

# INFORM YOUR COMMUNITY ANNUAL REPORT



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**2023-2024**

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# CEO LETTER

When we launched IYC in 2020—during one of the most tumultuous years in our nation’s history—we were guided by a twofold belief: That an informed electorate is vital to a healthy democracy and that our country isn’t nearly as divided as some might suggest. Isolated? Yes. Stressed out? Absolutely. Anxious about the future? A little bit! Irreparably divided? Absolutely not.

Through our programs and free events, our goal is to get people talking about the issues that matter to them. Sometimes, that means having tough conversations with people you disagree with. But here’s the thing: Finding common ground is a lot easier when you know that you and the other person share some of the same beliefs—those foundational values that make our democracy what it is.

Here are 10 things that all of us—regardless of our races, religions, backgrounds, or identities—can agree on.

- #1—We’re all human beings and deserve the same rights, freedoms, and opportunities.
- #2—We’re entitled to our own opinions and it’s okay if we change our minds.
- #3—Calling someone (or their ideas/opinions) stupid is never constructive; instead, show them another perspective—rationally, logically, and respectfully.
- #4—if I like chocolate and you like vanilla, those aren’t actually opposing viewpoints; they’re just two perspectives of many.
- #5—Not all sides of an argument have equal weight. This is especially so when one is perspective is rooted in bad information or one is supported by stronger evidence and so shouldn’t be falsely equated.
- #6—Just because you think it, believe it, or say it, doesn’t make “it” true—or right. Evidence matters.
- #7—Just because a person supports a specific issue, cause, or community doesn’t mean you know who that person voted for. People are complicated. People are nuanced. People don’t always tell you what they actually think.
- #8—Words (and actions) matter. Talking to someone is not the same as knowing them—their background, their experiences, their triggers and traumas. Be respectful. Be conscientious. Avoid over-generalizations and dog whistles.
- #9—Partisan news outlets, social media, and personal anecdotes/opinions are no substitute for credible sources, thorough research, and strong evidence. So check your sources! Make sure they’re actually reliable and reputable!
- #10—at the end of the day, we’re all in this together. Never forget that!

A vast, diverse majority of Americans believe that our country can live up to its potential. Whatever our issues, no matter the challenges we face, the only way we’re going to solve the problems in front of us is by finding common ground. And that means having the tough conversations.

The good news: IYC makes those conversations fun, informative, and entertaining!

*Anastacia Kurylo*



# ABOUT IYC



## OUR MISSION

At Inform Your Community, our mission is to maximize 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, and civil rights.

## OUR VISION

An informed electorate that rejects the myth that we are a divided country.



## OUR VALUES

- Entertainment
- Education
- Analysis
- Growth Mindset





# THE 4 C'S

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 no one ever taught you and that you haven't had a chance to research yourself related to:



**CIVICS**



**CIVIC  
ENGAGEMENT**



**CIVILITY**



**CIVIL  
RIGHTS**

Inform Your Community topics come from nine cluster areas based on the United Nations Sustainable Development Goals.

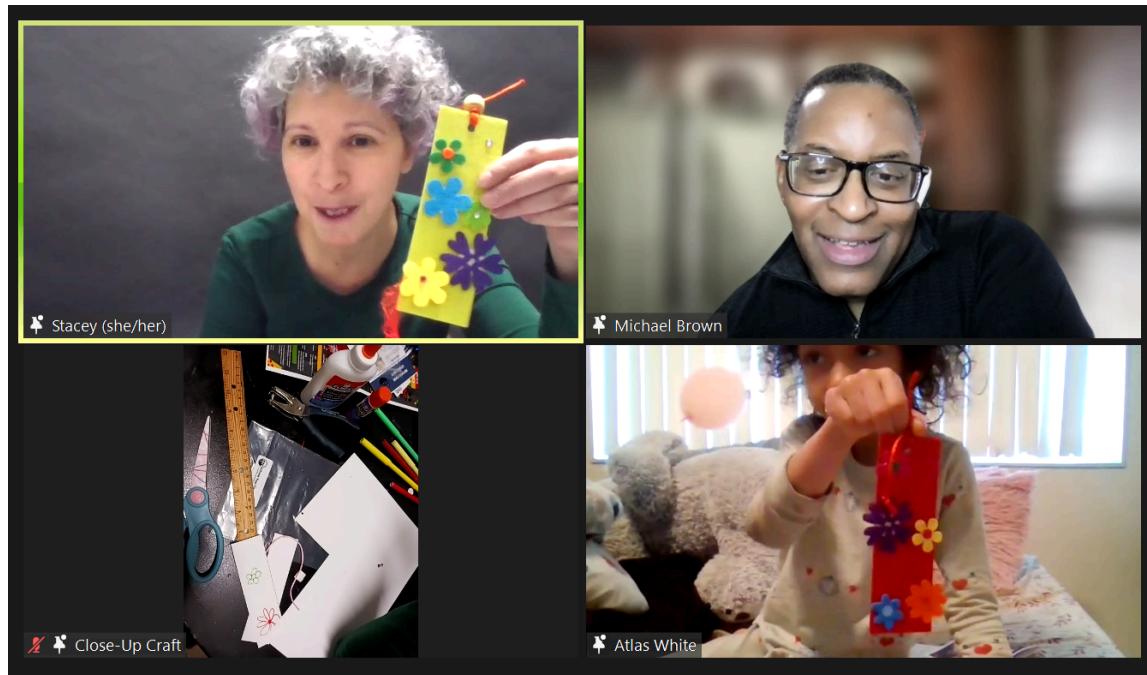
- Business, Industry, & Infrastructure
- Civics, Government, & Global Affairs
- Culture & Inclusion
- Economic Development
- Education, Ethics, & Digital Literacy
- Environmental Protection
- Health & Wellness
- Peace, Justice, & Strong Institutions
- Social Safety Net





# PROGRAMS & EVENTS

**Civility, Not Hostility.**



Inform Your Community hosted 11 programmatic events covering 9 important issues with over 200 attendees in our inaugural 2021–2022 fiscal year. Fast forward to 2023–2024 when IYC offered 34 events and some had thousands of registrants from 32 different states!

Each of our events combines one of our six programs with one important topic. IYC discusses these topics at the entry level including basic information like key definitions, basic statistics, and important dates people want to know more about. Each program provides a fun activity to engage our audience.



# PROGRAMS



## Much-To-Discuss

Professional peers mingle and learn about a social issue amid the backdrop of various entertainment activities including scavenger hunts, bingo, and other activities.



## Craftivism

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



## Smart Shopping

Shoppers browse branded items and handmade goods packaged with beautifully curated infographics related to important social issues.



## Know-It-All

Attendees enjoy listening to a subject matter expert, nonprofit leader, or relevant speaker discussing topics related to the four C's followed by a Q&A.



## Celebrate & Create

Children engage in unique craft projects inspired by inclusive monthly celebration themes.



## Popcorn & Chat

Attendees watch a social-issue-focused movie and engage in a facilitator-led discussion.



# 2023-2024 EVENTS



# (MORE) 2023-2024 EVENTS





# COMPETITIVE ADVANTAGE

## Civic Engagement Organizations

We Win!

	Nonpartisan	Fun Delivery	Small Group Interactive Events	Multi-Issue
Center For Civic Education	✓			
Rock The Vote	✓	✓		
iCivics	✓	✓		
Better Civics	✓		✓	
Civic Influencers	✓		✓	
Starts With Us	✓	✓		✓
Inform Your Community	✓	✓	✓	✓

Low Overhead, Investment in Tech, Commitment to Volunteers

At IYC, we make  
having fun  
nonpartisan civic  
conversations look  
easy.



# FINANCES



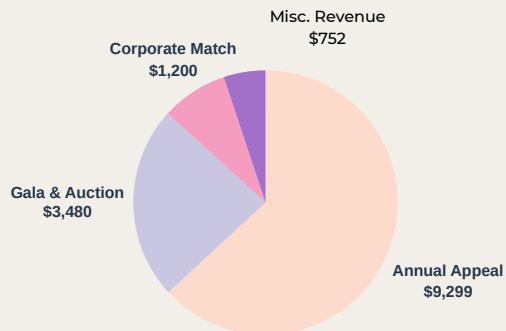
## Strategic Highlights



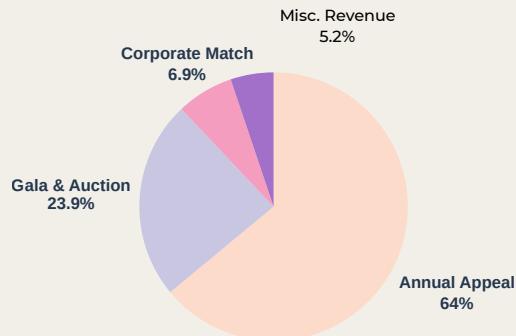
Realizing that with current resources IYC maxed out the number of events we could offer, for 24-25 the board voted to dedicate our organization's next growth phase to expand our reach, further our mission, and facilitate sustainable growth through in-person chapters across the United States.

## Financial Highlights

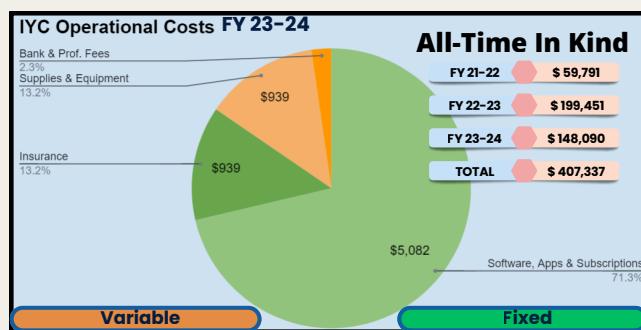
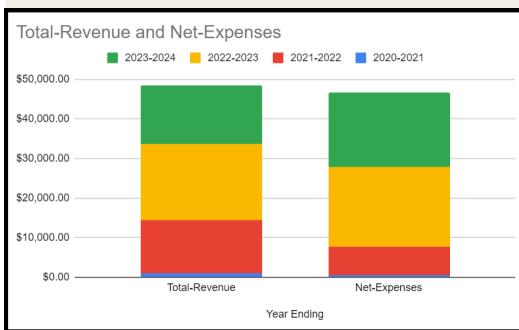
### By Numbers (23-24)



### By Percent (23-24)



## All-Time Revenue & Expenses





# OUR GROWTH

## Fun Today. Change Tomorrow.

Inform Your Community was founded by Dr. Anastacia (Stacey) Kurylo in 2020, originally because she was tired of the toxicity found on social media. She found at the core of those experiences was often a misunderstanding about basic information. She wanted to start a nonprofit to address this lack of understanding about the hot button issues debated among friends and family virtually and across dinner tables and, then, decided upon at the voting booth.

After experiencing explosive growth between 2021–2022, IYC needed to branch out beyond its existing board. We now have over 30 amazing part-time volunteer directors who run our programs, help create our curriculum, sit on our board, and more. In 2024 we launched NYC IYC, our New York City in-person chapter. This pilot chapter is the beginning of a launch of chapters across the country in cities like Nashville, TN; Orlando, FL; Atlanta, GA; San Jose, CA; and Columbus, OH where we already have interest from potential chapter leaders. We look forward to expanding into these and others cities across the US.





# ENGAGEMENT

Key Indicator	Data / Outcome
Number of Events	<ul style="list-style-type: none"><li>IYC holds a total of 34 events this fiscal year.</li><li><u>IYC grows its programs over 30%.</u></li></ul>
Top 5 Events by Registration	<ul style="list-style-type: none"><li>Our top 5 events: Celebrating Día de los Muertos, Financial Literacy, Avoiding Food Waste, Celebrating Chinese Culture, Celebrating Voting.</li><li>They are all crafting events for adults or kids with more than 100 registrations each.</li><li><u>Our events achieve our mission to foster civic engagement and make learning fun.</u></li></ul>
Registrations and Page Views by Countries and US States	<ul style="list-style-type: none"><li>IYC hits 1773 registrations in the US across 44 states and 1973 registrations in the world across 35 countries.</li><li><u>Connecting people throughout the world to reject the myth we are divided.</u></li></ul>
Social Media Metrics	<ul style="list-style-type: none"><li>YouTube: 1337 views</li><li>Facebook: 361 followers</li><li>LinkedIn: 1066 followers</li><li>Email Mailing List: 2118 emails</li><li><u>By constantly expanding our social presence, we reach a bigger audience.</u></li></ul>
Donations	<ul style="list-style-type: none"><li>IYC raised more than \$14,000 from our fundraising campaigns and more than \$150,000 in in-kind donations in 23-24.</li><li><u>Donations allow IYC to run free events and provide materials to attendees for free so we can continue to bring accurate information to our audience and run our services.</u></li></ul>



# IMPACT



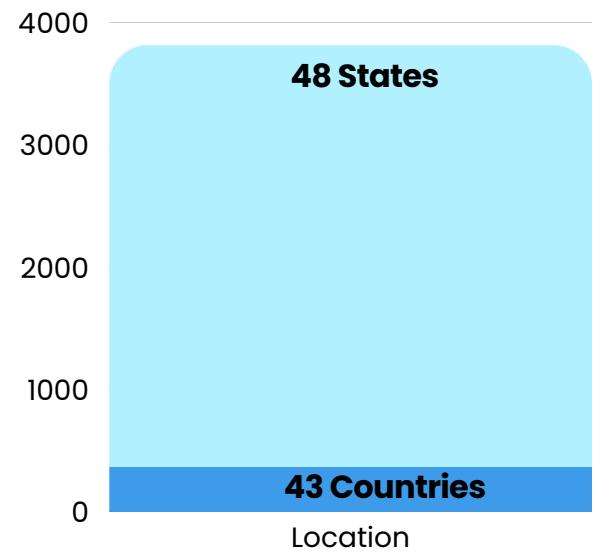
## Post Event Survey



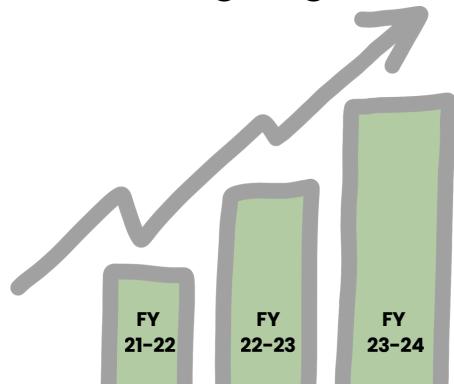
- 95.2% said yes they learned something about this issue they didn't already know at this event.
- 94.2% said they would be very likely or likely to share something they heard at the event with someone else so they can learn about this issue.
- 95.2% said they were very likely or likely to recommend the event to a friend.

**Inform Your Community measures impact to improve our events. Our strong numbers show the positive impact IYC has on educating our audiences and their communities.**

3936 Total Registrants



Increasing Registrants



# SUPPORTERS 2023-2024



## Donor

Hilda Bergman  
Alex Channing  
John Colon  
Casa La Femme  
Christine Copley  
Denny Daniel  
Anthony Ercolano  
Megan Gillett  
Alberto Gonzalez  
Yifeng Hu  
Lisa Josiah  
Jacki Kelly  
Lillian Kurylo  
The Kurylo Family  
Tyler LaCarrubba  
Grace Lee

Jessica Mayer  
Fran Shea  
John McTiernan  
Yiwei Qi  
David Remnick  
Lois Schaffer  
Natasha Shapiro  
PNC Bank  
Russell Solomon  
Alan Souza  
Robbie Teles  
Terrence Wilburg  
Stacey Yip  
Christine The DJ  
Elaine Catell and her  
amazing students





# SPONSORS

*The Museum of  
Interesting Things*



ccugps



LET'S ROAM®



Newhouse Creative Group



CASA LA FEMME



Oriental Trading™





# 2023-2024 CO-FACILITATORS AND STUDENT CONSULTANTS

## EVENT CO-FACILITATORS

- Michael Brown
- Robbie Copley
- Sanae Elmoudden
- Heidi Feldman
- Carie Garippa
- Lea Giddins
- Karin Goldmark
- David Goldstone
- Mamma Goldstone
- Alberto Gonzalez
- Nina Jochnowitz
- Tyler LaCarrubba
- Jessica Mayer
- John McTiernan
- Suzanne Meehle
- Sonni Mun
- Keith Newhouse
- Peter S. Park
- Henali Patel
- David Rubenstein
- Dylan S. Stroup
- Kyle Ukes
- Karthi Veeramani

## STUDENT CONSULTANTS

St. Ambrose University: Allison Ambrose (Prof), Brayton Anderson, Chris Bridich, Adam Like, Alex Nolan, Luke Seibers, Avery Snyder, Cody Thole

Northeastern University: School of Business: Curtis Odom (Prof), D'Amore-McKim, Niraagi Shah, Kameron Courtright, Cole McFarland, Jacob Grim, Yuting Cai

University of California, Riverside: Dr. Jonnetta Thomas-Chambers (Prof), Patricia Nunez, Jose Sanchez Macias, Karen Barona

Roanoke College: Dr. Michelle Hagadorn (Prof), Joshua Grossman, Timothy Patterson, Kaden Whitenack, Meryem Khouzima

Stony Brook University: Urszula Zelewski (Prof), Linda Liu, Emily Lloyd, Sabrina Chan, Kiriaki Vlahos, Clara Armstrong

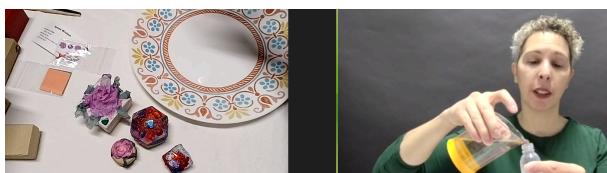
Capella University School of Business, Technology, and Healthcare Administration: Chris Fichera (Prof) & Many Students

Nottingham Trent University: Nathan Sanicharane (Prof) & Many Students

University Canada West: Behnaz Gholami (Prof) & Many Students

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## SPECIAL THANKS TO STUYVESANT HIGH SCHOOL VOLUNTEERS!





# VOLUNTEER OF THE YEAR

Jacki Kelly



This award is given annually to a former IYC volunteer whose contributions have played a significant role in the growth and the fulfillment of IYC's mission. Congratulations to Jacki on her new role at Hudson Guild!

Jacki Kelly [in](#) • 1st

Deputy Executive Director @ Hudson Guild  
New York City Metropolitan Area



This prestigious award is given annually to an organization whose partnership with IYC has helped foster substantial growth for IYC and help us to achieve new milestones in our work!

# PARTNER OF THE YEAR

Wendy Wetherall and her amazing company TWCPSA



Wendy Wetherall, CFRE, CeM, CSMA - Owner/President Ms. Wetherall oversees all phases of client care and campaign management and is our expert on writing, production, tracking, communications, data analysis for media placements, and reporting.

At Dowling College Wendy received her BBA with an emphasis on marketing and accounting, she is a certified eMarketer and Social Marketing Associate. The Certified Fund Raising Executive designation was awarded to Wendy Wetherall in June of 2014.



# 2024-2025 TOPICS

2024

**JUL**

7/11: **Marijuana & The Law** – Know It All

**AUG**

8/8: **Animal Welfare** – Much To Discuss  
8/22: **Art Appreciation** – Craftivism

**SEP**

9/21: **Global Geography** – Celebrate & Create  
9/26: **Voting** – Know It All

**OCT**

10/10: **Gun Safety** – Popcorn & Chat  
10/24: **Grief** – Much To Discuss

**NOV**

11/16: **Finance Management** – Celebrate & Create  
11/21: **Energy & The Environment** – Popcorn & Chat

**DEC**

12/5: **Maternal Health** – Craftivism

2025

**JAN**

1/9 **Animal Welfare** – Much To Discuss  
1/23 **Bioethics** – Know It All

**FEB**

2/1 **City Infrastructure** – Craftivism  
2/6 **Intersectionality** – Much To Discuss

**MAR**

3/6 **Retirement & Aging** – Craftivism  
3/20 **Digital Literacy** – Know It All

**APR**

4/10 **Emotional Intelligence** – Popcorn & Chat



**MAY**

5/1 **Disability & Accessibility** – Much to Discuss  
5/17 **Celebrate & Create** – Craftivism

**JUN**

6/12 **Wealth Gap** – Popcorn & Chat  
6/26 **Citizenship** – Craftivism



# OUR TEAM



# 2023-2024 BOARD MEMBERS



Anastacia Kurylo (CEO)



Tyler LaCarrubba (Chair)



John McTiernan (Treasurer)



Robbie Copley (Secretary)



Darneisha Beeler



Michael Brown



Anthony Ercolano



Karin Goldmark



Jessica Mayer



Terrence Wilburg

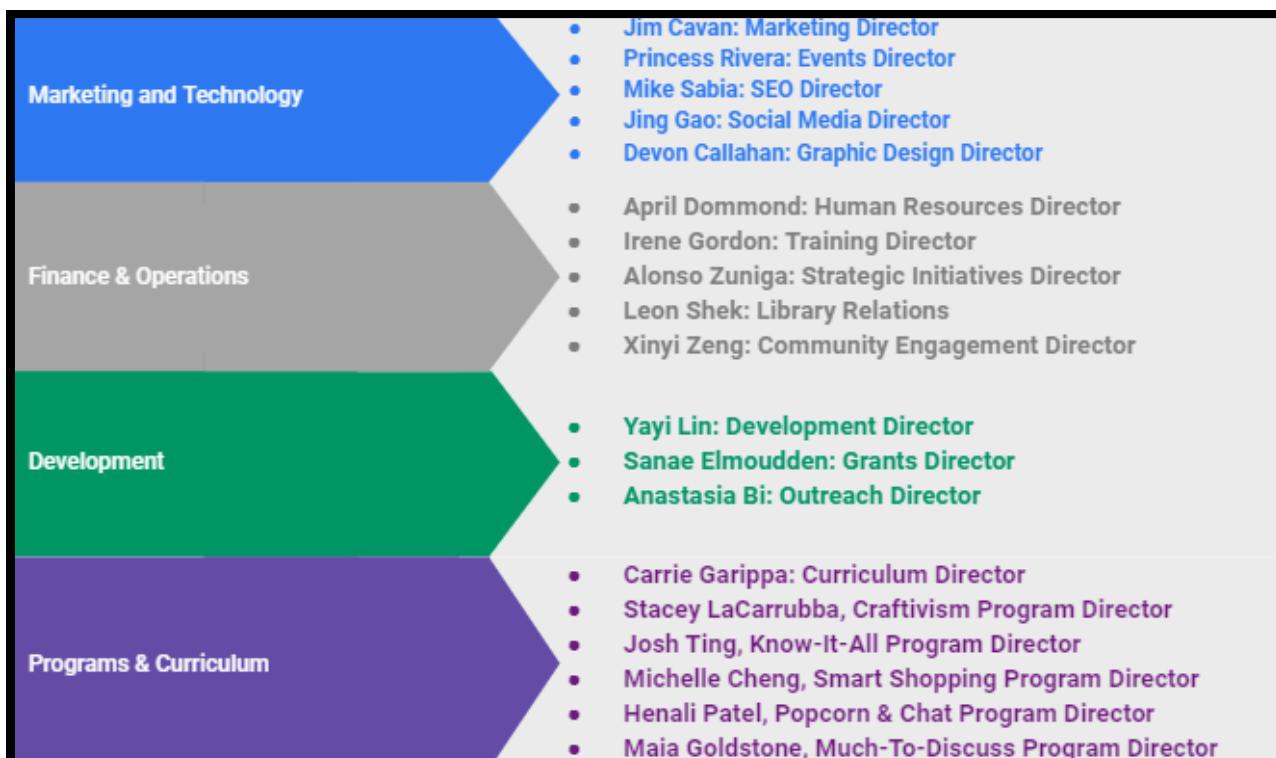
Thank you to all of our previous board members: Sania Anwar, Pat Ibizugbe, Kevin John, Jacki Kelly, YiWei Qi, Karthi Veeramani, and Linda Winston.



# DIRECTORS

Recruitment of our team is an ongoing process that started several years ago with our Founder and CEO. She brings to the table a strong business background in the areas of sales, human resources, operations, finance, and development. As a subject matter expert in stereotypes and communication with my 25+ publications including six books she is uniquely qualified to lead a nonprofit that discusses an infinite variety of issues and does so in a nonpartisan and inclusive way.

Our team plays an active role in the running of the organization and is composed of esteemed professionals and leaders representing a diversity of fields, experience, skill sets, and advocacy areas. We have curated our team to reflect the areas of strength in which we need to grow the organization including professionals with expertise in marketing, development, programming, training, web design, finance, and project management. Our team members both embrace and embody the diversity of the issues we discuss. Topics like Food Waste, Invisible Disability, LGBTQ+ Pride, and the Importance of Small Business were part of our first year of event offerings. Since then, Inform Your Community's national online events have covered 40 issues in our six fun programs.





# 2023-2024 DIRECTORS

Henali Patel	Popcorn & Chat Program Director
Maia Goldstone	Much-To-Discuss Program Director
Michelle Cheng	Smart Shopping Program Director
TBD	Celebrate & Create Program Director
Stacey LaCarrubba	Craftivism Program Director
Josh Ting	Know-It-All Program Director
Jim Cavan	Marketing Director
Sanae Elmoudden	HR Grants Director
Carrie Garippa	Curriculum Director
Irene Gordon	Training Director
Yayi Lin	Development Director
Princess Rivera	Events Director
Mike Sabia	SEO Director
Alonso Zuniga	Strategic Initiatives Director
Anastasia Bi	Outreach Director
Jing Gao	Social Media Director
Devin Callahan	Graphic Design Director
April Dommond	Human Resources Director
Leon Shek	Library Relations Director





# WATCH US GROW!

**Website:** [informyourcommunity.org](http://informyourcommunity.org)

**YouTube:** [InformYourCommunity](https://www.youtube.com/informyourcommunity)

**Facebook:** [Inform Your Community](https://www.facebook.com/InformYourCommunity)

**Instagram:** [@informyourcommunity](https://www.instagram.com/informyourcommunity)

**LinkedIn:** [Inform Your Community](https://www.linkedin.com/company/inform-your-community/)

**Twitter:** [@informyourcomm](https://twitter.com/informyourcomm)

## Contact

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**Thanks to Alex Chiang and Carmen Li  
for helping to create this annual report!**