

# ONE LIFE AT A TIME



# DEAR STANDUP FOR KIDS COMMUNITY

2020 was a year none of us will ever forget. It asked more of us in unprecedented ways with challenges we have never experienced before. It was critical that we pivot to serve our youth, to help them thrive in a different world. Given the strength of our executive director team across the country, we found creative solutions to fulfill our kids' needs as the new normal set in. And we couldn't have done it without the continued support of the StandUp for Kids community.

## HERE'S HOW WE ROSE TO THE CHALLENGES...

As we were planning StandUp for Kids' 30-year anniversary celebration, Kia Motors America asked us to be part of their campaign leading up to the Super Bowl – only four weeks away. We transitioned to warp speed, working with marketing professionals, public relations teams, IT experts, and our own internal people. The payoff financially was monumental, as was the public exposure we received.

## AND THEN, COVID-19.

The world came to a halt as human interaction became confusing, scary, and even prohibited. On March 17, the kids we supported, the volunteers who helped them, and the chapters that offered structure were forced to curtail activities. Some of the spaces in which we rent facilities closed their doors. Schools, from whom we get referrals, shut down. Many of our youth went underground. We heard from many chapters that our kids just disappeared!

## CAN WE STILL HELP THESE KIDS BLOOM IN DARK TIMES?

As a grassroots organization, we thrive on taking action. Our team of executive directors, who for so long have poured generous hearts into their work, stepped up once again. Some drop-in centers began to hand out food from their doorsteps while others kept their doors open by deeply cleaning facilities and strictly enacting health and safety protocols. A significant emphasis was placed on virtual mentorship by other chapters. Our reshaping efforts had a significant outcome: we served 32,801 meals, outpacing the prior year by 45%.

## FINDING A NEW WAY TO NURTURE AND GROW.

While we were shifting externally, we transitioned significantly internally. Within a 9-month window, we hired a national executive director, an operational manager, and a social media manager. At the board level, we brought in financial, marketing, and legal expertise to augment the talent already at hand – positioning ourselves to drive the organization forward.

There are approximately 4.2 million youth who experience homelessness each year, something we have to always remember. Continuing to strengthen and grow can be a challenge for an organization that is made up of approximately 99% volunteers. With limited resources, we must all allocate our talents, judgments, and prospects for the best outcomes for our kids: a rewarding, though difficult, task.

The “incidences of support” of homeless youth we serve is our most important key performance indicator, and our goal is to increase that number every year. Last year, we needed a defined approach to get there and developed a strategic plan comprised of two main goals: increase financial stability and enhance the chapter system.

Our youth are always in the process of becoming. Their success stories drive everything we do. From reuniting families, to mentoring kids through school to graduation, and providing some of the basics that neither society nor their family structure can, we watch as these young people go on to achieve more than they might have thought possible. They graduate, get jobs, start their own families, and even sometimes, return to us to volunteer.

We are proud of the way we handled the challenges of last year, and know we can take on whatever comes our way. The common thread throughout is our dedicated team of donors, volunteers, staff, and board – all working together to meet our mission: “End the Cycle of Youth Homelessness.”

There is much to look forward to. We know we have a long way to go, but are confident in our direction and steadfast in our commitment – and emboldened by all the support of everyone who believes in StandUp for Kids. You helped us to continue to be here to make a difference. Thank you for being a part of our community.

## AS THE WORLD CONTINUES TO OPEN, OUR HEARTS AND MINDS ARE FULL OF SO MUCH HOPE.

### Greg Smith

National Executive Director  
StandUp for Kids

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## OUR YOUTH SUCCESS STORIES DRIVE EVERYTHING WE DO

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“  
“One life at a time” is our North Star. These are enduring words for us that we live by every day.

”

# OUR SERVICES

Our focus is on empowering homeless and at-risk youth toward lifelong personal growth. To be there for them at their most vulnerable and to help them see the possibilities ahead, we have built four core services – Street Outreach, Outreach Centers, Housing Support, and Mentoring.

## CULTIVATING LIFELONG PERSONAL GROWTH



### STREET OUTREACH

#### REACHING YOUTH WHERE THEY ARE

Street Outreach counselors go directly to the streets to reach homeless kids. Volunteers walk known “hotspots” and other areas where youth congregate, to distribute food, clothing, hygiene products, resource information, and referrals. They make themselves accessible at consistent times each week to build relationships and connect homeless youth to the other services we provide, as well as trusted community resources.

### MENTORING

#### INSPIRING YOUTH TO BELIEVE IN THEMSELVES

Mentors act as guides, role models, and accountability partners for our youth. During mentoring sessions, they help youth develop a goal plan and find ways to execute it. Mentoring is conducted in school, after school, and in our Outreach Centers. The goals of school-based mentoring are to increase high school graduation rates and foster a love for learning. Through academic support, we develop participants into high school graduates. We provide life and career counseling, computer access, and homework help. By planning for self-sufficiency, we promote exploration of vocational training, college, entrepreneurship, and gainful employment opportunities.



### HOUSING SUPPORT

#### FINDING A PLACE TO CALL HOME

Getting youth off the street is one thing; finding them safe and reliable housing is another. It may take several months. Once situated, it may take twice as long until they feel fully capable and comfortable taking care of themselves. Teams monitor each individual situation and help young renters build a life centered around community, with support including:

- Assistance in locating and taking care of an apartment
- Life skills training: fundamentals of living alone and supporting oneself
- Follow-up plan after being placed in an independent living situation
- Clothes and furniture
- Counseling and moral support
- Referrals for medical and dental support
- Weekly food baskets, housing stipends

### OUTREACH CENTERS

#### EMPOWERING YOUTH TO FIND THEIR WAY

The intent of our Outreach Centers is to provide safe and protective environments for homeless and at-risk youth and connect them to resources that can help them in their times of need. In our 8 centers around the country, each provides the support network of basic human needs and development through educational programs, one-on-one counseling, and an ongoing atmosphere of hope and concern, including:

- A safe environment to rest
- A safe place to make meaningful relationships with caring adults
- Referral services for available programs in the community
- Vocational training and/or job referral services
- Apartment finding services (and assistance with furnishing)
- Identification services (Birth Certificates, Social Security Cards, etc.)
- Structured life skills and other wellness activities
- Meals and snacks
- Shower and laundry facilities
- Telephone messages and mail service

# ABOUT THE YOUTH WE SERVE

## THERE IS NO ONE DEFINITION OF HOMELESSNESS.

Our kids have been displaced from their homes due to conflict, abuse, or neglect. Some have been experiencing homelessness in the short-term while, for others, it has been years. Some cannot return home, while others refuse to. Some stay in cheap hotels, outside in parks, or in abandoned buildings, and others couch-surf or stay in homeless shelters not designed to meet the needs of young adults. Many are forced into situations they don't have the experience and skills to evaluate and manage.

## EACH KID WE MEET ON THE STREET HAS A UNIQUE STORY. OUR JOB IS TO LISTEN.

**EACH YEAR, MORE THAN 4.2M**

youth find themselves experiencing homelessness in cities, towns, and suburbs across the United States.



**WHATEVER THEIR STORY,  
WHATEVER THEY MAY NEED,  
WE ARE HERE FOR THEM.**



“

When StandUp for Kids came to the park, they didn't come in asking all these questions about why we're homeless or how we were going to get out of the mess we were in. They were friendly, kind, and caring. They gave us food and then offered to help in whatever way they could.

”

- Anonymous

They come from many different backgrounds and are often dealing with many different issues. Many identify as a member of the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer/Questioning) community. Some are undocumented immigrants. Some could be victims of human trafficking and sexual and physical assault, or suffering from acute diseases, drugs and alcohol misuse,

thoughts of suicide, or dealing with unwanted pregnancies. Others might have untreated and/or undiagnosed cognitive and physical disabilities or mental health problems. Involvement with juvenile justice and foster care systems is not uncommon. Family economic instability is often a factor for many.

# OUR NATIONAL REACH KEEPS GROWING

**ARIZONA**  
Tucson

**FLORIDA**  
Miami

**MICHIGAN**  
Detroit

**VIRGINIA**  
Hampton Roads

**CALIFORNIA**  
Oceanside  
Orange County  
San Diego  
Silicon Valley

**GEORGIA**  
Atlanta

**MINNESOTA**  
Twin Cities

**DISTRICT OF COLUMBIA**  
Washington, D.C.

**COLORADO**  
Denver

**ILLINOIS**  
Chicago

**OHIO**  
Cleveland

**WASHINGTON**  
Kitsap County  
Olympia/Thurston  
County  
Seattle

**MASSACHUSETTS**  
Worcester

**TEXAS**  
Houston  
San Antonio



## WHAT DOES A MOTHER DO WHEN SHE LOSES HER CHILD TO THE STREETS?

Dealing with the unknown is one of the hardest parts for parents of youth living on the streets. So is trying to find them. Back in May, through our National Call Center, I received a message from the mother of a missing teen who had struggled with mental health and substance abuse issues over the past few years. Her daughter had recently moved to San Antonio from Boston to live with her aunt and start a summer apprenticeship. Unfortunately, on the bus ride from Boston, an older man introduced her to meth. She soon disappeared into the streets for several months. The family found her in detox at a local behavioral health clinic, but when she was released into a rehab program she went right back to the streets.

I initially contacted San Antonio's Executive Director, Adrian, who put his Director of Outreach, Rachel, in touch with the mother to assure her that they would do everything they could to help. The mother gave Rachel permission to become the local point of contact. The team put together flyers and distributed them to the local government where they landed in the hands of the Transit Authority. Within days, she was spotted on a bus she'd been riding for hours. She was taken to a local rehab facility where her mother gave them permission to work with Rachel. Later that day, after intake, Rachael was allowed a visit and brought her some essentials. A few days later, the mother came to take her daughter home to Boston.

This is the outcome we're hoping to make possible for every youth, every day.

**Greg Smith**  
National Executive Director  
StandUp for Kids

# 2020 IMPACT

9,914 ▲

STREET & OUTREACH  
CENTER TOUCHPOINTS

32,801 ▲

MEALS PROVIDED

32,947 ▲

VOLUNTEER HOURS

2,320 ▲

KIDS IN MENTORING  
PROGRAMS

## 2020 FINANCIAL SNAPSHOT

In fiscal year 2020, StandUp for Kids had total public support and revenue of \$3.1 million and operating expenses of \$2.2 million.

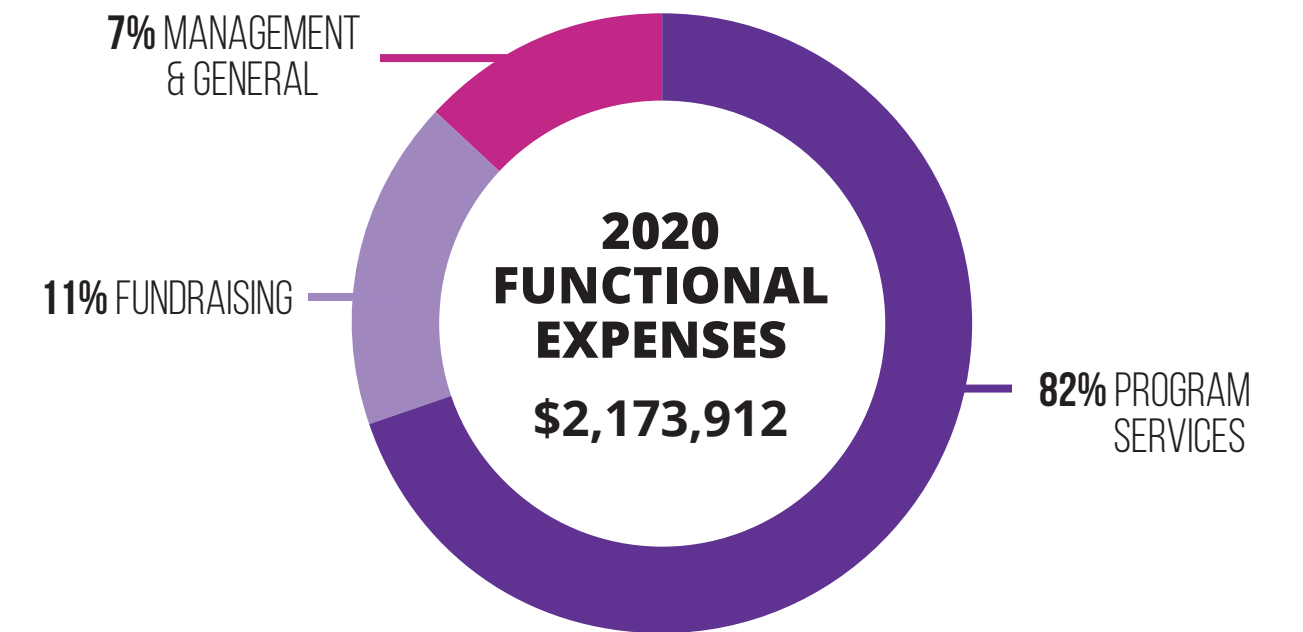
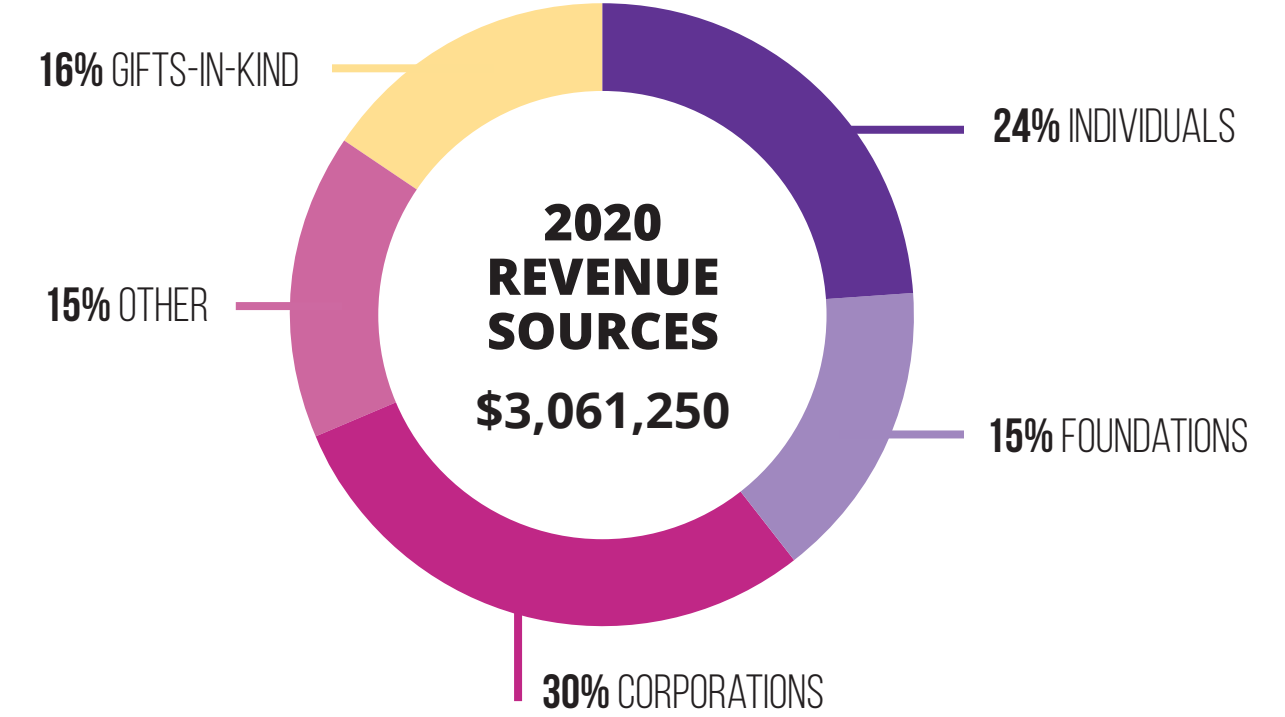
We are proud that 82 cents of every dollar spent goes directly into programs that serve youth facing and experiencing homelessness.



82%  
DIRECT YOUTH  
SUPPORT

7%  
ADMIN  
SUPPORT

11%  
FUNDRAISING  
SUPPORT



StandUp for Kids' December 31, 2020 audited financial statements are available for download on our website.

# YOUR SUPPORT MAKES ALL THE DIFFERENCE

We celebrate all the ways you come through for us year after year. We're grateful for your continued donations that allow us to reach into the streets, alleys, and beaches, and give young people hope. Not the hope of one day or one month, but for a lifetime!

## BECOME A CHAMPION FOR YOUTH

With a small, recurring monthly gift, you can change a young person's life. Your donation goes a long way here:

**\$10**

Provides a teen with those essential hygiene items

**\$25**

Will help buy a bus pass so a teen can get to school

**\$50**

Will supply groceries to support a growing youth

**\$100**

Will help pay rent for one youth, who'd otherwise be homeless



BECOME A CHAMPION FOR YOUTH  
Visit [StandUpForKids.org/donate](https://StandUpForKids.org/donate)

## OUR VISION

We strive to build communities where all youth know care, feel loved, and have a support system to move quickly from surviving to thriving.

## OUR MISSION

Ending the cycle of youth homelessness.



## HELPING DREAMS TO FLOURISH

An affordable, fashionable online boutique for young women. This was Xenia's dream. We supplied the seed money, she created a business plan, and we connected her with a mentor who had a successful online clothing business of his own – and who gifted her an awesome tool he had patented. As a 2018 high school graduate and part of one of our school-based mentor programs, Xenia is proof positive that dreams can flourish with the support of mentors and volunteers.



## THESE ARE THE LEVELS OF SUPPORT THAT HELP US SO MUCH

**CHAMPIONS FOR YOUTH**  
\$10+ (monthly)  
113 Donors

**CIRCLE OF PROSPERITY**  
\$20K+  
18 Donors

**CIRCLE OF TRANSFORMATION**  
\$10K-\$19,999  
19 Donors

**CIRCLE OF HEALING**  
\$5K-\$9,999  
26 Donors

**CIRCLE OF HOPE**  
\$2K-\$4,999  
42 Donors

**CIRCLE OF COMPASSION**  
\$1K-\$1,999  
67 Donors

**CIRCLE OF LOVE**  
\$1-\$999  
2012 Donors



**YOU LISTENED.  
YOU CARED.  
YOU SHOWED UP.**

# THANK YOU

You make what we do possible.

Your contributions fuel and fund our work around the country.

You empower our ability to change the lives of so many.

You helped to fortify our foundation, even with all the uncertainty and challenges surrounding the COVID-19 pandemic.

Because of you, we're in strong financial shape to continue to help get kids off the street.

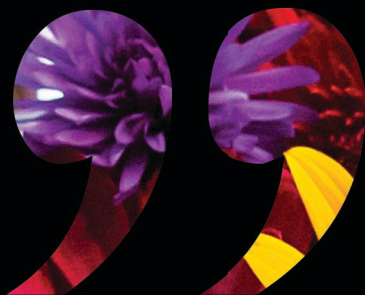
Let's stand strong together to end youth homelessness.





In the midst of winter,  
I found there was, within me,  
an invincible summer.

- Albert Camus



One life at a time.

[StandUpForKids.org](https://StandUpForKids.org)



**DONATE NOW**