

# PULSE



SPRING 2021 | FIRST EDITION

**STAYING  
FOCUSED**

**DURING COVID-19  
HARDSHIPS**

**DRIVING  
CHANGE WITH  
KIA MOTORS**

*Raising Hope,  
Raising Funds*

**WELCOMING  
WORDS FROM  
OUR EXECUTIVE  
DIRECTOR**

*Celebrating  
Our Volunteers,  
Staff, and Donors*

**48HRS**

*Getting Kids Off  
the Streets*

*Rolling with  
**Reebok***



# WELCOME FROM OUR NATIONAL EXECUTIVE DIRECTOR

With the launch of StandUp for Kids' first quarterly magazine, it's an exciting time in the 31-year history of our organization. What you have before you has been a labor of care and generosity, contributed by many talented people who have donated their time to help our organization end the plight of youth homelessness in America.

The youth we serve are at the heart of Pulse. Their stories are the ones that will give hope and offer inspiration. It's also a place to create awareness and celebrate our committed volunteers, staff, and donors.

We hope you enjoy what you read and are encouraged to become involved in our lifesaving mission: to end the cycle of youth homelessness.

**GREG SMITH**  
National  
Executive  
Director

## 2020 IMPACT

For more than 31 years, StandUp for Kids has been leading the fight in the cause of homelessness. As a testament to our resilience, we were able to re-set and find ways to continue to serve our kids during the most challenging 12 months in the recent history of our country. In 2020, we provided more food support than ever before.

Last year, we reached thousands of homeless and at-risk young people across the country through street outreach, mentoring, and housing support. This would be something to celebrate in any year, but to accomplish these things in a year like 2020 is truly remarkable. It is also a reflection of supporters like YOU who continue to believe in and support our empowering work with the most vulnerable youth in our communities.

In 2020, you changed lives by standing with the homeless youth in our communities and envisioning a different reality together—where brokenness is replaced by wholeness and families can thrive.

STREET & OUTREACH  
CENTER TOUCH POINTS

9,914

INVESTING IN **OUTREACH**

MEALS PROVIDED

32,801

LIFE-GIVING **RESOURCES**

VOLUNTEER HOURS

32,947

INVESTING IN **CONNECTION**

KIDS IN MENTORING PROGRAMS

2,320

INVESTING IN **EDUCATION**



# FOUNDING CHAPTER SPOTLIGHT SAN DIEGO

Thirty-one years ago, a small group of volunteers in San Diego noticed a bunch of teenagers around a dumpster. They were climbing in and out, and they just thought: "Well, teenagers are kind of goofy." A few weeks later, those same volunteers saw the same bunch of kids in the dumpster... and they realized the kids were looking for food, in one of the richest countries in the world.

In the decades since, StandUp for Kids has grown from this one story in San Diego to a strong and passionate national organization of committed staff and volunteers: people who realize that – one person at a time, one life at a time – they have the power to tell young people that we care about them. Terilyn Burg was one of those original volunteers and continues to stand up for San Diego teens, now as the Executive Director of our San Diego chapter.

When the pandemic hit, there was a rush to house 8,000 homeless San Diegans to prevent the virus from spreading. StandUp for Kids did not shut down, and the word passed rapidly when kids found out we were still there for them. This is important, because Terilyn knows that thirty-one years later, there are more kids on the streets than ever before.



*"StandUp for Kids-San Diego is like the light at the end of a tunnel; providing a glimmer of what is possible, a pathway of hope for our kiddos who are striving towards a safe and successful future/life."*

-Terilyn Burg

# KIA MOTORS SHINES A LIGHT ON HOMELESS YOUTH

Kia Motors America became a new and game-changing partner with us in 2020. They selected StandUp for Kids as one of three recipients of a major gift and used their national platform to highlight our work. Inspired by the stories that were shared during their Yards Against Homelessness Super Bowl appeal, Kia announced another donation to organizations working in youth homelessness, including StandUp for Kids. Thank you, Kia Motors America, for doubling your donation to help keep our homeless youth safe. StandUp for Kids is grateful for your continued support, and for shining a light on the work we and others are doing to end youth homelessness.



Kim Sisson →

## A GROWING PASSION PAYS OFF

Kim Sisson started with StandUp for Kids in 2007 and has been the volunteer Executive Director of our Tucson chapter since 2016. She has a passion for mentoring and providing stability and support to the youth we serve by processing the challenges experienced due to unstable housing. In addition to her ED responsibilities, Kim is now working in a part-time National Chapter Development role, supporting chapters who are rebuilding, and recruiting and onboarding new chapters around the country. She already has recruited and trained new Executive Directors in Miami, Twin Cities, and Detroit.

*Here we grow!*



# 4.2 MILLION

YOUTH AND YOUNG  
ADULTS EXPERIENCE  
SOME FORM OF  
HOMELESSNESS  
EVERY YEAR IN THE  
UNITED STATES

Our work is about more than providing for important basic needs. It is about empowering young people to see a future that seems unclear from their current circumstances—where they have moved from surviving to thriving.

YOU CAN BE A PART  
OF OUR STORY

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

Source:  
National Network for Youth  
[www.nn4youth.org/learn/youth-homelessness](http://www.nn4youth.org/learn/youth-homelessness) (based on  
Missed Opportunities: Youth Homelessness in America,  
Chapin Hall at the University of Chicago, November 2017)

## MICHELE HUNTZINGER INTEL INVOLVED GLOBAL HERO OF THE YEAR

True leadership is a service and there is power in that giving: to help inspire and motivate people to their highest potential. StandUp for Kids is full of passionate servant-leaders, and we are delighted when they receive much-deserved recognition for that work. Michele Huntzinger has served as the Executive Director of our Silicon Valley chapter for six years, while working full-time as a project manager for Intel in their Trademarks and Brands Group. In 2020, Michele was recognized as the Intel Involved Global Hero of the Year and received a grant of \$10,000 for StandUp for Kids-Silicon Valley. She was also feted at Intel's Legends & Luminaries event celebrating top employees' achievements each year. Michele dedicates nearly 100 hours of her time each month to her role as Silicon Valley ED, managing more than 50 volunteers and the operations of our San Jose drop-in outreach center, all the while working to bring meaningful resources directly to youth through street outreach and mentoring programs.

**CONGRATULATIONS, MICHELE,**  
on this fabulous recognition of your dedication  
to StandUp for Kids and the youth we serve!



*"They need us.  
If we don't do  
this, they will  
have nobody.  
They're my kids."*

-Michele Huntzinger

## ROLLING UP SLEEVES. ROLLING WITH REEBOK



Last November, in recognition of National Homeless Youth Awareness Month, Reebok partnered with StandUp for Kids to provide funding and resources to support our work. Just before Thanksgiving, Reebok joined forces with WNBA veteran Tamera Young, who visited our StandUp for Kids-Atlanta chapter to meet with high school athlete volunteers, one of which is a StandUp for Kids mentee, and help sort Reebok shoes to be donated through our youth outreach initiatives. In late January we learned that Jada, one of the student-athletes who helped with that event, received a two-year basketball scholarship with a full academic

ride to an accredited college in the Midwest. Coupled with that award, and having supportive coaches, being part of our Atlanta school mentoring program was instrumental in helping Jada achieve her goals.

***We are so grateful to Reebok for supporting our efforts on behalf of some of the most vulnerable children in our communities. Thank you, Ty, for visiting our Atlanta chapter and rolling up your sleeves to help. The young athletes you met – including Jada – were inspired by you!***



*"This truly means a lot to me. Being in a space where I'm able to have the resources to give back. Making sure people are feeling the importance of themselves. It's always important to me."*

- Ty Young

#KEEPITUP  
#ENDTHECYCLE



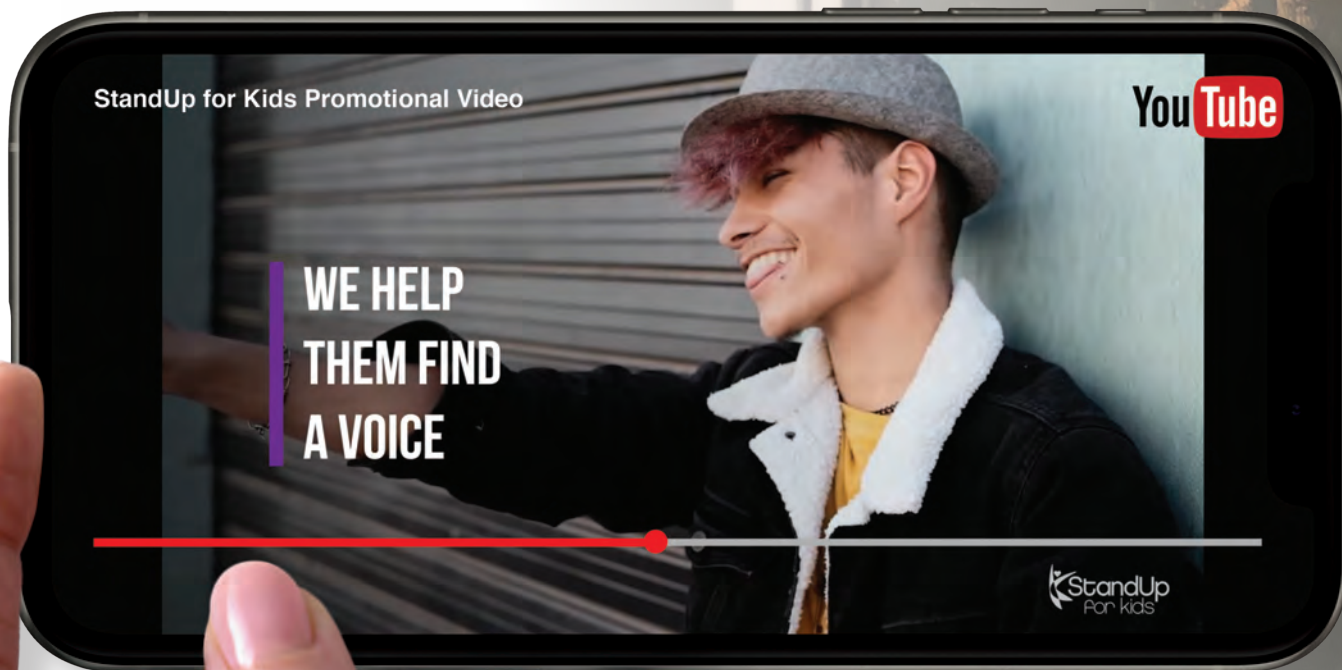
# KEEPIN' IT SOCIAL

Keep up to date and join the conversation by following our National and local chapters on your favorite social media platforms.



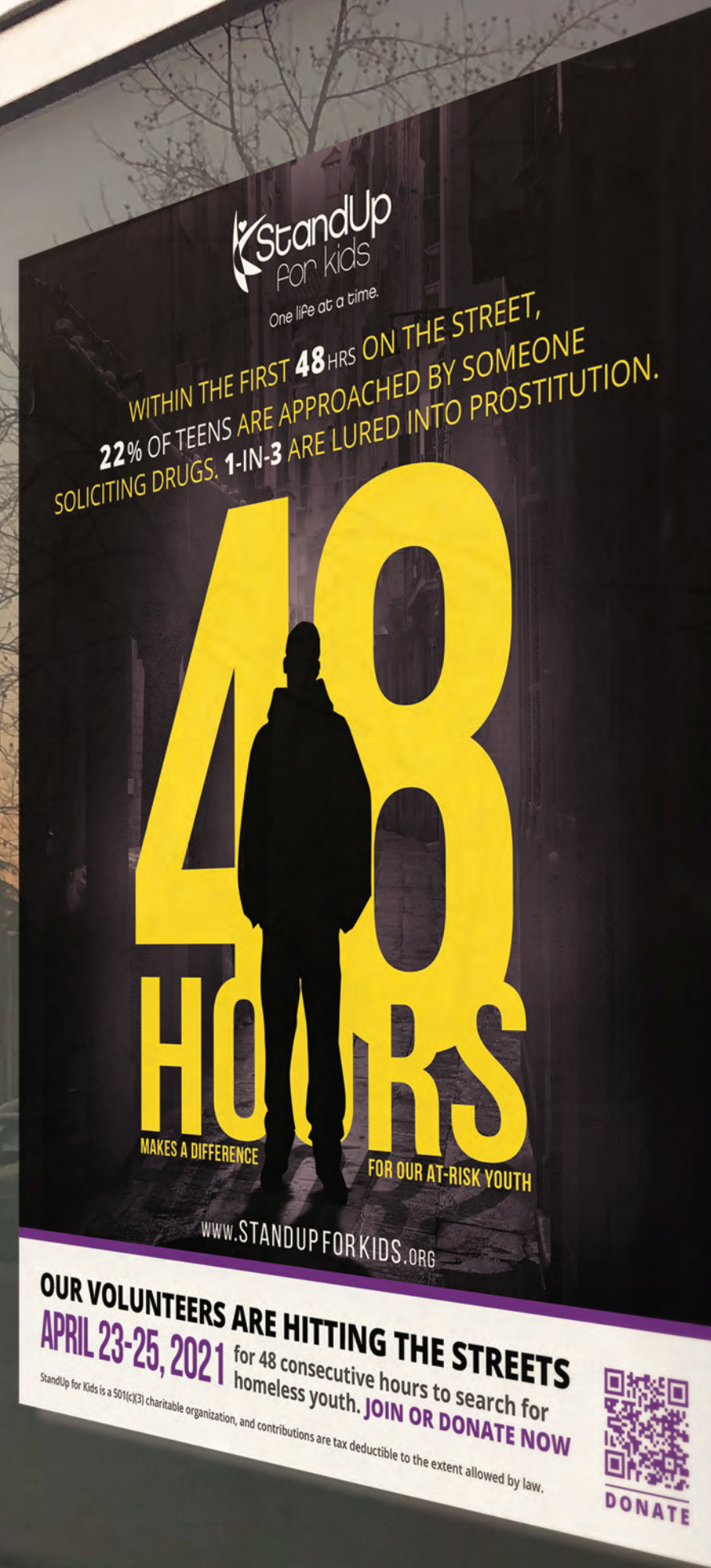
WATCH NOW

StandUp for Kids sponsored a premiere of the documentary, American Street Kid, and hosted a live Q&A with featured youth and the filmmakers.



WATCH NOW

In February, StandUp for Kids premiered a new promotional video to highlight our values and accomplishments.



## PUBLIC SERVICE CAMPAIGN

WITHIN THE FIRST **48HRS** ON THE STREET, **22% OF TEENS** ARE APPROACHED BY SOMEONE SOLICITING DRUGS. **1-IN-3** ARE LURED INTO PROSTITUTION.

On the last weekend in April, StandUp for Kids volunteers across the country will hit the streets for 48 consecutive hours in search of homeless and at-risk kids, between the ages of 12 and 24, to distribute food, clothing, hygiene products, resource information, and referrals. It's all part of StandUp for Kids' annual "48 Hours on the Streets" public service campaign, aimed at elevating awareness of youth homelessness and the dangers typically faced in the first two days without shelter, as well as increasing volunteers and donations.

## FOLLOW US





# WHAT'S NEW



LAURA ANN SMITH  
CHAIR



MARIA VERASTEGUI  
VICE-CHAIR



KELLY FIELDS  
SECRETARY



CATHERINE BALLOWE  
TREASURER

## FEMALE LEADERS AT THE HELM AS WE CELEBRATED WOMEN'S HISTORY MONTH

We're proud to celebrate the vital role women play in American history by announcing an all-female executive committee. This change in leadership advances our mission, bringing diversity, different perspectives and strong backgrounds to our Board, and represents what is culturally needed today.

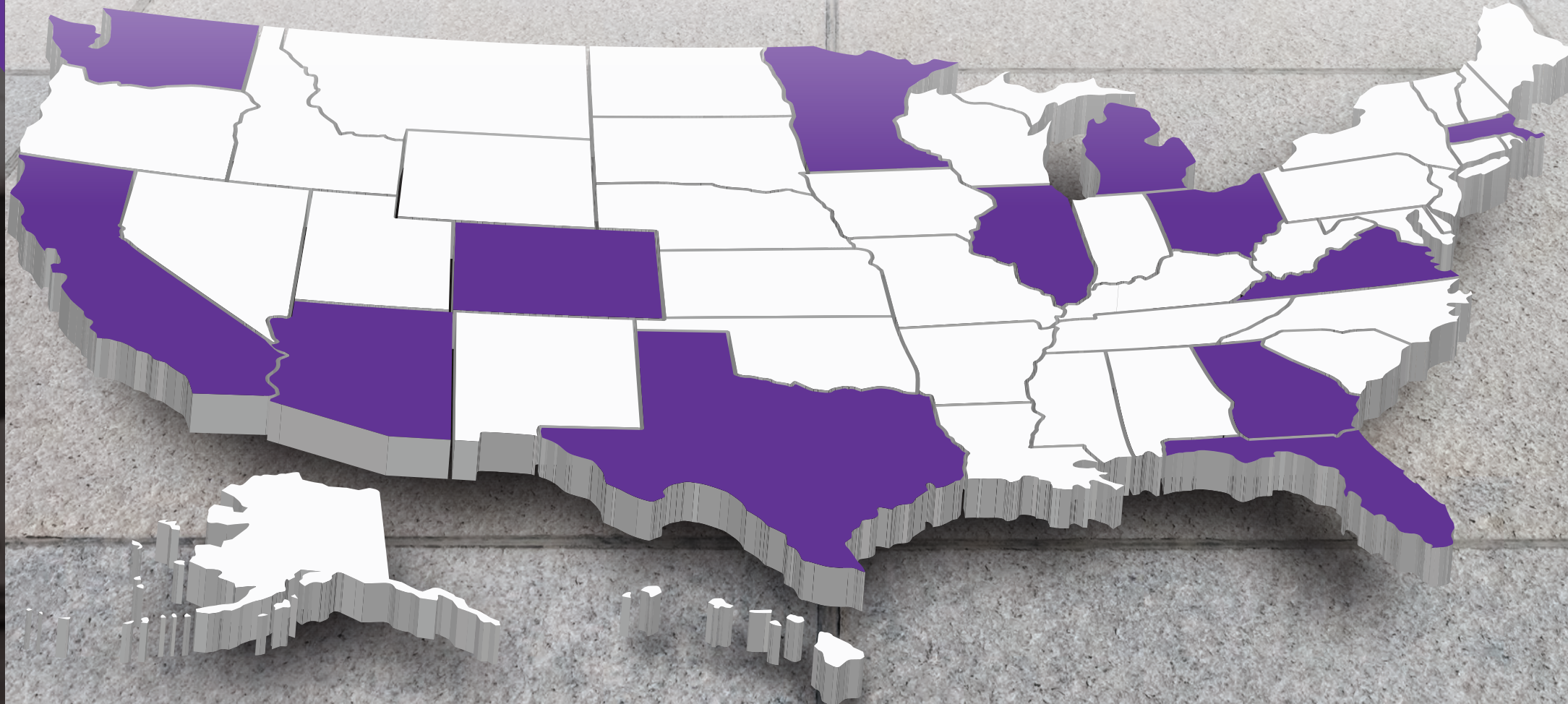


PRESS RELEASE

# ALWAYS GROWING. MAPPING OUR PROGRESS.

Our doors are open to the nation's homeless youth in 20 locations nationwide

TO DONATE, CREATE A MEMORIAL, OR PARTNER WITH US:  
1-800-365-4KID (1-800-365-4543)



**ARIZONA**  
Tucson

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

**COLORADO**  
Denver

**FLORIDA**  
Miami

**GEORGIA**  
Atlanta

**ILLINOIS**  
Chicago

**MASSACHUSETTS**  
Worcester

**MICHIGAN**  
Detroit

**MINNESOTA**  
Twin Cities

**OHIO**  
Cleveland

**TEXAS**  
Houston  
San Antonio

**VIRGINIA**  
Hampton Roads

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

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

# WHO WE ARE

StandUp for Kids is a national non-profit organization dedicated to ending the cycle of youth homelessness in local communities like yours. Since 1990, we have cared for homeless and at-risk youth by transitioning them from crisis to connection. We give our youth a sense of safety, hope, and belonging through housing support, mentoring, drop-in centers, and street outreach.

## OUR MISSION

Ending the cycle of youth homelessness. We do this in cities across America, 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.

## CONTACT US

**El Cabrel Lee**  
National Director of Development  
elee@standupforkids.org

**National Office**  
200 Nelson Ferry Road, Suite B,  
Decatur, GA 30030





*"Every day our staff and volunteers work to build relationships with vulnerable youth, affirming their worth and showing them an alternative future."*

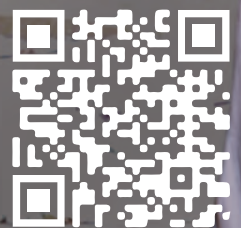
**- Laura Ann Smith**  
National Board Chair

One life at a time.

**DONATE**

**VOLUNTEER**

**TALK ABOUT IT**



**DONATE NOW**