

2022 Impact Report



"I really like it here, especially the dancing."

The Need

100,000+
80,000
60,000
40,000
20,000

12%
14%
38%
35%

- St. Louis County median income is **\$70,022** - over 80% of the families we serve earn less
- St. Louis City median income is **\$43,896** - nearly 70% of the families we serve earn less
- 35% of the families we serve earn **less than \$20,000** a year

Income Disparity Leads to Gaps...

- Lack of access to Early Childhood Education programs
- Lack of access to out-of-school time programs
- Lack of access to potentially career-advancing opportunities

That's Where We Come In

The Solution

Early Childhood Education

Nurtures the whole child by designing an individualized education plan with a focus on parent involvement

- **47** students

92%

met or exceeded age development milestones

100%

kindergarten readiness

Afterschool Programs

Provides enrichment activities that integrate STEM, social-emotional learning and life skills

- **9** sites
- **599** students

86%

identified, managed and appropriately expressed emotions and behaviors

88%

experienced a sense of belonging

Summer Enrichment Camps

Offers full-day 7-week camps that integrate STEM, social-emotional learning and life skills, to support working families

- **4** sites
- **101** students

98%

identified, managed and appropriately expressed emotions and behaviors

92%

experienced a sense of belonging

Strengthening Resilient Families

Partners with families to strengthen their core foundation with sustainable resources and build stability

- **385** Individuals Served

100%

increased knowledge of community resources available

Education Experiences Empowerment



*Funders provided for **177 children** to attend a production of The Lion King at the Fox Theater*



UNLEASHING
POTENTIAL

2022 Impact Report

This Is What It Takes

...to Serve **1,132** Youth & Families



Committed Parents

We engage families with a strength-based approach, equipping them to advocate for their child's education and development.

Dedicated Staff

57 Employees

Our fearless leaders

Darlene Y. Sowell, President & CEO
Verletta Cole, VP of Development
Gloria Hampton, Chief Program Officer

Volunteers

- 82 Volunteers
- 3,416 total hours

4 volunteers donated over 350 hours!

2022 Board of Directors

Rev. Patrick D. Chandler (Chair)
Thomas Stringer (Vice Chair)
Jackie Dippel (Treasurer)
Rev. Thomas Baynham (Secretary)
Suzanne Besnia
LaKena Curtis

Nicole Gore
Ashley Kornegay
Virginia Lay
Jonathan Lee
Michele Ottinger
Jason Robison

Strong Partners



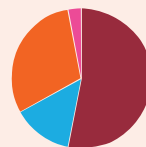
"Unleashing Potential has been around for **110 years** for a reason, and it is because we have impacted children and families all over St. Louis. We are known for providing quality experiences, care and programming for children, and then additional support for families."

-Gloria Hampton, Chief Program Officer
Outstanding Afterschool Professional Award Recipient of 2022

2022 Financials

Revenue

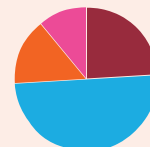
\$3,332,440



- Government **53%**
- United Way **14%**
- Contributions, Legacies, Bequests **30%**
- Program Fees, Investments, Other **3%**

Expenses

\$3,747,400*



- Early Childhood Education **24%**
- School Aged Services **50%**
- Administration **15%**
- Fundraising **11%**

* 2022 deficit reflects:

- Unrealized loss of \$159,735
- Salary adjustments to aid in staff retention and wage parity
- Timing of government disbursements

In 2022, we carried forward with our mission, helping to close the opportunity gap for children and youth by building on their strengths.

In 2023, we will continue with our vision, championing for a community where all children, youth and families live into their full potential.

**Together, we can
build this reality!**