Ad Grant we have been able to advertise for free through Google's search engine at a value of \$39,800. These substantially raised our overall in-kind donations for FY21-22 to over \$225,000.



BOARD MEMBERS



Anastacia Kurylo
Founder and CEO
She/her



John McTiernan
Chair of the Board
He/him



Kevin John
Board Member
He/him



Tyler LaCarrubba
Secretary of the Board
They/them



Terrence Wilburg
Audio/Visual
He/him



Robbie Copley
Board Member
He/him



YiWei Qi
Business Board Member
He/him



Linda Winston
Board Treasurer
She/her

Thanks to our former board members Patrick Ibizugbe, Sania Anwar, and Karthi Veeramani for all of their service to Inform Your Community.



VOLUNTEER SPOTLIGHT

Our first annual Volunteer of the Year Award recipient and founding Board member, Patrick Ibizugbe, brought all of his expertise to the table to help Inform Your Community launch as a nonprofit.

Prior to taking his current position at Citibank, Pat worked tirelessly and donated his time to meet weekly with Stacey Kurylo to produce a well-thought-out, multipage-structured and functional website that can grow as Inform Your Community grows. Pat spearheaded collaboration with Tyler LaCarrubba and John McTiernan to make sure our website was integrated seamlessly with other necessary platforms. As well as being a cheerleader for the organization from day one and an on-call advisor, Pat, also helped Inform Your Community by employing his photography and videography expertise to create our founding Board member headshots and tape hours of interviews with them – fodder for our promotional material but also a documentation of the birth of Inform Your Community.

Without Pat's efforts, Inform Your Community would not be as brilliantly expressed through its website and promotional materials. Pat brought all of his expertise to the table to help Inform Your Community launch as a nonprofit. Thanks to his enduring commitment and support, he catapulted the professionalism of our brand to the level of a more seasoned nonprofit.

Pat spent 17 years working for Fortune 100 companies developing Websites, Web Applications, SEO, Web Analytics, Interactive Strategy, User Experience, and Business Modeling Strategies. He is a Fine Arts Portrait Photographer with more than six years of professional photography experience. Previously, Patrick was a world traveler and had studied world photography with National Geographic, The International Center of Photography, and the School of Visual Arts. Pat is a published photographer and retoucher. He also lectures on various design, SEO, and photography subjects at Pace University and The School of Visual Arts in NYC. He received his Master's in Digital Photography from the School of Visual Arts, has a Certification in Adobe Digital Graphic Design and Adobe Web Design from Pace University, and holds Advanced Certification in User Experience Design from Rutgers University.

**FUN FACT:
OUR 8 BOARD MEMBERS HOLD
12 DEGREES, HAVE PUBLISHED
OVER 35 CHAPTERS, ARTICLES,
AND BOOKS, AND HAVE 9 CATS
AMONG THEM!**



OUR PROGRAMS

Program+Issue=Event



Popcorn & Chat

Attendees watch a social issue focused movie and engage in facilitator led discussion about the implications of the ideas addressed in the movie.
(Virtual Events)



Know-It-All Series

The audience enjoys listening to a subject matter expert discussing topics related to the four C's of civics, civic engagement, civility, and civil rights followed by a Q&A.
(Virtual Events)



Craftivism

Adults learn different art techniques while discussing relevant social issues and leave each event with a complete project.
(Virtual Events)



Much-to-Discuss

Professional peers mingle and learn about a social issue amidst the backdrop of various entertainment activities including scavenger hunts, bingo, and other activities.
(Virtual Events)



Smart Shopping

Shoppers browse branded items and handmade goods packaged with beautifully curated infographics related to important social issues.
(In-Person Events)



Celebrate & Create

Children engage in unique craft projects inspired by inclusive monthly celebration themes.
(Virtual Events)

LEARN MORE 

FUN FACT:
100% OF BOARD MEMBERS DONATED TO INFORM YOUR COMMUNITY EVERY YEAR SINCE WE WERE FOUNDED IN 2020!



EVENT CALENDAR



Celebrating Independence Day
Kid's Craft - Free
Sat. July 23, 2022
10AM CDT



Celebrating Family Fun Month
Kid's Craft - Free
Sat. Aug 13, 2022
10AM CDT



Journaling Your Remote Life
Journal Craft - Free
Thurs. Aug 25, 2022
5:30PM CDT



Celebrating Citizenship Day
Kid's Craft - Free
Sat. Sep 17, 2022
10AM CDT



Celebrating Indigenous People's Day
Kid's Craft - Free
Sat. Oct 8, 2022
10AM CDT



Celebrating Día de los Muertos
Kid's Craft - Free
Sat. Nov 5, 2022
10AM CDT



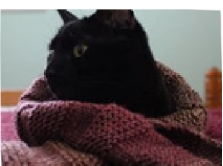
Small Business Networking Event
Free
Thurs. Nov 10, 2022
5:30PM CST



Celebrating Hanukkah
Kid's Craft - Free
Sat. Dec 17, 2022
10AM CST



Celebrating Lunar New Year
Kid's Craft - Free
Sat. Jan 14, 2023
10AM CST



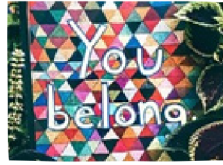
Getting Warm and Toasty
Knitting Craft - Free
Thurs. Jan 26, 2023
5:30PM CST



Understanding the Rainbow
Tote Craft - Free
Thurs. Feb 23, 2023
5:30PM CST



Celebrating Disability Awareness
Kid's Craft - Free
Sat. March 25, 2023
10AM CDT



Diversity, Equity, and Inclusion Discussion
Free
Thurs. Apr 6, 2023
5:30PM CDT



Celebrating Earth Day
Kid's Craft - Free
Sat. Apr 22, 2023
10AM CDT



Marijuana and the Law Movie Livestream
Free
Thurs. May 4, 2023
5PM CDT



Celebrating National Peace Officer's Day
Kid's Craft - Free
Sat. May 20, 2023
10AM CDT



Gun Safety Discussion
Free
Thurs. June 1, 2023
5:30PM CDT



Celebrating Juneteenth
Kid's Craft - Free
Sat. June 17, 2023
10AM CDT

LEARN MORE



OUR TOPIC AREAS

Inform Your Community gets back to the basics of important issues. Our 4C curriculum provides information that gets you the need-to-know foundational knowledge that not everyone has taught you and that you have no time to research yourself related to...

Civics

Civic Engagement

Civility

Civil Rights



Inform Your Community events discuss issues from a foundation of a broad range of cluster area topics:

- Foreign affairs and trade
- Underserved populations
- Government and election reform
- Military and defense
- Civility, ethics, and values
- Education, research, and technology
- Business and the economy
- Environmental protection
- Crime, law, and the judicial system
- Federal budget and the tax system
- Social safety net
- Health and wellness

FUN FACT:
THE AVERAGE VISITOR TO OUR WEBSITE STAYED FOR 11 MINUTES!



OUR 2021-2022 ISSUES

Program+Issue=Event



Food Waste



LGBTQ+ Pride



Productive Discourse



Small Business



Remote Learning and Working



Restorative Justice



Invisible Disability

[LEARN MORE >](#)



TESTIMONIALS

What is needed today, yet what is most sadly lacking in our religious communities, our families, our neighborhoods, and the body politic is the capacity to listen to one another with an open mind and an empathetic heart, and the skill to engage in civil conversation with those with whom we disagree. Inform Your Community can help one acquire the tools necessary to facilitate these sometimes difficult conversations – while having fun. If you are both conversation and fun averse steer away. Otherwise, Inform Your Community could be just what you're looking for.

Rev. Dr. Anthony (Tony) Ercolano

I'm one of the people who think that we can all make a difference at our very personal level and help shape our democracy. A lot of the people who vote for extremes are frustrated and blinded by it so they can't see all the facts. It's our responsibility to educate them on what is really going on and then let them make up their minds. Presented peacefully with hard facts, they can have a real choice. Having a conversation with one person will make that person carry the conversation over to friends of theirs who share the frustration, and slowly, your explanations are spreading. That's why Inform Your Community's work is really crucial. It's about empowering people with information vs propaganda and educating them. What they choose to do is theirs but you have tried. At least, I do, all the time.

Liva Judic

It fills my heart to see how much work Inform Your Community has done. It is truly phenomenal to see the wonderful work of every board member, their faces, the diversity, and it's empowering to see a board like that. I am thankful for Inform Your Community. I am thankful I was invited. Stacey's speech was poignant. There's more that connects us than disconnects us and it's the unknown that we fear and the ambiguity that's feared, but once those are clarified there's really no resistance to change. I appreciate you and the work that you do.

Karthi Veeramani

FUN FACT:

BEING AN ONLINE ORGANIZATION IS INEXPENSIVE. BEING A NATIONAL ORGANIZATION, HOWEVER, IS EXPENSIVE. THANKS TO THE IN-KIND DONATIONS FROM OVER 120 RADIO STATIONS AROUND THE COUNTRY WE RECEIVED \$23,138 IN FREE ADVERTISING! THANKS TO OUR GOOGLE AD GRANT WE HAD \$27,400 IN FREE ONLINE ADS!



SOCIAL MEDIA

Follow us to get updates on new events!



Website

<https://www.informyourcommunity.org/>

LinkedIn

<https://www.linkedin.com/company/informyourcommunity>

Facebook

<https://www.facebook.com/informyourcommunity>

Instagram

<https://www.instagram.com/informyourcommunity/>

Twitter

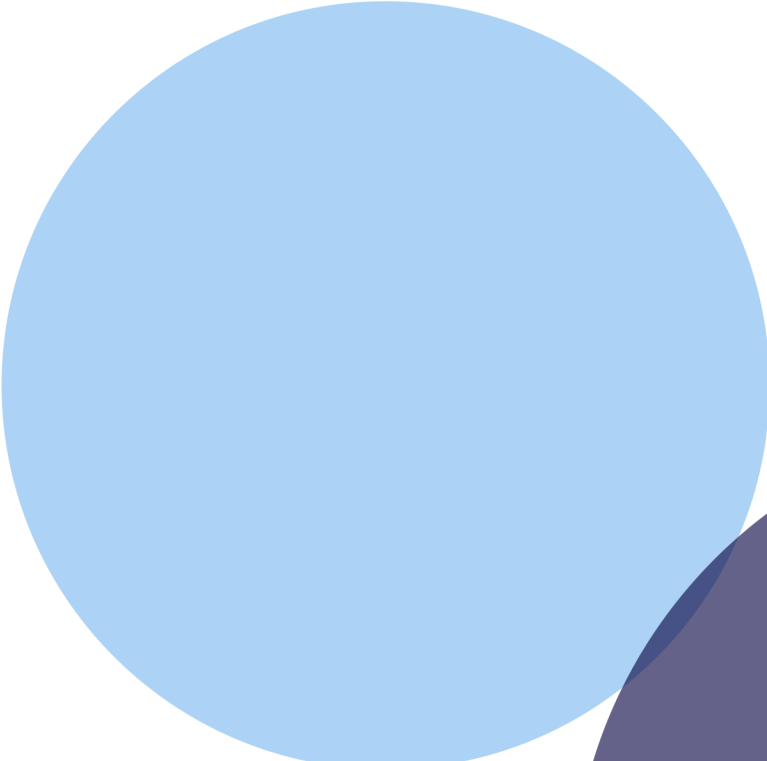
<https://twitter.com/informyourcomm>



Tik Tok

<https://www.tiktok.com/@informyourcommunity>





[informyourcommunity.org](https://www.informyourcommunity.org)

