



# 2020 Impact Report

*Because learning must continue.*

**UNLEASHING  
POTENTIAL**

## Caroline Mission

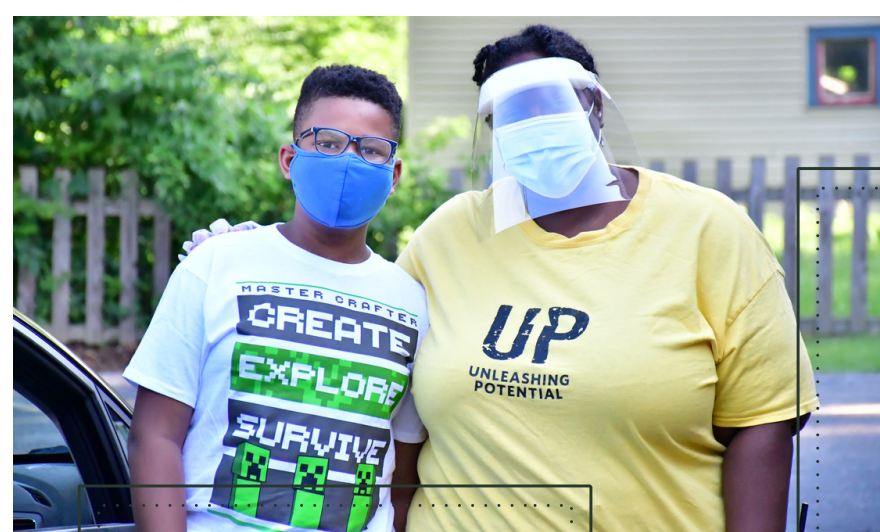
The licensed and dually accredited UP Early Childhood Education Center at Caroline Mission provides children, ages six weeks to five years, from low-income families with high-quality early childhood education and care. The services are offered on a sliding scale and include individualized development plans for each child in addition to a strong focus on parent engagement. In 2020, due to the COVID-19 global pandemic, Caroline Mission reduced the number of children served by 50% so that social distancing could be maintained. Despite the challenges, UP provided family support via wellness check-ins, drive by birthday celebrations, and virtual educational sessions. Caroline Mission also became a hub for PPE supplies for other south side childhood centers.



**87%**  
of children  
met or exceeded  
age appropriate  
milestones

**100%**  
kindergarten  
readiness  
rate

**81**  
clients  
served



**100%**  
of students  
gained or  
maintained  
essential  
life skills

**82%**  
of students  
identified, managed,  
and expressed  
emotions  
appropriately

**703**  
clients  
served

## After School

With a strong commitment to personal growth and academic success, UP After School provides after school services for elementary aged students in primarily low-income neighborhoods in the St. Louis area. Serving 11 school sites in 2020, after school programming quickly adapted to ever-changing landscape throughout the year and provided in-person and virtual services depending on the school district. To mitigate the technology divide for UP's students, families and staff, laptops and hotspots were provided. Students were also provided with an educational magazine subscription to keep them cognitively engaged throughout the summer.

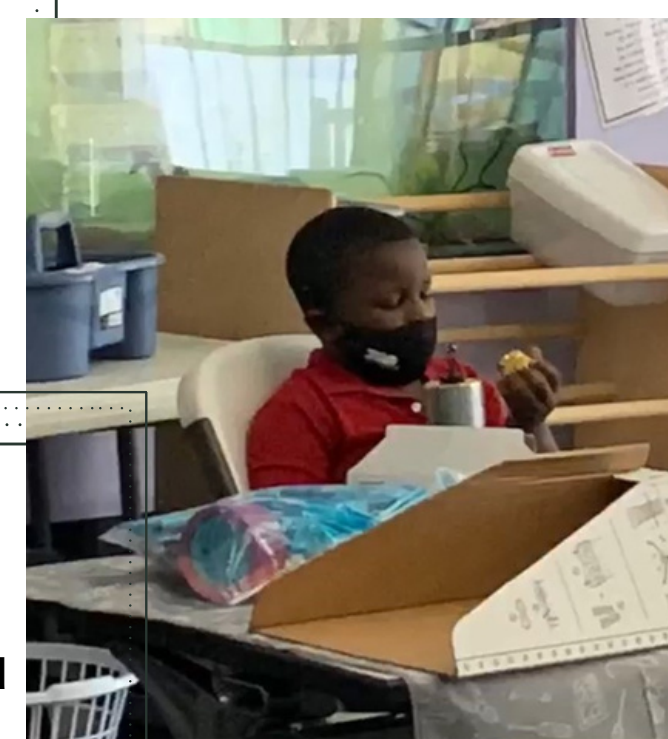
## Summer Enrichment

UP enrichment camps offer fun and enriching activities designed to provide an experiential approach to joyful summer learning. In 2020, UP held three summer enrichment camps (two in person and one virtual). Strategically located in St. Louis City and County, the camps gave children ages 5-12 opportunities for activities such as fitness, studio and performing arts, STEM, and sports - all within the context of promoting healthy social and emotional growth.

**100%**  
of students  
gained or  
maintained  
essential  
life skills

**86%**  
of students  
experienced  
a sense of  
belonging

**61**  
clients  
served



**76%**  
maintained  
or improved  
quality of life

**69**  
clients  
served

## Building Resilient Families

Building Resilient Families uses a two generational approach to serving families of our students in both the Early Childhood and School Age programs. We know that for children to be successful, their family must be stable. Building Resilient Families staff work directly with family members to provide basic needs, referrals and support. In 2020, the pandemic shone a bright light on the disparity our families were experiencing. UP responded by providing food, diapers and technology to our families in need.



# 2020 Highlights

**UNLEASHING  
POTENTIAL**

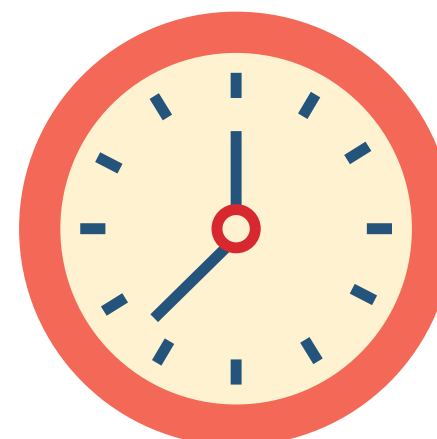


Visit from Missouri Governor Mike Parson



**914**  
total families  
and youth served

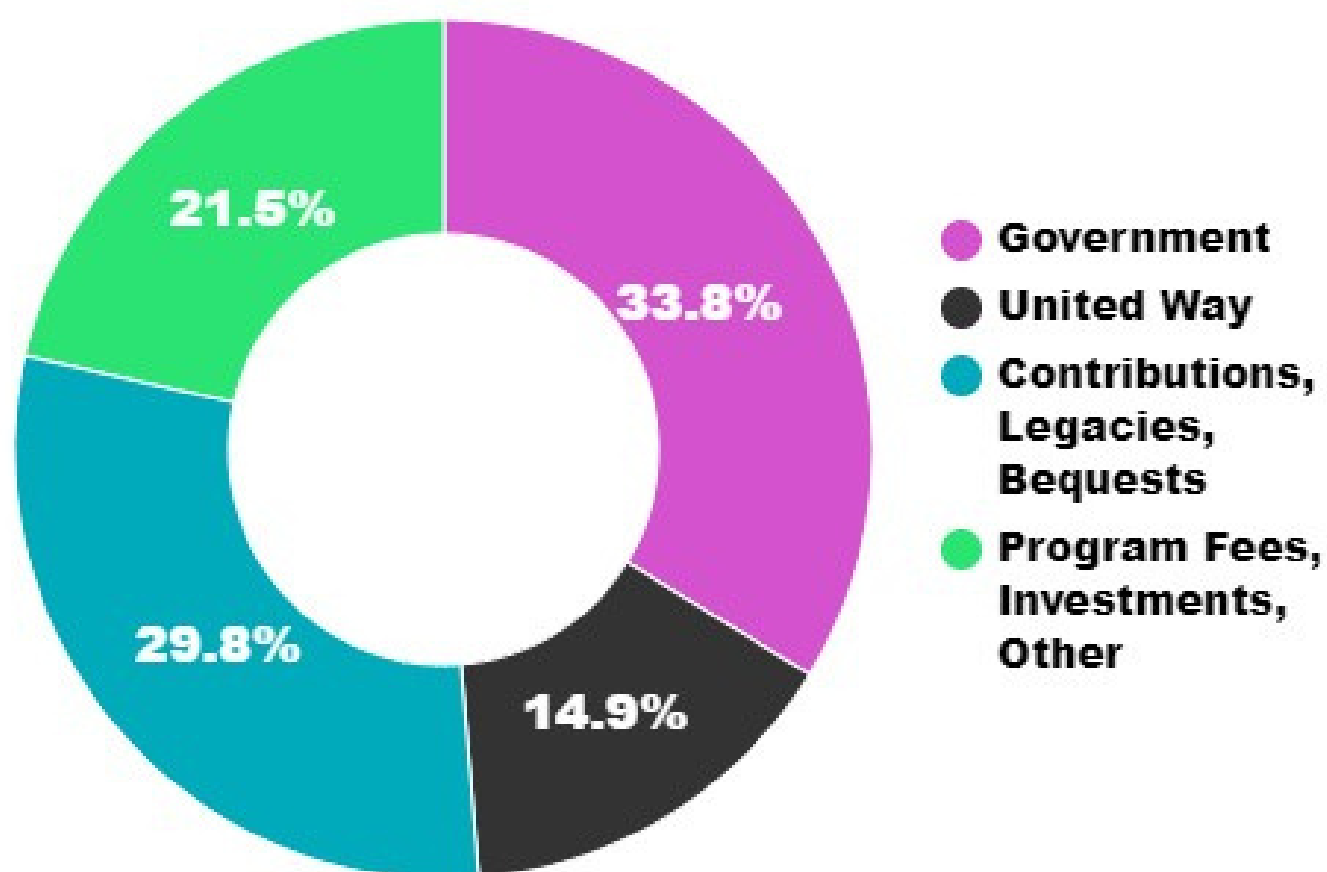
**1,196**  
volunteer hours  
in 2020



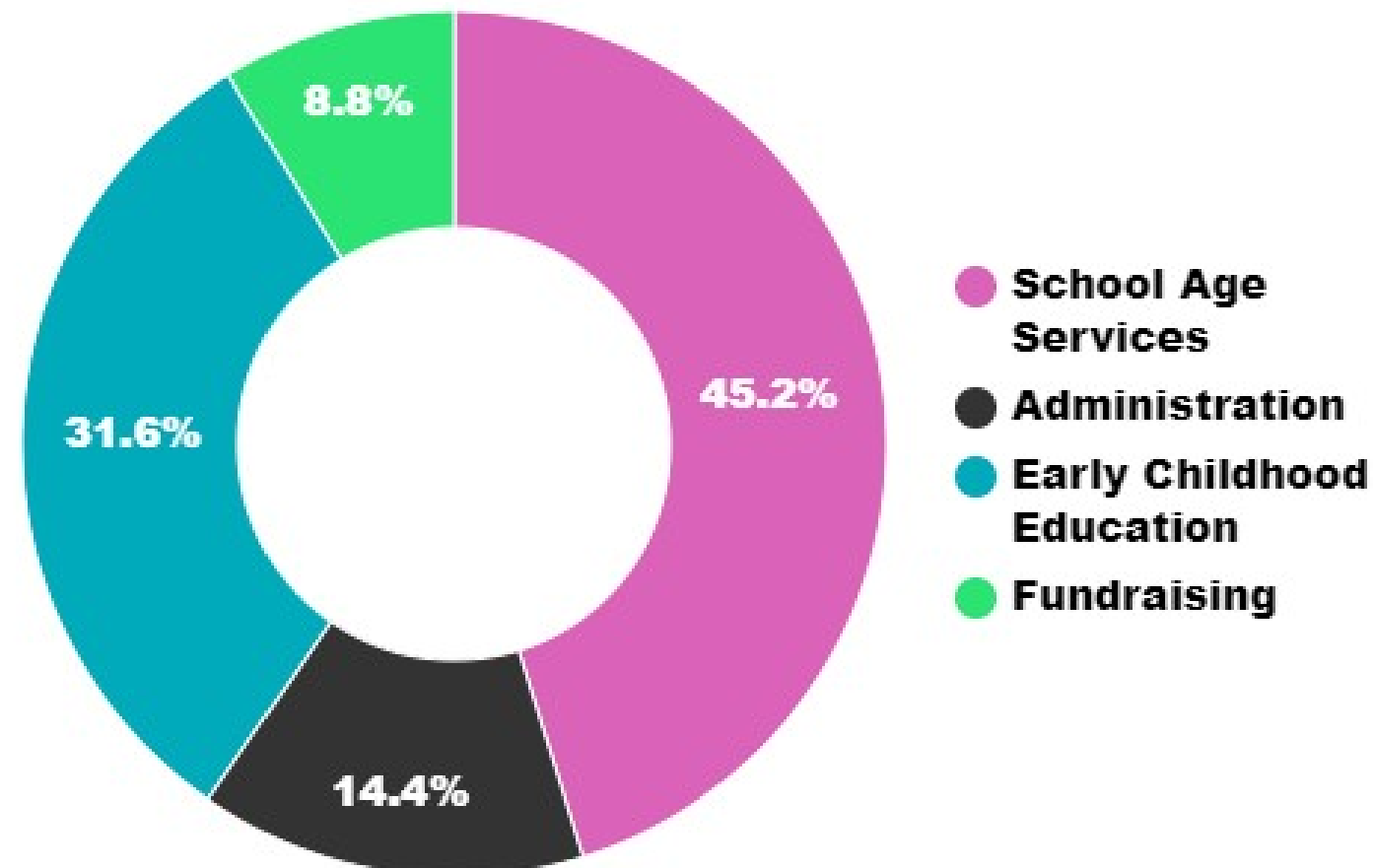
- 2020 BOARD OF DIRECTORS**
- BOARD CHAIR**  
Lynn Tiede
- CO-CHAIR**  
Rev. Patrick Chandler
- TREASURER**  
Jackie Dippel
- SECRETARY**  
Tom Stringer
- MEMBERS**  
Rev. Tom Baynham  
Suzanne Besnia  
LaKena Curtis  
Nicole Gore  
Ashley Kornegay  
Virginia Lay  
Jonathan Lee  
Amanda Meyer  
Michele Ottinger  
Jason Robison  
Jerry Walker  
Andrew J. Walshaw

## 2020 FINANCIALS

**REVENUE - \$3,415,305**



**EXPENSES - \$3,032,263**



### Mission

*The mission of Unleashing Potential is to close the opportunity gap for children and youth by building on their strengths. We create educational and empowering experiences through early childhood education, after school programs, youth development and enrichment programs.*

### Vision

*A St. Louis community where all children, youth and families live into their potential.*

### 2021 STAFF LEADERSHIP

**PRESIDENT & CEO**  
Darlene Y. Sowell

**VICE PRESIDENT OF DEVELOPMENT**  
Verletta Cole

**DIRECTOR OF EARLY CHILDHOOD EDUCATION**  
Denise Carter

**DIRECTOR OF SCHOOL AGE SERVICES**  
Gloria Hampton

**DIRECTOR OF CONTINUOUS QUALITY IMPROVEMENT**  
Karrie Simpson

### COVID-19 RESPONSE

**110**  
clients were provided with technology to bridge the digital divide

**1,828**  
clients were successfully linked with community services

**160**  
individuals received health and/or mental health care services in response to COVID-19

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