



Ignite hope.

2010 Annual Report

SyF[®]
simon youth foundation
Start here. Go anywhere.

syf.org

Dear Friends of Simon Youth Foundation,

This past year has been one of tremendous and exciting change for Simon Youth Foundation® (SYF). A new executive leadership team was added to revitalize the foundation's image while continuing to grow its reputation as a national leader in alternative education programming. Here are the highlights of this past year.

Simon Youth Academies Ignite Hope in Two New Cities

The Simon Youth Peabody Learning Academy at Northshore Mall in Peabody, Massachusetts, is now serving students in partnership with the mall and Peabody Public Schools. In Knoxville, Tennessee, the Simon Youth Dr. Paul L. Kelley Volunteer Academy at Knoxville Center also opened its doors in 2010 in partnership with the mall and Knox County Schools.

SYF Impact Earns Recognition

For exemplary leadership in facilitating partnerships with public, private, and social-sector leaders to create innovative ways to address social issues, SYF was named a Mutual of America Foundation Community Partnership Awards Honorable Mention winner in 2010. Mutual of America Foundation names just one Community Partnership Awards national winner and two honorable mention winners from a pool of hundreds of applicants each year.

New Leaders to Reach New Goals

J. Michael Durnil, Ph.D., became the first President and CEO of SYF in December 2010. The following March, Laura Foshee joined the foundation as its first Chief Development Officer. Together, they are seeking to further strengthen SYF's reputation for innovation and leadership in alternative education.

These strategic additions followed the retirement of Richard Markoff as Executive Vice President of SYF, and I would like to take this opportunity to acknowledge Richard for his nine years of service to the foundation.

Additionally, the SYF Board of Directors welcomed new member Louis Conforti, the Global Head of Real Estate at USB O'Connor. We also said good-bye to three valued members in 2010: Andy Juster, Richard Sokolov, and James Ward.

Start Here. Go Anywhere.

SYF served more than 3,300 students in 2010, helping 1,187 earn their high school diplomas. Our 26 Simon Youth Academies in 13 states partner with some 80 public school districts and other national partners. In addition, Simon Youth Scholarships totaling more than \$1.4 million were awarded in 2010.

I am proud to be associated with SYF and its administrators, teachers, and students. Their commitment and stories of achievement ignite hope in me for the future, and I hope that it does the same for you.

Sincerely,



Deborah J. Simon
Chairperson



Simon Youth Academies

Simon Youth Academies exist to foster partnerships that ignite hope in at-risk youth, helping them earn their high school diplomas and cutting into the nation's alarming drop-out rate.

Since 1998, our network of Simon Youth Academies has grown into a national model.

- **26 academies in 13 states**
- **More than 7,000 graduates**
- **90% cumulative graduation rate**

Information as of 12/31/2010



The numbers are important to track, but the true measure of SYF success is evidenced in our academy students and their testimonials.

“All of the teachers at Simon Youth Judson Learning Academy have helped me in some kind of way that has influenced and affected me deeply. Without a doubt, the teachers here are by far the best I’ve ever had, and I’m very thankful for that. Walking that stage to receive your diploma is like walking into a new life. There are so many different paths you can take to become successful in life, but you do have to be self-motivated, know how to manage time, and be disciplined. I’ve learned all of those skills at my academy.”

- Lauren DeLeon, **Simon Youth Judson Learning Academy at Rolling Oaks Mall**, San Antonio, Texas

“When I think of my academy, I think of a second chance. This school has changed me in many ways, especially my thought process. From the first day I walked in, I was treated like family. Our administrator, Mr. Saunders, handpicked a staff full of angels. Those angels, our teachers, welcomed us with open arms and directed us on the road we should have been on from the beginning.”

- Shalonda Kelly, **Simon Youth Academy at Opry Mills**, Nashville, Tennessee

Simon Youth Scholarships

The SYF commitment to student learning doesn't stop when our students cross the stage and receive their high school diplomas. We are committed to post-secondary education opportunities for our academy students and for youth in all communities that are home to a Simon® property.

Started in 2000, our Simon Youth Scholarships program has sent nearly 3,000 students to college, paying out more than \$8.6 million in awards along the way.

With the cost of tuition, room and board, and other expenses continuing to rise, more and more students are finding themselves wondering how they will pay for their education. SYF is proud to ignite hope that a college degree is not beyond a student's reach as we face the problem of rising university costs head-on.



Giving

Making a gift to Simon Youth Foundation only takes a moment, but the effects last for years and even decades. The unfortunate truth is, when students drop out of school, the economy suffers for the rest of their lives. By ensuring that our youth are well-educated today, we are building the foundation for strong communities in the future.

The \$6.3 million SYF received in 2010 will enable our academies throughout the country to continue to help at-risk youth for many years; which, in turn, means that our students have a great chance to succeed throughout their lives.

Support in 2010 came from individuals, corporations, foundations, social service entities, and the employees of Simon Property Group. The Masquerade, an annual gala held in Indianapolis, raised \$680,000 for Simon Youth Foundation and Pacers Foundation. In addition, Simon malls throughout the country hosted events and collected wishing-well coins to benefit SYF, raising \$1.7 million.

We also are fortunate to have more than 350 volunteers who generously donate their time to SYF. Our volunteers provide immeasurable support by mentoring and tutoring at Simon Youth Academy locations, participating in local events, providing clerical assistance, conducting research, and assisting with fund-raising.

For a full list of 2010 Simon Youth Foundation donors, visit <http://bit.ly/SYF2010Donors>.

Simon Youth Foundation Board of Directors, 2010

Deborah J. Simon*
Chairperson

Trudy Banta, Ed.D.*
Senior Advisor to the Chancellor for Academic Planning and Evaluation
Indiana University-Purdue University
Indianapolis

Michelle Bellej*
Secretary
Regional Vice President, Marketing
Simon Brand Ventures
Simon Property Group

Louis Conforti
Global Head of Real Estate
USB O'Connor

Timothy G. Earnest
Executive Vice President
Simon Management Group
Simon Property Group

Bob Estes*
Treasurer
Vice President, Financial Operations
Simon Property Group

Darin L. Etchison, CFM
First Vice President, Investments
Merrill Lynch Wealth Management
GME McCluskey Group

Shari Simon Greenberg*
Senior Vice President,
Corporate Marketing
Simon Property Group

Andrew Juster
Executive Vice President
and Treasurer
Simon Property Group

Richard O. Kissel, II*
Partner
Taft Stettinius & Hollister LLP

Susan Massela*
Vice President, Human Resources
Simon Property Group

Michael E. McCarty
Executive Vice President,
Development Operations
Simon Property Group

Jeffrey H. Patchen
President and
Chief Executive Officer
The Children's Museum
of Indianapolis

Stephen H. Simon
Co-Founder and Managing Partner
Simon Equity Partners, LLC

Richard S. Sokolov
President and Chief
Operating Officer
Simon Property Group

Stephen A. Stitle
Indiana Regional President
PNC Financial Services Group, Inc.

James A. Ward
Vice President,
Chief Procurement Officer
Eli Lilly & Company

Cathi Weiner
Senior Vice President,
Business Development
Simon Brand Ventures
Simon Property Group

Scott Wolfrum

* SYF Executive Committee Member

Simon Youth Foundation Staff As of July 2011

J. Michael Durnil, Ph.D.
President and CEO

Laura J. Foshee
Chief Development Officer

Chris S. Chalker, Ed.D.
Vice President,
Education Services

Amy L. Updike
Vice President,
Finance and Administration

Brandi R. Young
Director,
Development

Andrew J. Hayenga
Manager,
Communications

Julie L. Carriere
Coordinator,
Education Services

C. Adjei Nortey
Marketing Associate

Joy C. Bork
Administrative Assistant,
Development

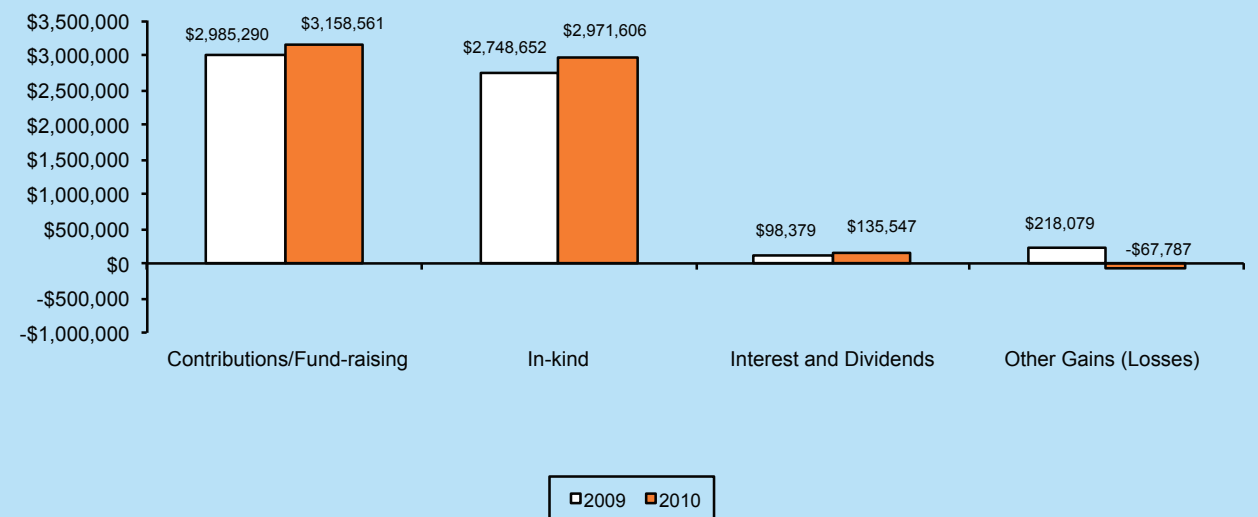
Sharon Cosby
Executive Assistant

Della M. Lefevers
Administrative Assistant,
Education Services

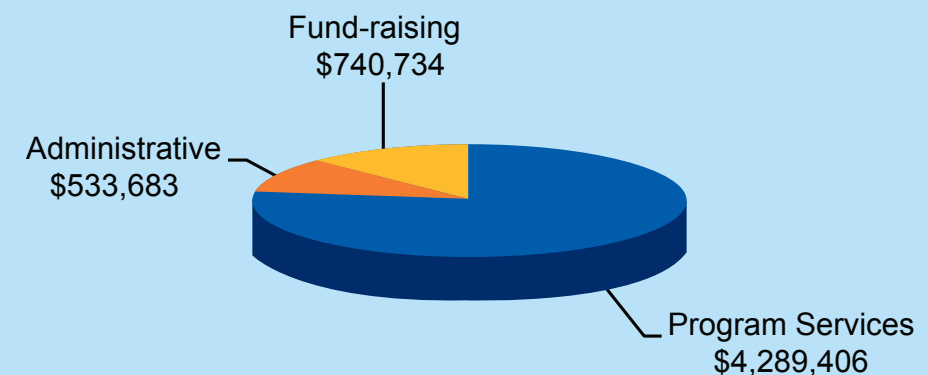
Financial Position

NET ASSETS	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Beginning of Year	\$8,929,033	\$632,991	\$288,150	\$9,850,174
End of Year	\$9,700,531	\$488,764	\$294,983	\$10,484,278

Support and Revenue



Expenses



This is an excerpt of SYF's audited financial statements. Full audited financial statements are available upon request or at syf.org.



Our Mission

Simon Youth Foundation® exists to help youth—who are at risk of dropping out of high school—graduate, develop life skills, and pursue post-secondary education and career paths.

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Simon Youth Foundation is a not-for-profit corporation exempt from tax under the IRS Code 501(c)(3).
All contributions to SYF are tax-deductible to the full extent of the law.