



2020 ANNUAL REPORT

Hope

Resilience

Empowerment



StandUp
for kids
ORANGE COUNTY



ORANGE COUNTY

Our Mission

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

Our Vision

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



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I hope you and your family are safe and healthy. Thank you for being part of the StandUp for Kids family - especially this year.

In January 2020 we started the year with much excitement for our 30th Anniversary. We had been looking forward to 2020 as an opportunity to reflect on the impact we have had over three decades and to celebrate those who have helped us reach this milestone year. While the year presented challenges none of us could have ever imagined, it has brought into focus the strength of our organization, the incredible ability of our staff to pivot as needed, and the critical role you played as donors and supporters.

It is a great privilege to be a longstanding part of the Orange County community. With our experience and leadership, it is not a responsibility we take lightly. We are proud to be a trusted partner of the youth, donors, volunteers, and the community at large.

We can end youth homelessness if we come together as a community and continue to invest in the strategies that work. These include: access to emergency shelter and rapid housing specifically designed for youth, wrap-around healthcare and education, and employment opportunities.

In this annual report, you will read about the children who have been a part of our impact and growth over the year, including incredible stories of hope, resilience, and love. There are hundreds of these stories. Each is an inspiring example of the profound importance of our work and your continued support of the children and young adults of StandUp for Kids.

The pandemic impacted our operations and the communities we serve. Many of our youth who work hourly jobs in restaurants or retail found themselves out of work, struggling to eat and pay rent, and at risk of becoming homeless again. How our organization pivoted in this time is the story of StandUp for Kids and the Orange County Team. We expanded our critical, life-saving services that young people need to come inside, get housed, and rebuild their lives - all thanks to your continued support.

If we don't do it, who will? We are there for our children, youth, and young adults no matter what. We stand by our kids. With your help in the year ahead, we will continue to ensure that those we serve thrive regardless of what is happening.

Thank you for being part of our family.



Sincerely,

Justine Palmore

Justine Palmore
Executive Director

2020 Highlights

Our Impact

89%

of the youth we housed transitioned from crisis to self-sufficiency. Although the COVID-19 pandemic is still prominent, it will not stop us. We went virtual, allowing our youth to attend group and individual meetings as well as mentoring sessions and events online. We are continuing to provide the same level of safety, hope, and belonging at a time when it's needed the most.



3,525

Meals Provided



330

Youth Supported



3,412

Nights of Shelter



11,799

Volunteer Hours



7,271

Touchpoints



\$771,791

Donations



Coordinated Entry System

Orange County's Coordinated Entry System (CES) is a network that coordinates the work of homeless support providers to help individuals and their families find a place to call home. In 2020 StandUp for Kids was the driving force advocating on behalf of those aged 12-24, referred to as Transitional Age Youth (TAY), to provide them with a direct and separate pathway into CES. We are the pioneers in serving this target population as a housing provider and recognize how individuals in this age range must be served differently. Thanks to our efforts alongside other tireless advocates, there is now a more direct, effective path through the Orange County CES for TAY youth in need of housing.

Our Programs

Overview

We serve unaccompanied homeless and at-risk youth up to their 25th birthday. Our ongoing mission is to end the cycle of youth homelessness. The foundation of our work is based around the national organization's pillars of support: Street Outreach, Outreach Centers, Mentoring and Housing. However, each chapter is given the flexibility to nimbly address local issues specific to the needs of the communities they serve. In Orange County we do this through two main programs: the Roadmap to Success (RMTS) and the Journey to Self-Sufficiency (JTS). We also provide supplemental programs, including WeDeliver, STEM, Entrepreneurship, and OC Colleges. Each of these programs provides a crucial service to our youth through basic needs support, mentoring, continuing education, financial awareness and planning for the future.

Roadmap to Success

The Roadmap to Success (RMTS) program is an in-school or after-school program to support the at-risk (McKinney-Vento) youth ages 12-18 in the Orange County school systems. We work with this population to provide basic needs, school tutoring support, life & job skills workshops, financial awareness, career counseling and mentoring to build trust and loving, caring relationships with our youth.



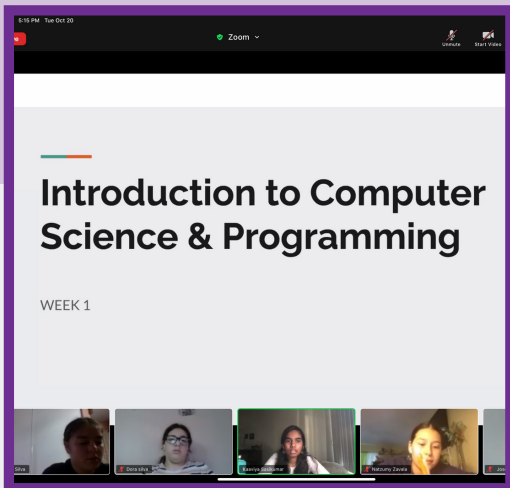
Journey to Self-Sufficiency

The Journey to Self-Sufficiency (JTS) program is a five-stage process of helping homeless youth ages 18-24 move from surviving to thriving. The program starts with providing basic needs support (food, housing, etc) and then providing employment readiness training, mentoring, financial awareness, and ultimately graduation from the program. The ultimate goal is to give our youth the skills and confidence to stay stably housed for the long term. Throughout the program, our youth are supported by a team of staff and volunteers that build trusting, caring, loving relationships with them and love them until they can love themselves.



WeDeliver Program

The WeDeliver program is a food, supply, and home essentials delivery system that all of our youth can access to help them get the proper nutrition and fulfill their basic needs. This program was launched in May 2020 to provide an extra layer of support for our youth and their families during a very uncertain time. WeDeliver has become a permanent staple of our services run primarily by food pantry and delivery volunteers.



STEM Program

The STEM (science, technology, engineering, math) program is geared to our school-aged youth ages 12-18 as a way to raise awareness of STEM-related fields and the real-world job and career opportunities that are typically not well understood at this age. We bring in STEM professionals to execute modules on individual disciplines and work directly with the youth on concepts and actual projects to promote learning.

Entrepreneurship Program

The entrepreneurship program is meant to awaken the possible entrepreneur in many of our youth. We put our youth through a semester-long course where they learn all of the steps to start a small business. We work every step of the way to walk them from the concept phase through planning, pitching, and launching their own business.



OC Colleges Project

The OC Colleges Project works with all post-secondary schools in the county by supporting their existing student services department. The main focus is to offer students who are housing insecure with the support to meet their basic needs, reach housing stability and provide them with referrals, mentorship and access to direct links to resources on campus.

2025 Vision: Our

By focusing on the following five areas by 2025 we plan to...

- ★ Reach 1000 youths per year, including program enrollment of 660 youth.
- ★ Maintain a 90% success rate for enrolled youth sustaining stability.
- ★ Raise \$2,200,000 to improve programs and expand impact.

We believe we can harness the lessons we learned this past year to strategically work through these **five focus areas** and maximize our impact in Orange County by the year 2025.

1

Program Services

We envision supporting 660 youths and reaching 1000 through:

- Providing services in all Orange County cities through office space, partnerships, and government alliances.
- Supporting the top five neediest school districts in terms of McKinney-Vento population in Orange County.
- Supporting all Orange County community colleges, CSU-Fullerton and UC-Irvine.



Housing

We envision housing 500 youth annually through these channels:

- Third Party Transitional and Permanent Housing
- Host Homes Program for College Students
- StandUp for Kids Owned/Managed Housing

2

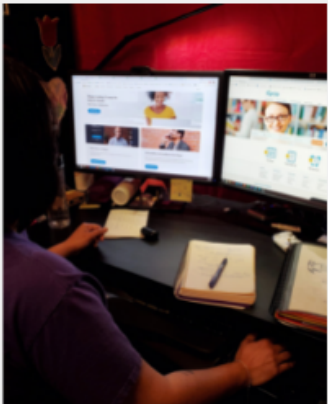
Five Focus Areas

3

Fundraising

We envision fundraising \$2.2 million by the year 2025 through:

- Special Events
- Private & Public Grants
- Individual Donations
- Corporate Donations
- Social Enterprise/Retail



Operations

We envision improving systems & processes by:

- Investing in technology to make tracking of youth progress and outcomes more streamlined.
- Improving volunteer systems to increase capacity and retention.
- Expanding where we work to strategic physical locations in South, Central, and North Orange County.

4

Communications & Relationships

We envision strengthening outreach and advocacy through:

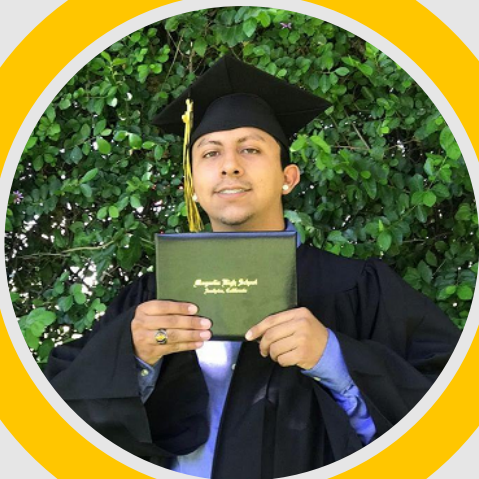
- Securing government advocates at all levels of government.
- Securing influential celebrity ambassadors.
- Strengthening our storytelling and systems for outreach and content creation.



5

Youth Spotlight

Hear Directly From the Youth You Support



Ernie

"I can always come here knowing that they'll have my back for whatever I need."

Ernie is appreciative of StandUp for Kids because of the resources provided that he normally would not have because of his circumstances. Ernie has come so far and recently graduated high school! He envisions himself in the role of an electrician and is planning to shape his academic career towards that path.

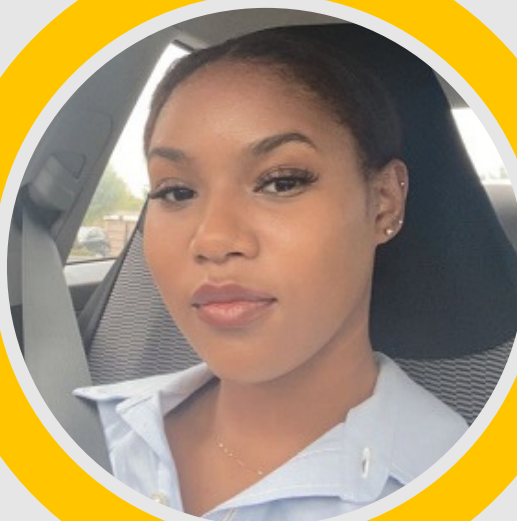
Isaac



"If I can do it, anyone can do it."

Isaac is 23 years old and recently started his career as a welder. He is currently working with his case manager to enroll in the StandUp for Kids' housing program with the goal of moving out of transitional living and into a permanent place of his own.

Meeka



"StandUp for Kids got me back to being motivated."

Meeka is 20 years old and contacted StandUp for Kids to find stability. Since reaching out, she's found a house to live in with kind roommates and plans to remain there for at least another year.

Government Partnerships

A Key to Creating Change for Homeless Youth in Orange County



As an organization that has worked in Orange County for the past 18 years, we intimately know the population of homeless youth that we support. We know what they need to become self-sufficient. We have made a renewed goal of building relationships with government officials and agencies to support our youth and promote legislation that helps our mission in the community.

Leveraging our connections to work with officials in the U.S. Congress, California State Assembly and Senate, county leaders, and city leadership, we are learning from each other's perspectives to find solutions within the push and pull of these governing bodies.



We are also focused on supporting, finding, and creating meaningful legislation at all levels of government. Key lobbying organizations, such as John Burton Advocates for Youth and Schoolhouse Connection, advocate for at-risk and homeless youth by helping us locate local and national legislation.

StandUp for Kids was built on meeting our youth where they are: on the streets. Being at the table at the highest levels is crucial to systemic change and we are doing all we can to make sure our communities are safe and supportive for young people to have a high chance at success.

Our Team

A big thank you to our Orange County team consisting of 12 staff members, 15 local advisory council members, and the 140+ active volunteers for giving their time and hearts to the at-risk and homeless youth we serve. Together we continue to work toward a future where we end the cycle of youth homelessness.



Supporter Spotlight

StandUp for Kids would be nothing without the donors (including our beloved Advisory Board) that give our organization the life to prosper. Here are some of the most impactful, recent supporters.

PLATINUM DONORS

Flourish Arbonne
Foundation

Anaheim Community
Foundation

Seabreeze
Management
Company

Kevin B Jones

GOLD DONORS

Var Fox

Joe Perricone

Charitable
Ventures

Ted & Kat Quinn

Impact Giving

City of Irvine

City of Huntington
Beach

City of Anaheim

Walmart

Carmax

SILVER DONORS

City of
Mission Viejo

Orange Coast
Unitarian Universalist
Church

Saddleback
Valley Elks Lodge

Imperial
Sprinkler Supply

AT&T Pioneers
De Anza Chapter

Kevin Bland

Susan Dudas

Dhont Family
Foundation

Main Electric
Supply Co

KOS
Naturals

Umpqua Bank
Charitable Foundation

Charles
Hedges

Norman
Bennett

Roberta
Sleiman

BRONZE DONORS

Justine
Palmore

Kim & John
Severini

Vishal & Raakhi
Masani

Chris
Chudacoff

Carolyn
Zainer

Leigh
Sentenac

Gordon & Yvonne
Thulemeyer

United Healthcare
Services Inc

Western
Digital

Anna
McCarthy

Rajendra
Kadam

Moms Against
Poverty

Kenneth
Chon

Advisory Board 2020



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Ted Quinn
Emily Fuentes
Carolyn Zainer

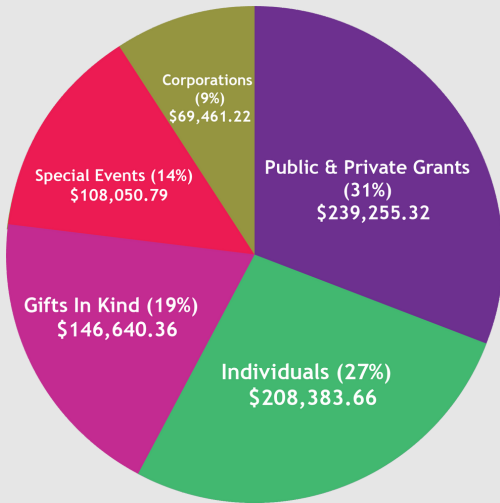
Shalu Vagadia
Cyndie Borcoman
Trish Coury
Johanna Demers
Melissa Costello



2020 Financial Activity

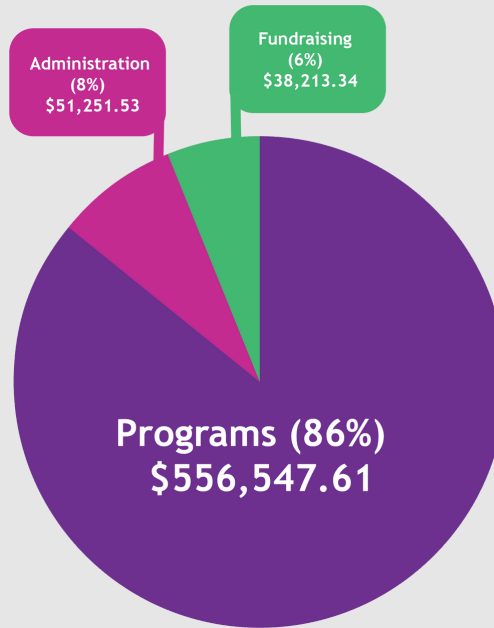
Statement of Activities

Contribution Sources



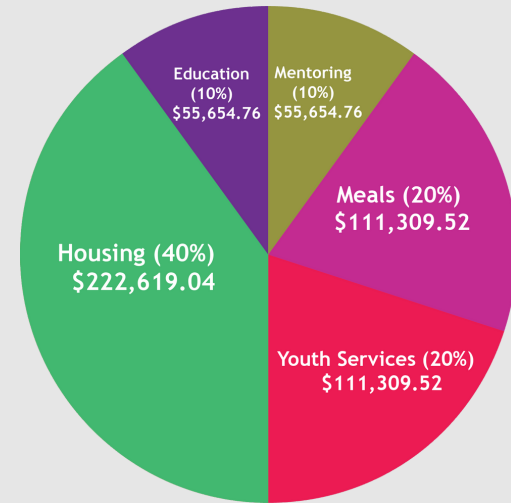
Total Contributions
\$771,791.35

Expenses



Total Expenses
\$646,012.48

Program Expense Breakdown



Total Program Expenses
\$556,547.61

Total Assets (Year End 2020): \$452,841.71

Champions for Youth



An additional thank you to our Champions for Youth Monthly Givers! Our program would not be possible without your support. Together all of you are helping end the cycle of youth homelessness, one youth at a time.



Long-time Donor
Linda Wilkie



Staff Member
Denisze Zermeno



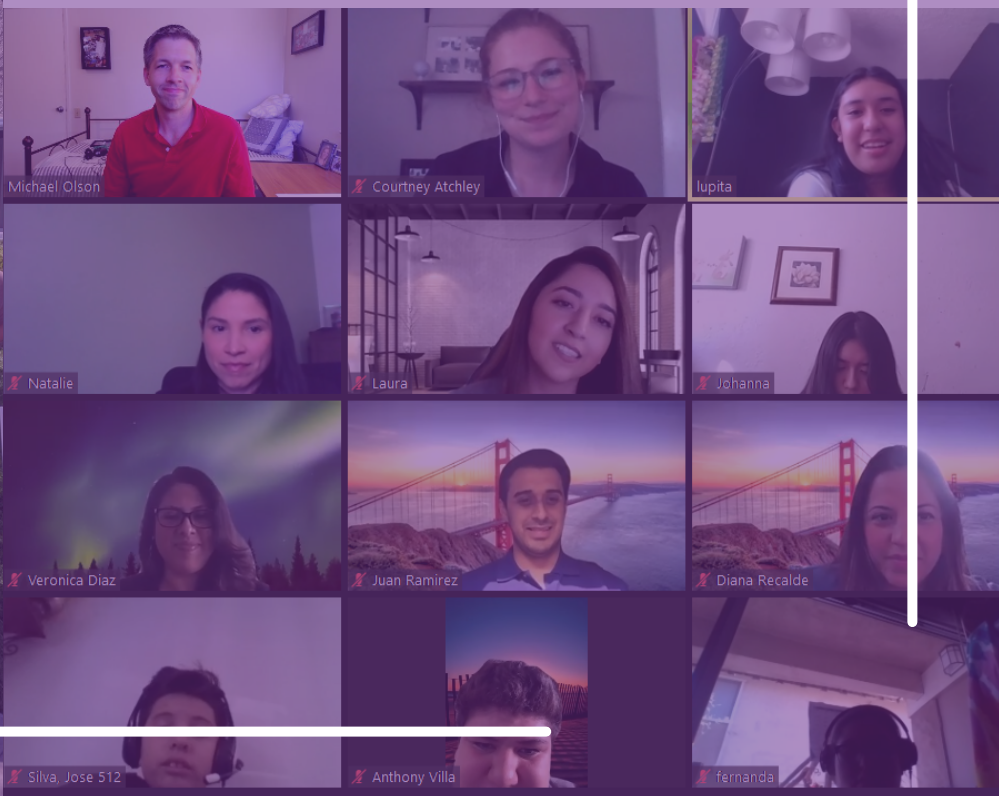
Advisory Council
Stephanie Schneider

Here are just a few!



StandUp for kids

ORANGE COUNTY



About StandUp for Kids

We are unique in providing comprehensive services and a sense of belonging to end the cycle of youth homelessness for youth ages 12-24.

Standing Up for Kids For 30 Years

Thank you sincerely for your support of StandUp for Kids. Please share our message and mission with any individual, company, group, or entity that may be interested.

StandUp for Kids - Orange County
PO Box 14398 Irvine, CA 92623-4398

Email: orangecounty@standupforkids.org

Phone: 714-356-5437

Website: www.standupforkids.org/orangecounty

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