



**MAKING A  
DIFFERENCE**

# 2024 **ANNUAL REPORT**

CONNECT

FUEL

GUIDE

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

# Letter from our Executive Director

For 35 years, we've had the honor of serving young people facing homelessness. What began with simple street outreach—offering kindness and basic needs—quickly evolved into building transformative relationships and providing vital resources. Our mission's incredible reach is a testament to the over ten thousand volunteers who have collectively made our impact possible.

Beyond providing basic needs like food and hygiene, our staff and volunteers now extend their unwavering support through drop-in centers, library programs in at-risk communities, and vital partnerships that strengthen collective care. Coast to coast, we enter schools to mentor vulnerable youth, encouraging them to stay in school and complete their education. The most rewarding aspect of our work is witnessing young people reshape their lives, opening doors to stable housing.

Every week, we challenge ourselves to innovate, always striving to be the crucial link that helps a young person break the cycle of homelessness. Thirty-five years of service embodies hope, transformation, and an unyielding promise: no young person left behind on our watch.

To our incredible supporters, staff, volunteers, and partners: your belief has made all of this possible. And to the young people we serve: their strength and perseverance are a constant inspiration. Here's to the next 35 years of building brighter futures, together.



**Kelly Fields**

Executive Director,  
StandUp for Kids

## Letting these kids fall through the cracks?

At StandUp for Kids, we won't stand for that.





## Making a difference coast to coast.

Our 2024 metrics tell a story of resilience, collaboration, and progress. They reflect not only the numbers but the lives behind them—young individuals who have found stability, discovered their potential, and taken steps toward a promising future. Through innovative programs, dedicated partnerships, and the unwavering support of our community, we continue to tackle the complex challenges facing youth experiencing homelessness.

## OUR IMPACT

*In 2024, we provided:*

**31,471** VOLUNTEER  
HOURS

This incredible contribution of time and dedication from our volunteers allowed us to extend our reach and make a lasting impact on the lives of youth experiencing homelessness.

**69,464** NUTRITIOUS  
MEALS

We served thousands of meals, ensuring that no youth in our programs went hungry and had the energy needed to pursue their goals.

**7,966** NIGHTS OF EMERGENCY  
SHELTER

Each night provided a safe space and peace of mind for youth in crisis, giving them the stability to begin rebuilding their lives.

**2,855** YOUTH NEW TO  
OUR PROGRAMS

We welcomed nearly 3,000 youth into our community, offering them hope, resources, and support for a brighter future.

**1,639** YOUTH  
MENTORED

Our dedicated mentors guided and inspired these young people, helping them navigate challenges and realize their potential.

**952** YOUTH IN MAINTAINED  
HOUSING

Thanks to our housing programs and ongoing support, hundreds of young adults have found and sustained stable housing, breaking the cycle of homelessness.

**100%** HIGH SCHOOL  
GRADUATION RATE

Every mentored youth in our programs overcame barriers to achieve their diploma, showcasing the transformative power of guidance and support.

*Our success depends on your support*

# 35 Years of showing up

## Building resources and filling a need

For 35 years, StandUp for Kids has been a steadfast presence for those who are too often overlooked—the youth who face unimaginable struggles simply to survive. These are the kids who have slipped through society's cracks, not because they failed, but because of circumstances beyond their control. This timeline chronicles our journey: three and a half decades of unwavering dedication to showing up for vulnerable youth, meeting them where they are, and empowering them to build a brighter future.

# 1990-2005

### STREET OUTREACH & FOOD ACCESS

**Founded in 1990  
in San Diego  
with a small  
group of  
volunteers**

**Opened new chapters  
in Hampton Roads, VA,  
Denver, CO, and Kitsap  
County, WA**

**Launched our  
toll-free hotline**

**Started programs  
& chapters in  
Worcester, MA,  
San Antonio, TX,  
Cleveland, OH,  
Silicon Valley, CA,  
and Chicago, IL**

**Partnered with National  
Runaway Hotline and  
National Alliance to End  
Homelessness**

**Launched chapters in  
Washington, DC, Oceanside,  
CA, Orange County, CA,  
Houston, TX, Atlanta, GA,  
and Tucson, AZ**

**Switchfoot  
first annual  
Bro-Am  
concert  
partnership**



# ...and still going.

## Building lasting relationships

At StandUp for Kids, we refuse to look away. Every day, our volunteers across the country take a stand—with compassion, commitment, and respect—to ensure no child must face these battles alone. Through these milestones, we celebrate not just our history, but the countless lives touched and transformed by the collective spark of hope, care, and action.

# 2006-2025

SCHOOL MENTORING  
& HOUSING SUPPORT

**National Homeless Youth Awareness Month declared by Congress. Jewel testified on behalf of StandUp for Kids in favor of the initiative.**

**Virgin Unites provides funding for 1<sup>st</sup> program Executive Director**

**NFL players feature StandUp for Kids in their Cleats for a Cause campaign**

**Northwestern University chooses StandUp for Kids as the beneficiary of their major dance marathon fundraising initiative**

**Kia Motors chooses StandUp for Kids as a beneficiary of their Super Bowl campaign, Yards Against Homelessness**

**Alpha Xi Delta chooses StandUp for Kids as a national impact organization for their Kindly Hearts philanthropy initiative**



*Our success depends on your support*



# How we StandUp



## Youth Outreach

**Every day, we step into places where young people are fighting to survive.** Through compassionate outreach, StandUp for Kids meets them where they are—no judgments, no barriers, just care. We listen to their stories, connect them with vital resources, and let them know they're not invisible. Our message is simple: "You matter. We're here for you."

**A safe place to sleep should be a given. For too many young people, it feels out of reach.** At StandUp for Kids, we work tirelessly to provide housing solutions that restore dignity and security. Whether through emergency shelter, transitional housing, or help finding a permanent home, we ensure every young person has a foundation to rebuild their future.



## Housing Support



## School Mentoring

**Every young person deserves a champion—someone to guide, encourage, and believe in them.** StandUp for Kids mentors are that someone. By forming trusted relationships, they offer stability, hope, and the tools youth need to navigate life's challenges. With every conversation and shared moment, we plant seeds of confidence and resilience.

**Hunger shouldn't be part of a child's story. Yet, for many, it is.** That's why StandUp for Kids prioritizes food access, ensuring every youth we encounter has the nourishment they need. From warm meals and snack packs to essential groceries, we provide sustenance that goes beyond the physical—it's a reminder that someone cares.



## Food Access

**How can you StandUp?**

[StandUpForKids.org/How-To-Help](https://StandUpForKids.org/How-To-Help)

# We make every dollar count, and we count on every dollar.

**Getting these kids from surviving to thriving just doesn't happen.**

It takes time, a true commitment, heartfelt dedication, and unwavering support. We are grateful for our generous 2024 donors and sponsors.



## YOUR CONTRIBUTION MATTERS.



### DONATE GIFT YOUR WAY

Individual and corporate contributions power our work. Many of our chapters also accept in-kind donations: non-perishable food, clothing, hygiene products, first aid items, bus passes, gift cards, and office supplies.

- One Time or Reoccurring
- Underwrite a Core Program
- Employer Match
- Corporate Volunteering
- Gifts in Kind
- Grants



### ADVOCATE LET'S COMBINE FORCES

We depend on the generosity of the community and businesses to sustain some of our outreach and fundraising efforts. We view our community partners as equals in our mission to end the cycle of youth homelessness.

- Sponsor an Event
- Setup Collaborations
- Team-Up for a Project
- Social Media Ambassadors



### PARTICIPATE YOUR TIME IS VALUABLE

StandUp for Kids is almost totally run by volunteers at all levels and industry backgrounds. Not only does that make us unique and strong, but we understand the importance of your time and will make you feel like a valued part of our community.

- Join a Local Chapter
- Become a Mentor
- Provide Pro-Bono Services

*Our success depends on your support*



# WE ARE STANDUP FOR KIDS



## OUR VALUES

### CARE

We stand up for every young person with compassion, meeting them where they are—without judgment, only care.

### COMMIT

We stand up with an unwavering dedication, walking alongside youth and providing the support they need.

### INSPIRE

We stand up to spark hope, offering guidance and opportunities that lead to stability and success.

### EMPOWER

We stand up to help homeless and at-risk youth, giving them support and confidence to build a brighter future.

### RESPECT

We stand up for every individual—listening, honoring their voices and treating them with dignity.



### YOUR VOICE MATTERS

Raise awareness by connecting with us on social media!

**DONATE.  
ADVOCATE.  
PARTICIPATE.**



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