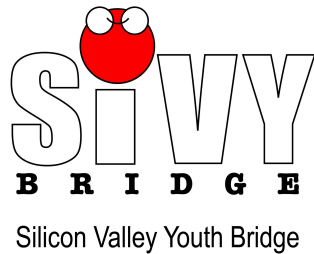




# 2023 Annual Report

Silicon Valley Youth Bridge  
Peninsula Bridge Education Foundation, *Fiscal Sponsor*



# Table of Contents

<b>About Us</b> .....	<b>3</b>
<b>Programs</b> .....	<b>4</b>
Casual Friday.....	4
Holiday Pizza Party, Individual Game, & New Life Master Celebration.....	5
Winter Camp.....	6
Berkeley Splash!.....	7
<b>Financials (Preliminary)</b> .....	<b>8</b>
Summary.....	8
Programs.....	9
<b>Organizational Changes</b> .....	<b>10</b>
<b>Marketing</b> .....	<b>11</b>
<b>Goals for 2024</b> .....	<b>12</b>

# About Us

**Silicon Valley Youth Bridge (SiVY Bridge)** is an all-volunteer, non-profit organization which offers free after school programs, clubs, events and other opportunities for youth to learn and play bridge.

We provide an accessible, well-structured and fun way to learn bridge for youth and young adult players. Since its founding in 2013, SiVY Bridge has exposed hundreds of aspiring youth players to the game of bridge. SiVY Bridge programs pre-COVID included Middle and High School Clubs and Classes, a yearly Bridge Summer Camp, (Grand)parent/Child Duplicate Games, Casual Fridays, and High School/Collegiate Championships. The organization also offers sponsorships to the Youth North American Bridge Championships (YNABC).

In 2020-2021, SiVY switched to online programming due to COVID, and then took a break to reorganize in 2022-2023. In Fall of 2023, SiVY revived its in-person programs including Casual Fridays, Pizza Party Tournaments, and a new Winter Camp (based on pre-COVID Summer Camp format). SiVY Bridge plans to continue to expand its current programming to all of its former offerings and more in the upcoming years!

## **Our Mission**

Our mission is to promote academic excellence in the areas of math, critical thinking and logic, to foster positive social interactions and teamwork, and to provide an opportunity for a lifetime of learning, enjoyment and community by inspiring the next generation of bridge players.

## **Affiliates**

SiVY Bridge is part of the [Peninsula Bridge Education Foundation](#) headquartered in Mountain View, California. We work together with the [American Contract Bridge League \(ACBL\)](#), [Palo Alto Unit 503](#), [Center for Bridge Education](#), and other organizations that support youth bridge.

## Programs

Silicon Valley Youth Bridge (SiVY) staged a revival of in-person youth bridge programs in the Fall of 2023, for the first time since the pandemic started! We welcomed over 40 young players at our events, including 8 returning players and 10 former SiVY juniors who have now become volunteers.

### Casual Friday



*Volunteers and parents kibitz Casual Friday players.*

The first program to bring back was Casual Friday - our weekly supervised play time with plenty of pizza and snacks! We held 7 Casual Fridays this year with 35 unique players and volunteers under 26, including 12 former SiVY players. A vast majority were brand new to bridge. We split the time into 6-8pm for “kids under 18” and 8-10pm for “young adults”, often running a team match with a combination of newer players and volunteers.

Thank you to everyone who attended, our volunteers, and our organizers!

[Read more about Casual Fridays on our website.](#)



## Holiday Pizza Party, Individual Game, & New Life Master Celebration



*Host and long-time SiVY player Michael Xu (center back, standing) kicks off with introductions.*

While official SiVY activities paused during the pandemic, a group of former SiVY players led by Michael Xu and Amber Lin continued to host a bi-annual holiday party and individual game in December of 2022 and [July of 2023](#) at the Palo Alto Bridge Center. This party is now an official staple of SiVY!

The Winter Holiday Party & Individual Game was held on Saturday, December 23rd. There were 16 junior and young adult players from ages 8 to 26 who participated in the holiday individual tournament, directed by Will Watson and Kai Eckert. Players included many former SiVY members as well as brand new players.

Volunteers including Debbie Rosenberg, Kevin Rosenberg, Amber Lin, Serena Guo, and Max Schireson helped out with everything from pizza and snacks to reviewing hands with players after the game.

We also held a new Life Master celebration after the game for all SiVY players who had achieved Life Master since the start of the pandemic.

Thank you to everyone who attended, our volunteers, and our organizers!

[See the full event report on our website.](#)

## Winter Camp

**Dates:** Tuesday, 12/26 to Friday, 12/29, 2-6:30pm



*Group photo of "kids" Winter Camp with campers and counselors. Not pictured: Counselors Olivia Schireson and Cornelius Duffie.*

We hosted SiVY's first ever Winter Camp from Tuesday 12/26 to Friday 12/29!

The four-day camp was modeled off of SiVY's summer camps that were held every June from 2014 to 2019. We had 17 campers from ages 6 to 26, including 15 kids and 2 young adults. Our 6 camp counselors included a former summer camper, Cornelius Duffie, and 3 former summer camp counselors - Kai Eckert, Kevin Rosenberg, and Will Watson.

The Young Adults participated in a 2-day boot camp on Tuesday and Wednesday led by Kevin Rosenberg. The Kids' Camp was held from 2-6:30pm every day from Tuesday to Friday. There was one table of "intermediate" players and four tables of brand new players. Experienced players were led by Olivia Schireson and did a variety of supervised play and advanced cardplay and bidding topics; two of them, Kevin Wei (3rd grade) and Jeremy Zhang (6th grade), played in the 0-20 section at the Wednesday evening PABC game. They even bid and made a game that no one else in the field did!

New players learned mini-bridge on Day 1, declarer play technique on Day 2, bidding on Day 3, and played in their first tournament on Day 4. Amber Lin, Kai Eckert, Will Watson, and Cornelius Duffie led the new players. The program included lessons, supervised play, and some fun activities such as races for sorting hands, counting HCPs, and completing the shape, suit-symbol cookie decorating, and bridge-themed team trivia.

Both intermediate and beginner players competed in a 10-bard duplicate tournament on the final day. Several other SiVY players who did not attend camp joined too. This was the first tournament for most of the players!

[See the full event report on our website.](#)

## Berkeley Splash!



*Berkeley Bridge Club President and long-time SiVY member Jonathan Yue introduces bridge basics to Splash! Students.*

On November 18th, SiVY volunteers Amber Lin and Kevin Rosenberg worked with Berkeley Bridge Club members Jonathan Yue and Zachary Yan to teach bridge to middle and high school students through [Berkeley Splash!](#), a bi-annual day of student-led learning for local youth. Jonathan originally learned bridge through SiVY. We taught a 2 hour class to 12 students in 8th-10th grade primarily based on materials from the Berkeley Bridge Club's "DeCal" bridge class.

[See the full event report on our website.](#)

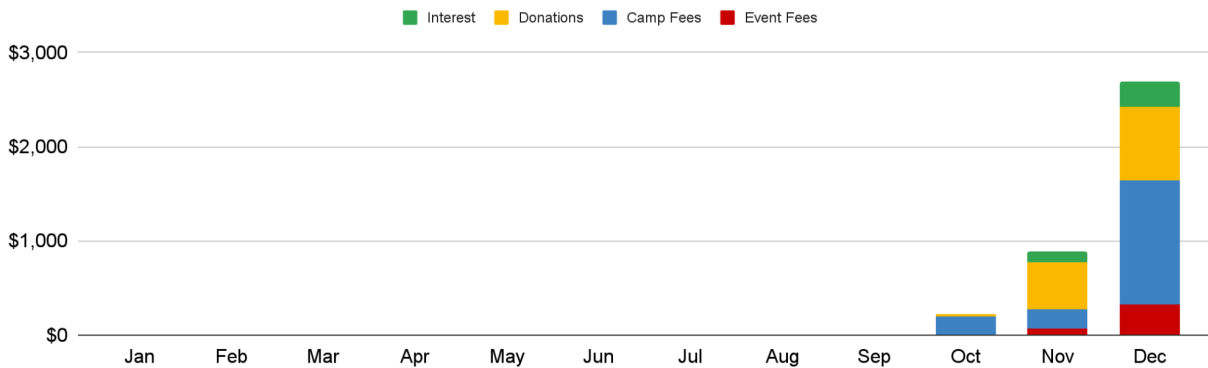
# Financials

## Summary

In 2023, SiVY had **\$3,808 in revenue** and had **-\$5,015 in expenses**, resulting in **-\$1,207<sup>1</sup> of net income**. We achieved our 2023 goal of focusing on developing our low-cost programs while relying on existing cash to cover most costs. Note that programs started in November 2023.

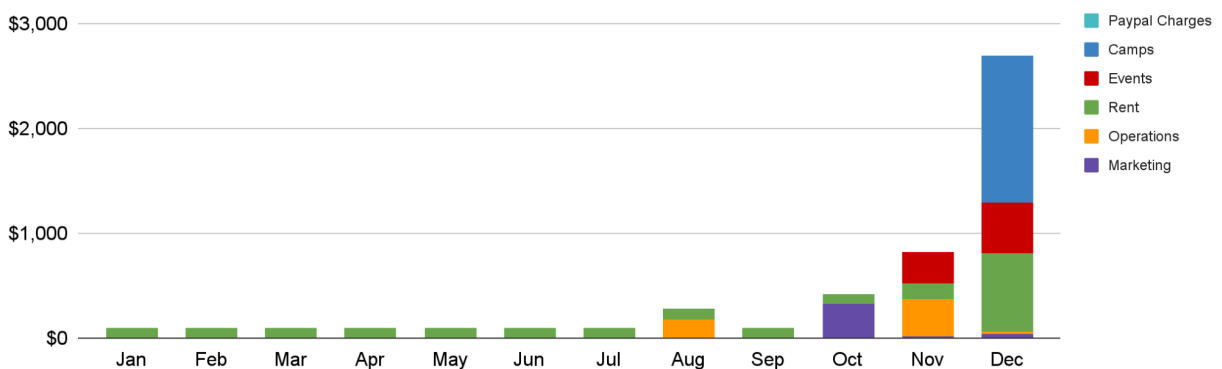
Most of revenue was generated through program fees. We did not actively pursue fundraising through donations this year due to high cash reserves and wanting to focus our energy on restarting programming.

SiVY 2023 Revenue. Total = \$3,808



SiVY is a 100% volunteer run organization, and so we have minimal administrative costs; nearly all expenses are program expenses. This year we also had no fundraising expenses.

SiVY 2023 Expenses. Total = -\$5,015



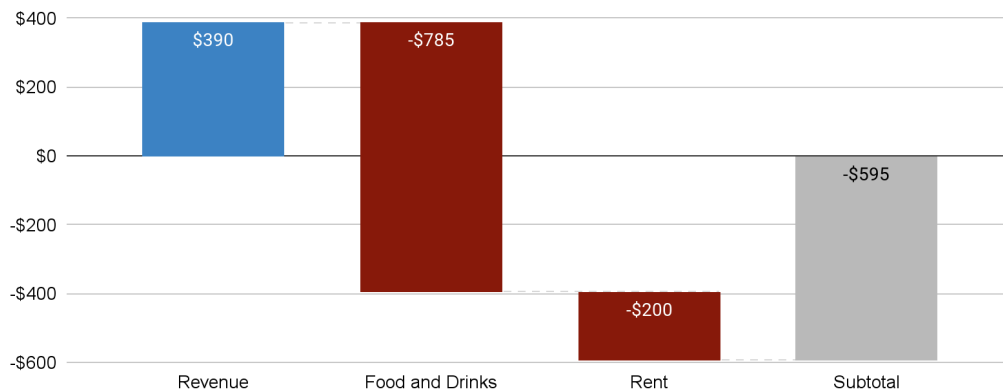
Note: Rent is inclusive of all rents, for storage, events, and camps. Camps and Events categories exclude rent.

<sup>1</sup> Revenue and expense differ from official financial statements due to delay in financial processing, resulting in some 2023 items moved to January 2024 in accounting statements.

## Programs

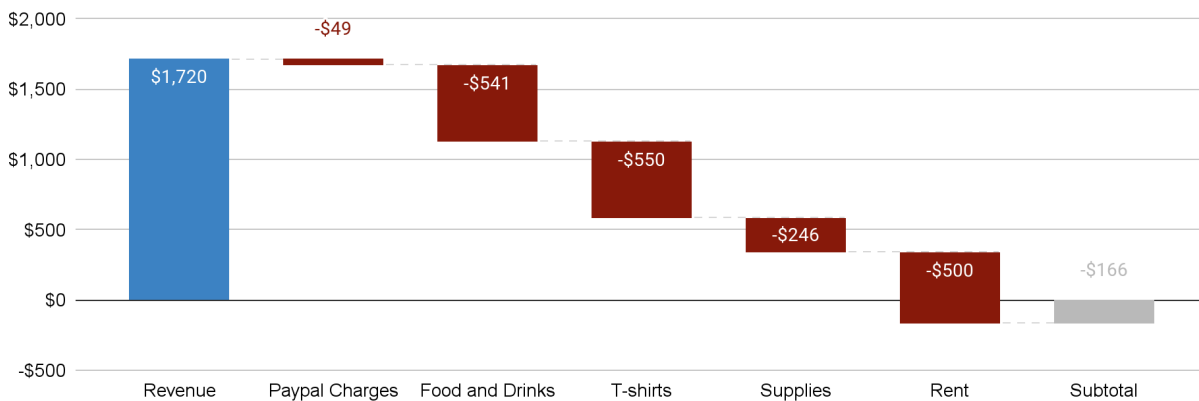
Events (Casual Fridays + Pizza Parties) generated \$390 in revenue and \$595 in expenses for ~65% subsidization, which achieved our goal of ~50% subsidization. We ran 7 Casual Fridays and 1 Pizza Party. We implemented a uniform \$5 fee per player (or parent consuming food) at all of our events; this was an increase from the pre-COVID previous policy of \$4 fee per player for Casual Fridays and \$0 per player for Pizza Parties. Rationale included higher expenses due to inflation and increased rental costs.

Events (Casual Fridays + Pizza Parties) 2023 Revenue and Expenses



Winter Camp achieved our goal of essentially breaking even. We charged rates of \$120 regular price and \$100 "early bird," around 3x-4x lower than similar children's camps in the Bay Area. In 2019, SiVY Summer Camp cost \$200 regular price and \$150 "early bird;" we charged a lower price due to fewer days (4 days instead of 5) and lower rental costs due to the smaller size of the camp.

Winter Camp 2023 Revenue and Expenses





# Organizational Changes

The SiVY organizing body went through significant organizational changes in 2023.

The previous “SiVY Board” was transitioned this year to a smaller “SiVY Committee” made up of returning and new volunteers. We said farewell to many of our former board members who retired from the SiVY board this year, but who remain as formal and informal advisors to our new organizers. SiVY’s institutional knowledge has been invaluable to shaping our revival of in-person programming!

The new “SiVY Committee” consists of a “Working Group” and an “Advisory Group.” The “Working Group” regularly runs the events and meets on a weekly to bi-weekly basis. The entire Committee meets on a monthly basis to offer feedback and make major decisions.

Our former “SiVY Board” included:

- Randy Ryals, President
- Sue Griswold, Vice President
- Cheryl Haines, Marketing
- Mukund Thapa, Treasurer
- Debbie Rosenberg, Founding President
- Stephanie Youngquist
- Michael Bodell
- Frank Smoot
- Alan Templeton, Webmaster

Our new “SiVY Committee” includes:

- Amber Lin, Chair, Working Group
- Kai Eckert, Working Group
- Shankar Iyer, Working Group
- Kevin Rosenberg, Working Group
- Will Watson, Working Group
- Debbie Rosenberg, Advisory Group, Founding President
- Mukund Thapa, Advisory Group
- Stephanie Youngquist, Advisory Group
- Alan Templeton, Webmaster (non-Committee)

[Read about the new SiVY Committee on our website.](#)

# Marketing

In 2023, SiVY marketing channels included:

- **[High Impact]** Word-of-mouth (free)
  - SiVY parents shared flyers with their children’s schools through email groups or WeChat groups - this was our top source of marketing for new kids
  - Existing and new SiVY players brought their friends and family members
- **[Medium Impact]** PABC connections (\$)
  - We distributed flyers at PABC events as well as sent emails to the Units
  - Children and grandchildren of PABC participants brought a few new kids
- **[Medium Impact]** PeachJar flyers at schools (\$\$\$)
  - PeachJar is a digital flyer distribution service used by Los Altos, Cupertino, Sunnyvale, and Santa Clara school districts. We sent flyers twice to all the middle schools in these districts and recruited a a few new kids
- **[Low Impact]** Email to BridgeWhiz student listserv (free)
- **[Low Impact]** Emails to neighboring units (free / donation from PBEF)
- **[Low Impact]** Facebook posts, websearch (free)

We are tracking the number of players recruited through each marketing channel in order to improve our marketing efforts in the future.

Marketing Materials:

- [Young Adult Flier](#)
- [Fall 2023 Flier](#) (including a second page about Benefits of Bridge)
- Winter Camp 2023 Flier (including a second page about Benefits of Bridge)

**SILICON VALLEY YOUTH BRIDGE**

## LEARN TO PLAY BRIDGE AT WINTER CAMP!

Open to brand new & experienced youth players!

**Camp activities will include:**

- Learning bridge from world-class mentors
- Competing in (your first) tournament on Friday
- Fun holiday-themed activities like cookie decorating and ornament making
- Making new friends!

**Dates & Times:** Tues. 12/26 - Fri. 12/29, 2-6:30pm  
**Location:** Palo Alto Bridge Center (632A Steierlin Road, Mountain View, CA, 94043)  
**Cost:** \$120 fee per camper\*  
**Registration Deadline:** Friday 12/15

T-shirt for campers

**Learn more and sign-up:**  
[SILICONVALLEYOUTHBRIDGE.ORG/WINTER-CAMP](https://siliconvalleyyouthbridge.org/winter-camp)

Photos from Silicon Valley Youth Bridge Summer Camp in 2019

---

**SILICON VALLEY YOUTH BRIDGE**

## WHAT IS BRIDGE?

- Bridge is a **trick-taking card game**. Similar to chess, it is strategic and logic-driven.
- Bridge is a **social game**: It is played by four players in two partnerships.
- **Millions of people** play bridge worldwide at home, at tournaments, and online, making it one of the world's most popular card games.

**STRATEGY + TEAMWORK**

**BRIDGE!**

## WHY PLAY BRIDGE?

**EXERCISE YOUR BRAIN**      **TRAVEL TO TOURNAMENTS**      **& HAVE FUN!**

Veldhoven, Netherlands

**SILICONVALLEYOUTHBRIDGE.ORG**

Contact organizer Amber Lin (sivybridge@gmail.com) with any questions  
 \*Financial assistance available. \$20 camp discount for add'l family members

SiVY received a 50% reimbursement through the [ACBL CAP program](#) on flier expenses.

# Goals for 2024

- 1) **Programs** | Gradually expand program offerings
  - a) Continue to run consistent Casual Fridays and Pizza Parties. Make improvements based on feedback (e.g., mentoring format, food).
  - b) Continue to run camps, including a Summer Camp. Make improvements based on Winter Camp feedback (e.g., tournament format, lesson material).
  - c) Continue to teach classes at Berkeley Splash! in collaboration with the Berkeley Bridge Club; attempt to expand to Stanford Splash!
  - d) Bring back the "Parent-Child Duplicate" game
  - e) Bring back sponsorships of SiVY players competing at major tournaments, primarily the Youth NABC in Toronto
  - f) Collaborate with Center for Bridge Education (CBE) on a joint event
  - g) Consider developing new program offerings or bringing back other legacy programs based on feedback, including school programs and one-on-one mentorship programs
- 2) **Marketing and Reporting** | Grow attendance and reach
  - a) Push to expand number of players attending programs:
    - i) Expand on high-impact marketing channels evaluated from 2023 (e.g., word of mouth, community groups, etc.)
    - ii) Continue to experiment with new marketing channels, digital and print (e.g., social media)
  - b) Publish quarterly newsletter to update stakeholders on SiVY activities
- 3) **Fundraising** | Restart efforts at the end of 2024 in order to re-engage donors
- 4) **Administrative** | Improve administrative processes
  - a) Complete background checks for all adult volunteers
  - b) Improve committee meetings and decision-making processes
  - c) Simplify internal accounting processes
  - d) Lower costs in supply sourcing (e.g., local vendors, scale discounts)