



## Standing Tall For Our Youth

### TABLE OF CONTENTS

The Impact of COVID-19

30 Years of Impact:  
Grover & Brian | 2

OC Colleges Project  
& Amazon Smile | 3

Highlighted Supporters | 4

KIA Campaign Recap | 5

Disney STEM Day &  
Anaheim Center Opening | 6

Corporate Social  
Responsibility | 7

StandUp for Kids stands with our supporters, youth, partners and community leaders in addressing the coronavirus (COVID-19) situation across Orange County. We are staying vigilant and connected to stay on top of the news and situation in each of the cities we support. With our social institutions and safety nets being stressed it is more important now than ever to work together in helping those in need.

Despite this crisis, we continue to provide uninterrupted services to our youth, moving from direct physical one-on-one and group meetings to virtual space using our robust online systems. As we follow and agree with government social distancing protocols, the stresses our youths are facing either in their homes or on the streets likely affects them a lot. Social distancing likely exacerbates their issues and for these reasons:

**They need our support now more than ever.**

### Help Them Home 2020



We invite you to our Help Them Home Online Giving Day on April 22nd. Our board and supporters will be working together on this virtual event alongside 17 other homeless relief non-profits and we hope you'll be a part of it.



How can you get involved?  
We have these upcoming events:

### Help Them Home Campaign



Wednesday  
April 22nd

An all-day virtual campaign that involves other nonprofits in Orange County to help with homelessness in our community. We need your support as we help meet the expanded needs of our youth during this difficult time.

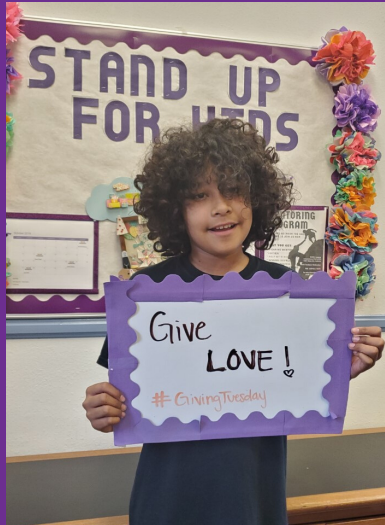


### End Youth Homelessness Virtual Wellness 1K & 5K

Starting April 1st and running to Saturday, July 18, 2020  
An opportunity to create community bonds and get outdoors  
Sign up at :  
[standupforkids.org/orangecounty/2020run4youth](https://standupforkids.org/orangecounty/2020run4youth)

# Moving Forward in 2020

At such an important time in the history of StandUp for Kids, we are committed to continuing to be a driving force in ending youth homelessness in our community.



Our 30th year was already a pivotal year for the organization, both celebrating where we've come from and what we've done to help our youth build a brighter future that will help our communities prosper. And at the same time setting an impactful strategy for the future.

With COVID-19 impacting all of our everyday lives 2020 has become even more critical as we've quickly moved to an emergency support role in our communities.

We all face an uncertain future with fears of what's to come. However, we face these fears together as a family and together we'll get through.

## Looking Back on 30 Years: Brian & Grover



Brian's first interaction with StandUp for Kids came in 1995 when he was 15-years-old living on the streets of San Diego. Today, Brian is a full-time employee at StandUp for Kids serving as the Director of Training and Information Technology. He has two kids of his own, including a son who was baptized at a StandUp for Kids outreach center. Brian remains eternally grateful for the help that StandUp for Kids provided early in his life.



Grover first came into contact with StandUp For Kids in 1999 with emphasis on making it through the day in one piece. Grover realized he needed a change when he was arrested and placed into juvenile hall. He faced his faults and got into contact with StandUp for Kids, and we provided Grover with a place to call home. Now, Grover is a father to two girls and is grateful for StandUp for Kids and the purpose it has given his life.

# OC Colleges Project



*Above is the OC Colleges Project Director Stephanie Schneider giving mentoring support to a student.*

One of our newest concepts is the Host Homes program as one potential solution for low cost housing for students. The program would pair a student in need and an individual/family with extra space or a spare bedroom. The arrangement would provide temporary housing (one semester or more) while a longer-term solution is found. During this time the student would also meet with StandUp for Kids mentors to work on sustainable living moving forward while they also go to school. We plan to launch the pilot for this program with five youth for the Fall 2020 semester. Thanks Stephanie Schneider, for your leadership on this project.

In 2019 StandUp for Kids launched the OC Colleges Project! We provide multi-layered support for at-risk and homeless college students in Orange County, including:

- Assistance meeting basic needs
- Links to resources on campus
- Online videos and tutorials on many subjects relating to finding resources and budgeting
- Mentors to build caring, long term relationships
- Housing referrals

For more information about the OC College Project, go to [www.standupforkids.org/orangecounty/occollegesproject](http://www.standupforkids.org/orangecounty/occollegesproject)



**amazon**smile  
You shop. Amazon gives.

The free and easy way to give back.

Amazon Smile is a mirror of the Amazon site with the same account log-in as the regular site. The difference is that when you shop on AmazonSmile 0.5% of the purchase price of eligible products is donated to the charitable organization of your choice.

Go online to [smile.amazon.com](http://smile.amazon.com), search for "StandUp for Kids" and start helping homeless youth with each purchase today!

# Thank you to our amazing supporters! We would not exist without you!

Sarah Ochoa (far left in the image below) is a CSU-Fullerton student set to graduate in May. She ran the Orange County and National Instagram accounts. She was also big in supporting our first annual Cars for a Cause fundraiser. Sarah found silent auction items, and event planning.



**Sarah Ochoa  
&  
Agnija Dean**

Agnija Dean (far right in the image above) is a recent CSU-Fullerton graduate. She was in charge of the Orange County and National Facebook profiles. She would also frequently go to interview youth, volunteers, and mentors to write stories and take pictures for our blog, newsletter, and Facebook.



**Jason Makevich**

Jason has been a constant supporter of StandUp for Kids. He takes part in our annual giving fund, Turkey Dinner Drive, holiday Wishlist promotion and did a technology drive so our youth would have computers and internet to do their homework. Recently, Jason has been the driving force behind upgrading our technology as an overall national organization.



**Amanda Jacobsen**

Amanda Jacobsen is a Sociology major from CSU-Fullerton set to graduate this May. She was responsible for Instagram, nationally and locally, she volunteered for the Black Friday Clothing Drive, attended the Cars for a Cause fundraiser and helped create fundraising leads from corporate and private partners.



**Shadi Shaffer**

For the last ten years, Shadi A. Shaffer has been a long-time donor, volunteer, and advisory board member. She became inspired after meeting Justine Palmore, Executive Director of StandUp for Kids OC, and she started by volunteering her time offering pro-bono legal support and counsel for underserved teens.

**Ted Lundholm**



Ted has been a volunteer with StandUp for Kids for two years. He has shown that he is here to help whenever he is needed. He says to those who talk about helping and volunteering to “stop talking about it and just start doing it.”

# KIA Supports StandUp for Kids

*Corporate America Aligns with Us to End Youth Homelessness*

Kia Motors America recently showed their support to help homeless youth across the country with their \$1M to support three non-profits, StandUp for Kids, Covenant House and Positive Tomorrows. The national organization of StandUp for Kids received \$450,000 to use to tackle this issue. According to Kia, "This year, with more than 4.2 million young people experiencing homelessness in the U.S., the car company known to 'Give It Everything'" will use its big game advertising platform to give back in a meaningful way.

For every yard gained during the Big Game Kia donated \$1,000. That turned out to 748 yards. However, the day following the game it was rounded up to a total of \$1 Million.

Kia came out to the Orange County chapter's grand opening at their new offices in Costa Mesa, where leaders from both organizations talked about



the importance of tackling this issue on a national level.

"I think it's an amazing thing. We're truly appreciative that Kia cares and is willing to highlight youth homelessness in our country and help us continue our fight," says Greg Smith, the National Executive Director for StandUp for Kids.

We want to thank Kia Motors America and use this gift to make an even greater impact on the youth of our country. Making sure this vulnerable population is given a hand up and a chance at a better life is one of the most important things we can do for our collective futures.



*NFL Running Back Josh Jacobs was the central focus of the commercial. Jacobs (left), who was homeless as a child, was raised by his father. Jacobs recently bought his father a new house.*



# Disney helps engineer STEM day for youth



Thank you to Disney for supporting StandUp For Kids and for the great STEM (science, technology, engineering, math) experience with the new Star Wars attraction Rise of the Resistance! We continue to foster the idea that math can be fun and has really cool real world applications that can lead to great jobs and a great future. As an organization, it's important to continue encouraging our youth to dream big and show them that dreams do come true! Thank you for the magical experience Disney and we look forward to a continued partnership to help the community of Anaheim and all of Orange County!

## Anaheim Center Opening & Impact

In 2013, StandUp for Kids formed a partnership with the Illumination Foundation to open an outreach center in the city of Anaheim. The center was primarily formed for school-aged youth to provide a safe and stable environment.

We have since moved to another facility in Anaheim that is run by CAPOC. We are proud of our non-profit partnerships as a way share and maximize resources.



We run programming in the Anaheim Union School District as well. From the start, our Anaheim locations have implemented many programs that are instrumental in the StandUp for Kids mission to support at-risk and homeless youth & work alongside them on a path to graduation and self-sufficiency and away from gang involvement, teen pregnancy, and dropping out of school.

# Corporate Social Responsibility - Be The Change

## What Can A Company Do?

- **Company Giving Drives:** Clothing, Gifts, Housing Items, Adopt-a-Youth, etc. In-office initiatives to reach a physical or financial goal. \$500 provides one month of housing. \$1500 supports one youth through our program to take them from surviving to thriving.
- **Continuous Mentoring (Virtual):** Opportunities for individuals or groups to build longer term mentoring relationships with youth and be the positive adult role model that our youth need.
- **Virtual Event Participation:** Our Help Them Home Giving Day and the Virtual End Youth Homelessness campaign are online ways to help a great cause and build a sense of community.
- **Cause Marketing Sponsorships:** Align your organization with a great non-profit that supports the at-risk and homeless youth across the country. Get web, social, email and mail correspondence showcasing your partnership with one of the premier national homeless youth non-profits.
- **Skills-based Volunteering:** Taking your companies talented individuals and leveraging their expert skillset from marketing, business development, administrative, mental health, mentoring, etc., there are many opportunities to support our mission.

## Company Benefits

- **Higher Employee Morale** - 53% prefer a company “make[s] an impact” and 75% of Millennials are willing to take a pay cut to work for a socially responsible company.
- **Tax Advantages** - SUFK is a certified 501(c)(3) charity organization.
- **Enhanced Brand** - 84% of customers say they seek Companies that offer more socially responsible. 94% of consumers are willing to switch brands when they perceive better CSR.



## Why StandUp For Kids

- We are doing public outreach everyday, actively being involved in our community and helping homeless youth directly
- StandUp For Kids is essential to ensuring a better future for our community
- Our missions is to see that the youth are nurtured in a safe environment so that they can be safe, healthy and happy



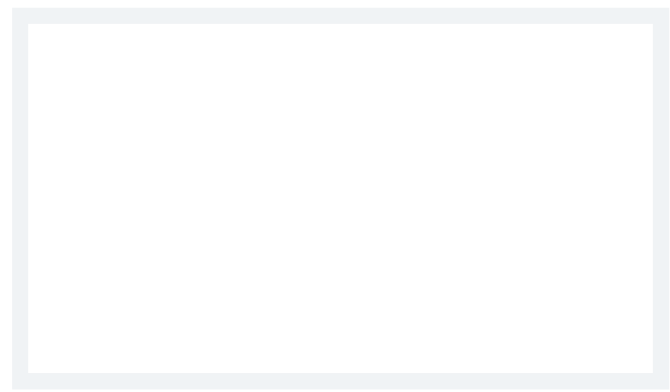
*We want to thank 24 Carrots, Walmart and Seabreeze Management Company for being major corporate supporters to StandUp for Kids. If your company would like to get involved please email the Director of Development, Michael Olson at [michaelo@standupforkids.org](mailto:michaelo@standupforkids.org) today!*



**ORANGE COUNTY**

P.O. Box 14398  
Irvine, CA 92623-4398

Phone (714) 356-5437  
Email [orangecounty@standupforkids.org](mailto:orangecounty@standupforkids.org)  
Website [standupforkids.org/orangecounty](http://standupforkids.org/orangecounty)



**Social Media Connections:**



Follow us on Facebook at: @SUFKOC



Follow us on Instagram:

[standupforkids\\_orangecounty](#)



Follow us on Twitter: [StandUp4KidsOC](#)



Follow us on LinkedIn:

[standup-for-kids-orange-county/](#)



#ENDYOUTHHOMELESSNESS



If you are experiencing homelessness in the Orange County area and are between the ages of 12 and 24, please call our hotline at (714) 356-5437

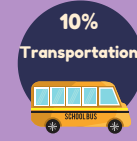


One life at a time.



**DONATE NOW**

[WWW.STANDUPFORKIDS.ORG/ORANGECOUNTY/DONATE](http://WWW.STANDUPFORKIDS.ORG/ORANGECOUNTY/DONATE)



The impact your dollar has on our youth

95% of total expenses are fueled into one of six categories that impact the future of our youth



Ending the cycle of youth homelessness. We do this in cities across America, one youth at a time.



Contact a local program to learn about its volunteer and leadership opportunities, events, financial and material needs, and much more.