Form **990**

** PUBLIC DISCLOSURE COPY **

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2022

Open to Public

Department of the Treasury

A For the 2022 calendar year, or tax year beginning and ending Check if applicable: C Name of organization D Employer identification number Address change UNLEASHING POTENTIAL Name change 43-0654857 Doing business as Initial return Number and street (or P.O. box if mail is not delivered to street address) Room/suite E Telephone number Final return/ termin-ated 1000 N. VANDEVENTER (314) 383-1733 City or town, state or province, country, and ZIP or foreign postal code 3,484,692. G Gross receipts \$ Amended return SAINT LOUIS, MO 63113 H(a) Is this a group return Applica-tion pending F Name and address of principal officer: DARLENE SOWELL for subordinates? Yes X No SAME AS C ABOVE Yes **H(b)** Are all subordinates included? Tax-exempt status: X 501(c)(3) 501(c) ((insert no.) 4947(a)(1) or If "No," attach a list. See instructions WWW.UPSTL.ORG J Website: H(c) Group exemption number **K** Form of organization: X Corporation Trust Association Other L Year of formation: 1913 M State of legal domicile: MO Part I Summary Briefly describe the organization's mission or most significant activities: TO CLOSE THE OPPORTUNITY GAP **Activities & Governance** CHILDREN AND YOUTH BY BUILDING ON THEIR STRENGTHS 2 if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 13 Number of independent voting members of the governing body (Part VI, line 1b) 4 110 Total number of individuals employed in calendar year 2022 (Part V, line 2a) 5 Total number of volunteers (estimate if necessary) 6 7 a Total unrelated business revenue from Part VIII, column (C), line 12 **b** Net unrelated business taxable income from Form 990-T, Part I, line 11 0. 7h Prior Year **Current Year** 3,822,959. 3,170,861. Contributions and grants (Part VIII, line 1h) 8 178,676. 255,840. Program service revenue (Part VIII, line 2g) 5,274. 6,105. Investment income (Part VIII, column (A), lines 3, 4, and 7d) 10 -34,140. -32,137.Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 11 3,400,669. 3,972,769. Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 12 7,500. 0. Grants and similar amounts paid (Part IX, column (A), lines 1-3) 0. 14 Benefits paid to or for members (Part IX, column (A), line 4) 2,303,778. 2,449,576. Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 15 16a Professional fundraising fees (Part IX, column (A), line 11e) 300. **b** Total fundraising expenses (Part IX, column (D), line 25) 998,853. 1,183,624. 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 3,310,431. 3,633,200. 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) -232,531.662,338. Revenue less expenses. Subtract line 18 from line 12 **Beginning of Current Year End of Year** 5 2,727,424. 2,729,834. Total assets (Part X, line 16) 199,132.593,808. 21 Total liabilities (Part X, line 26) 三年 528,292. 2,136,026 Net assets or fund balances. Subtract line 21 from line 20 Part II | Signature Block Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. Signature of officer Date Sign DARLENE SOWELL, PRESIDENT & CEO Here Type or print name and title Date PTIN Print/Type preparer's name Preparer's signature MINDY G. KRUEGER P01290370 Paid self-employed Firm's name RUBINBROWN LLP Firm's EIN 43-0765316 Preparer Firm's address 7676 FORSYTH BLVD, SUITE 2100 Use Only Phone no. (314) 290-3300SAINT LOUIS, MO 63105

X Yes

May the IRS discuss this return with the preparer shown above? See instructions

Pai	rt III Statement of Program Service Accomplishments
	Check if Schedule O contains a response or note to any line in this Part III
1	Briefly describe the organization's 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 (CONTINUED ON SCHEDULE O)
2	Did the organization undertake any significant program services during the year which were not listed on the
	prior Form 990 or 990-EZ?
	If "Yes," describe these new services on Schedule O.
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes X No
	If "Yes," describe these changes on Schedule O.
4	Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and
	revenue, if any, for each program service reported.
4a	(Code:) (Expenses \$2, 839, 753. including grants of \$) (Revenue \$)
	SCHOOL AGE SERVICES:
	UP AFTER SCHOOL - WITH A STRONG COMMITMENT TO PERSONAL GROWTH AND
	ACADEMIC SUCCESS, UP AFTER SCHOOL PROVIDES BEFORE-SCHOOL AND
	AFTER-SCHOOL SERVICES FOR ELEMENTARY-AGED STUDENTS IN PRIMARILY
	LOW-INCOME NEIGHBORHOODS IN THE GREATER ST. LOUIS AREA. THE PROGRAM
	PROVIDES HOMEWORK ASSISTANCE, CHARACTER DEVELOPMENT, CULTURAL
	AWARENESS, STRONG ARTS PROGRAMMING, AND USES AN EVIDENCE-BASED
	CURRICULUM FOR MATH, LITERATURE, PHYSICAL FITNESS, AND NUTRITION.
	CONSCIOUS DISCIPLINE, A RESEARCH-BASED BEHAVIOR MANAGEMENT CURRICULUM,
	IS USED TO EMPOWER STAFF TO USE EVERYDAY CONFLICTS TO TEACH CHILDREN
	LIFE SKILLS AND ENCOURAGE PRO-SOCIAL BEHAVIOR. CONTINUED ON SCHEDULE O.
4b	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
	EARLY CHILDHOOD EDUCATION:
	THE LICENSED AND ACCREDITED EARLY CHILDHOOD EDUCATION CENTER AT
	CAROLINE MISSION PROVIDES CHILDREN, AGES 6 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 INCLUDES AN
	INDIVIDUALIZED DEVELOPMENT PLAN FOR EACH CHILD IN ADDITION TO A STRONG
	FOCUS ON PARENT ENGAGEMENT. THE TEACHING STRATEGIES GOLD ASSESSMENT
	SYSTEM IS UTILIZED TO DESIGN ACTIVITIES AND TRACK EACH CHILD'S
	INDIVIDUAL PROGRESS. ULTIMATELY, THE GOAL OF CAROLINE MISSION IS TO
	PREPARE CHILDREN FOR SUCCESS IN KINDERGARTEN AND BEYOND. CONTINUED ON
	SCHEDULE O.
4c	(Code:) (Expenses \$
4d	Other program services (Describe on Schedule O.)
	(Expenses \$ including grants of \$) (Revenue \$)
4e	Total program service expenses 2,839,753.

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Form 990 (2022) UNLEASHING POTENTIAL Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	Х	
2	Is the organization required to complete Schedule B, Schedule of Contributors? See instructions	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		Х
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
	similar amounts as defined in Rev. Proc. 98-19? If "Yes," complete Schedule C, Part III	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to			
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		Х
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			
	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
	Schedule D, Part III	8		Х
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for			
	amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?			
	If "Yes," complete Schedule D, Part IV	9		Х
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments			
	or in quasi endowments? If "Yes," complete Schedule D, Part V	10		Х
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X,			
	as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI	11a	Х	
b	Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		X
С	Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in			
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e	Х	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI and XII	12a	Х	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,			
	investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000			,,
	or more? If "Yes," complete Schedule F, Parts I and IV	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any	_ ا		
	foreign organization? If "Yes," complete Schedule F, Parts II and IV	15		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to			
4-	or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			X
10	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I. See instructions	17		_^_
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines	40	Х	
10	1c and 8a? If "Yes," complete Schedule G, Part II Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"	18	Λ	
19	·	10		X
20-	complete Schedule G, Part III Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	19 20a		X
20a	• •	20a 20b		1
	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or	200		
21	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I. Parts I and II	21		х
	Someone government on Factor, column (ry, mie 1: II Tes. Complete Scriedule I, Parts I and II	<u> </u>		

Form 990 (2022) UNLEASHING POTENTIAL
Part IV Checklist of Required Schedules (continued)

	· (oontinada)		Yes	No
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on		100	110
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	Х	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No," go to line 25a	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
_	any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit			
	transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		x
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
-	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes." complete			
	Schedule L, Part I	25b		X
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current			
	or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35%			
	controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II	26		x
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee,			
	creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled			
	entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		x
28	Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV,			
	instructions for applicable filing thresholds, conditions, and exceptions):			
а	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If</i>			
_	"Yes," complete Schedule L, Part IV	28a		X
b	A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV	28b		Х
	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? If			
	"Yes," complete Schedule L, Part IV	28c		x
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	Х	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		x
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		Х
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If</i> "Yes," <i>complete</i>			
	Schedule N, Part II	32		x
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		x
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and			
	Part V, line 1	34		Х
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		Х
	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity			
	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	<u> </u>	L
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
	If "Yes," complete Schedule R, Part V, line 2	36		Х
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		Х
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19?			
_	Note: All Form 990 filers are required to complete Schedule O	38	X	
Pa	rt V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response or note to any line in this Part V	<u></u>		
			Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable			
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming			
	(gambling) winnings to prize winners?	1c		<u> </u>
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Form 990 (2022) UNLEASHING POTENTIAL

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

2a 110 b If the number of employees reported on Form W3. Transmittal of Wage and Tax Statements, led for the calendar year ending with or within the year covered by this return b If at least one is reported on line 2a, did the organization file all required federal employment tax returns? 2						Yes	No	
the for the calendary year ending with or within the year covered by this return b if all least not is reported on line 22, did the organization file all required idearal employment tax returns? 3	2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,						
b If at least one is reported on line 24, did the organization file all required federal employment tax returns? a Did the organization have unrelated business gross is sensore of \$1,000 or more during the year? b If "Yes," has it filed a form 990° for this year? If "No" to line 36, provide an explanation on Schedule 0 4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or the financial account in a foreign country (such as a bank account, securities account, or the financial account in a foreign country (such as a bank account, securities account, or the financial accounts (FBAR). 5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? 5a Was the organization aparty to a prohibited tax shelter transaction at any time during the tax year? 5b If "Yes," did the organization that was or is a party to a prohibited tax shelter transaction? 5c Does the organization analy gross receive that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductables contributions under section \$170(c). 5c Diff the organization ruceive a pyement in excess of \$75 made party is a combibition and party for poeds and services provided to the payor? 7a Organization shat may receive deductable contributions under section \$170(c). 5c Diff the organization neceive any funds, directly or indirectly, to pay premium on a personal benefit contract? 7b Diff the organization shall, exchange, or otherwise diapose of tamplies personal property for which it was required to file Form \$888 as required? 6c If Yes, "did the organization funding the year pay premium, effectly or indirectly, to pay premium on a personal benefit contract? 7c If If Yes, "did the organization make any funds, directly or indirectly, to pay premium on a personal benefit contract? 7b Diff the organization cal			2a	110				
3a bit the organization have unrelated business gross income of \$1,000 or more during the year? 4a Alary time during the calendar year, did the organization have an interest in or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? 5a Was the organization or year or year organization have an interest in or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? 5a Was the organization or year year organization from 114, Report of Foreign Bank and Financial Accounts (FBAF). 5a Was the organization or year year organization from 114, Report of Foreign Bank and Financial Accounts (FBAF). 5a Was the organization or year year organization from 114, Report of Foreign Bank and Financial Accounts (FBAF). 5b Was the organization or year organization from 114, Report of Foreign Bank and Financial Accounts (FBAF). 5c Was the organization foreign part of profits when the second of Sin American State of the profits of profits of the organization foreign Bank and Financial Accounts (FBAF). 5c Was the organization shall explain the organization foreign Bank and Financial Accounts (FBAF). 5c Was the organization shall explain the organization from 88817. 5c Was the organization shall explain the organization foreign Bank and Financial Accounts (FBAF). 5c Was the organization shall explain the organization organization shall explain the every solicitation and explain the organization solicitation and partly organization foreign Bank and Financial Partly forgods and services provided to the payor? 7c Organization shall explain the excess of Sin and partly as continuous professor of the goods or services provided? 7c Did the organization received advantage, or otherwise dispose of tangible personal property for which it was required to the Foreign Bank and Financial Partly forgods and services provided to the payor of the pa	b		ns?	•	2b	Х		
b If Yes, 'has it field a Form 990-T for this year? If 'No' to line' 3b, provide an explanation on Schedule O flandarial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (such as a bank account, securities account, or other financial account)? definancial account in a foreign country (see a such as a bank account, or other securities accountry (see a such as a such	_	5.11			За		Х	
4a A any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial accounts? b if "Yes," either the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAF). 5a Was the organization aparty to a prohibited tax shefter transaction at any time during the tax year? 5b Id any taxable party nority the organization that it was or is a party to a prohibited tax shefter transaction? 5c If "Yes" to line So or 5b, did the organization for Fino 1886 F1? 6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductibles of scharable contributions? 6b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductibles a charable contribution and party for goods and services provided to the payer? 7c Organizations that many receive deductible contributions under section 170(c). a Did the organization receive a payment in excess of \$75 made party as a contribution and party for goods and services provided to the payer? 7c If Was, "Indicate the number of Forms 8282 filed during the year b If "Yes," indicate the number of Forms 8282 filed during the year c Did the organization received a contribution of circlesty, to pay premiums on a personal benefit contract? 7c X 7d Did the organization received a contribution of circlesty, to pay premiums on a personal benefit contract? 7e X 7f Did the organization received a contribution of circlesty, to pay premiums on a personal benefit contract? 7r If If If the organization received a contribution of circlesty, to pay premiums on a personal benefit contract? 7r If If If the organization received a contribution of the payor the payer of the payer of th	b				3b			
b if Yes, "enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR). 5a Was the organization a party to a prohibited tax shefter transaction at any time during the tax year? 5b Id any taxable party notify the organization that it was or is a party to a prohibited tax shefter transaction? 5c If Yes 1 time 5a or 5b, did the organization the form 8868-17 6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductibles can charitable contributions? 6a X 5b If Yes, "did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductibles can charitable contributions and party for goods and services provided to the payor? 7b If Yes, "did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductibles of the property of the second of the payor of the payor of the organization receive a payment in excess of \$75 made party as a contribution and partly for goods and services provided to the payor? 7b If Yes, "did the organization notify the donor of the value of the goods or services provided? 7c If If Yes, "indicate the number of Forms 8282 filed during the year 6 bid the organization received a contribution of using the year 6 bid the organization received a contribution of using the year 7c If If the organization received a contribution of using the year 8 of the organization received a contribution of using the year of the payment of the organization file a Form 1088-07 8 of the organization received a contribution of the payment o		•						
See instructions for filing requirements for FinCEH Form 114, Report of Foreign Bank and Financial Accounts (FBAR). 8 Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? 8 Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 8 Does the organization and annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions? 8 If "Yes," old the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 9 Organizations that may receive deductible contributions under section 170(c). 10 If the organization receive a payment in excess if \$75 made party as a contribution and party for goods and services provided to the payor? 10 If "Yes," did the organization notify the donor of the value of the goods or services provided? 10 If the organization received accordination of the value of the goods or services provided? 11 If "Yes," include the number of Forms 8282 filed during the year 12 If If If I I I I I I I I I I I I I I I		financial account in a foreign country (such as a bank account, securities account, or other financial a	accou	nt)?	4a		X	
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? 5b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 5c If "Yes" to line 5a or 5b, did the organization file Form 8886-17. 6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax eductibles as charitable contributions. 6a X 6b If "Yes," did the organization include with every solicitation an express statement that such contributions or gitts were not tax deductible? 7 Organizations that may receive deductible contributions under section 170(c). 8 bill the organization include with every solicitation an express statement that such contributions or gitts were not tax deductible? 7 Organizations that may receive deductible contributions under section 170(c). 8 bill the organization sell, exchange, or otherwise dispose of tanglitle personal property for which it was required to the form 88867. 9 bill "Yes," indicate the number of Forms 88267 filed during the year. 10 bill the organization every any funds, directly or indirectly, to pay premiums on a personal benefit contract? 10 bill the organization received any funds, directly or indirectly, to pay premiums on a personal benefit contract? 11 bill the organization received and contribution of qualified intellectual property, did the organization file a Form 1098-07 12 bill the organization received an contribution of care, boats, and premiums on a personal benefit contract? 13 bill the organization received an contribution of care, boats, benefits, benefits, did the organization file a Form 1098-07 14 bill the organization received an contribution of care, boats, benefits, did the organization file and contributions in claims, so or the value of the organization file form 1098-07 15 bill the sponsoring organization make a distribution is under section 49667 16 bill the sponsori	b	If "Yes," enter the name of the foreign country						
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that would result in the imposition of an excise tax under section 4951, 4952 or 4953?	17		v+iv.;i+: ~					
	17				17			
		If "Yes," complete Form 6069.			17			

UNLEASHING POTENTIAL 43-0654857 Form 990 (2022) Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI Section A. Governing Body and Management Yes No 13 **1a** Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O. 13 **b** Enter the number of voting members included on line 1a, above, who are independent Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other X officer, director, trustee, or key employee? 2 Did the organization delegate control over management duties customarily performed by or under the direct supervision 3 Х of officers, directors, trustees, or key employees to a management company or other person? 3 X Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 4 5 Did the organization become aware during the year of a significant diversion of the organization's assets? 5 Did the organization have members or stockholders? 6 6 Х 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? Х 7a b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? X 7b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: Х a The governing body? 8a **b** Each committee with authority to act on behalf of the governing body? Х 8b Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes." provide the names and addresses on Schedule O Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) Yes Nο 10a Did the organization have local chapters, branches, or affiliates? b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? Х 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11a b Describe on Schedule O the process, if any, used by the organization to review this Form 990. Х 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12a Х b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? 12b c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes." describe Х 12c on Schedule O how this was done Did the organization have a written whistleblower policy? Х 13 13 14 Х Did the organization have a written document retention and destruction policy? 14 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? The organization's CEO, Executive Director, or top management official Х 15a Х Other officers or key employees of the organization 15b If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions. 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a Х taxable entity during the year? 16a b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? 16h Section C. Disclosure NONE List the states with which a copy of this Form 990 is required to be filed Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply X Upon request Another's website Own website Other (explain on Schedule O) Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

Form **990** (2022)

State the name, address, and telephone number of the person who possesses the organization's books and records

KELLY M. BEARD - 314-983-1223

CITYPLACE DRIVE, SUITE 900, ST. LOUIS.

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's current key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See the instructions for the order in which to list the persons above.

(A) Name and title	(B) Average hours per week	Position (do not check more than one box, unless person is both an officer and a director/trustee)				than o	n an	(D) Reportable compensation from	(E) Reportable compensation from related	(F) Estimated amount of other
	(list any hours for related organizations below line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC/ 1099-NEC)	organizations (W-2/1099-MISC/ 1099-NEC)	compensation from the organization and related organizations
(1) DARLENE SOWELL	40.00							140 450	•	20 250
PRESIDENT AND CEO	40.00			Х				142,450.	0.	32,352.
(2) VERLETTA COLE	40.00	-						100 500		16 105
VICE PRESIDENT, PHILANTHROPY	1 00		_			X		107,590.	0.	16,125.
(3) REV. PATRICK CHANDLER CHAIR	1.00	х		х				0.	0.	0.
(4) THOMAS STRINGER	1.00									
CO-CHAIR		Х		X				0.	0.	0.
(5) JACKIE DIPPEL	1.00									
TREASURER		Х		X				0.	0.	0.
(6) REV. TOM BAYNHAM	1.00									
SECRETARY		Х		X				0.	0.	0.
(7) SUZANNE BESNIA	1.00									
DIRECTOR		Х						0.	0.	0.
(8) LAKENA CURTIS	1.00								_	_
DIRECTOR		Х						0.	0.	0.
(9) NICOLE GORE, J.D.	1.00								_	_
DIRECTOR		Х						0.	0.	0.
(10) ASHLEY KORNEGAY	1.00	1								
DIRECTOR		Х						0.	0.	0.
(11) VIRGINIA LAY	1.00									
DIRECTOR		Х						0.	0.	0.
(12) JONATHAN LEE	1.00									
DIRECTOR		Х						0.	0.	0.
(13) AMANDA MEYER	1.00									_
DIRECTOR	1	Х	_		_	_		0.	0.	0.
(14) MICHELE OTTINGER	1.00								_	_
DIRECTOR	1 00	Х	_		_	_	_	0.	0.	0.
(15) JASON ROBISON	1.00	. ,							_	_
DIRECTOR		X						0.	0.	0.
						_				
232007 12-13-22										Form 990 (2022)

Part VII Section A. Officers, Directors, Trus	Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)											
(A)	(B)			(0	C)			(D)	(E)		(F)	
Name and title	Average	(do			itior more	1 than c	ne	Reportable	Reportable	1	Estimate	d
	hours per week	box	, unles	ss pe	rson i	is both or/trust	an	compensation	compensation	í	amount o	of
	(list any							from the	from related organizations	CO	other mpensat	tion
	hours for	r direc				pa		organization	(W-2/1099-MISC		from the	
	related	stee o	rustee			oensat		(W-2/1099-MISC/	1099-NEC)		rganizati	
	organizations below	ual tru:	ional t		ployee	t com p		1099-NEC)		- 1	nd relate	
	line)	ndividual trustee or director	nstitutional trustee	Officer	Key employee	Highest compensated employee	Former			Or	ganizatio	oris
	<u> </u>		=	0		Τ ω	-			+		
										+		
										+		
		1										
								250,040.	0	+	10 15	77
1b Subtotal								250,040.		4	48,47	0.
c Total from continuation sheets to Part Vi d Total (add lines 1b and 1c)								250,040.			48,47	
2 Total number of individuals (including but r								•		•	10,1	· , •
compensation from the organization	ot minica to th	000	11010	u ui	JO V C	, w	010	, convoca more unam quee,	ood of reportable			2
											Yes	No
3 Did the organization list any former officer	director, truste	ee, k	еу е	mpl	loye	e, or	hig	hest compensated emp	oyee on			
line 1a? If "Yes," complete Schedule J for s	uch individual									3	\perp	_X_
4 For any individual listed on line 1a, is the su	•		•					•	· ·			
and related organizations greater than \$150										. 4	X	
5 Did any person listed on line 1a receive or a												v
rendered to the organization? If "Yes," con Section B. Independent Contractors	plete Schedule	e J fo	or su	ıch <u>ı</u>	oers	on .				. 5		X
Complete this table for your five highest co	mpensated ind	lene	nder	nt co	ontr	actor	s th	nat received more than \$	100,000 of comper	sation f	from	
the organization. Report compensation for	=	-							•	Jacion		
(A)								(B)			(C)	
Name and business	address	NC	ONE	<u> </u>				Description of s	ervices	Comp	ensation	<u> </u>
							-					
							\dashv					
2 Total number of independent contractors (i	ncluding but no	ot lin	nited	to '	_	_	ted	above) who received mo	ore than			
\$100,000 of compensation from the organi	zation				()					000	
										Forr	n 990 (2	2022)

232008 12-13-22

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Form 990 (2022) UNLEASH
Part VIII Statement of Revenue

			Check if Schedule O contains a response	or note to any lin	e in this Part VIII			
			Officer if Schedule O Contains a response	or note to any in	(A)	(B)	(C)	(D)
					Total revenue	Related or exempt	Unrelated	Revenuè excluded
						function revenue	business revenue	from tax under
								sections 512 - 514
ts ts	1	а	Federated campaigns 1a	466,461.				
Contributions, Gifts, Grants and Other Similar Amounts		b	Membership dues 1b					
Ω̈́E		С	Fundraising events 1c	143,026.				
fts			Related organizations 1d	•				
ig is				,758,863.	-			
ns,				, 730,003.	-			
e ii		T	All other contributions, gifts, grants, and	000 511				
ξij			similar amounts not included above 1f	802,511.	-			
dit		g	Noncash contributions included in lines 1a-1f 1g \$	126,961.				
a Co		h	Total. Add lines 1a-1f		3,170,861.			
				Business Code				
ø	2	а	PROGRAM SERVICE FEES	611710	255,840.	255,840.		
ķ		b			, ·	,		
šer								
m S		C						
ara Be		d						
Program Service Revenue		е						
_			All other program service revenue					
		g	Total. Add lines 2a-2f		255,840.			
	3		Investment income (including dividends, inter	est, and				
			other similar amounts)		6,105.			6,105.
	4		Income from investment of tax-exempt bond	oroceeds				
	5		Royalties					
	_		(i) Real	(ii) Personal				
	6	_		(-)	1			
			Gross rents 6a		-			
			Less: rental expenses 6b		-			
			Rental income or (loss) 6c					
		d	Net rental income or (loss)					
	7	а	Gross amount from sales of (i) Securities	(ii) Other				
			assets other than inventory 7a					
		b	Less: cost or other basis					
<u>o</u>			and sales expenses					
Revenue		_	Gain or (loss) 7c					
eve			Net gain or (loss)					
ت R			-					
ther	8	а	Gross income from fundraising events (not					
ŏ			including \$ 143,026. of					
			contributions reported on line 1c). See	40 454				
			Part IV, line 18					
		b	Less: direct expenses8	84,023.				
		С	Net income or (loss) from fundraising events		-34,559.			-34,559.
	9	а	Gross income from gaming activities. See					
			Part IV, line 19	a				
		h	Less: direct expenses 98					
			Net income or (loss) from gaming activities	<u> </u>				
	10	а	Gross sales of inventory, less returns					
			and allowances 10					
		b	Less: cost of goods sold10	b				
		С	Net income or (loss) from sales of inventory					
,,				Business Code				
šno (11	а						
nec		b						
Miscellaneous Revenue		c						
Sco			All other revenue	624200	2,422.	2,422.		
Ξ			Total. Add lines 11a-11d		2,422.	2, 1226		
		U			3,400,669.	258,262.	0.	-28,454.
	12		Total revenue. See instructions		P, =00,009.	20,202.	1 0.	40,404.

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Part IX | Statement of Functional Expenses Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

	Check if Schedule O contains a respon-	se or note to any line in t			
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations				
	and domestic governments. See Part IV, line 21				
2	Grants and other assistance to domestic				
	individuals. See Part IV, line 22				
3	Grants and other assistance to foreign				
	organizations, foreign governments, and foreign				
	individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,	174,802.	69,921.	61,180.	43,701.
6	trustees, and key employees Compensation not included above to disqualified	1/4,002.	09,921•	01,100.	43,701.
0	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	1,906,320.	1,583,649.	129,411.	193,260.
8	Pension plan accruals and contributions (include	_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_, , , , ,		
-	section 401(k) and 403(b) employer contributions)	15,028.		15,028.	
9	Other employee benefits	15,028. 185,722.	152,350.	14,945.	18,427.
10	Payroll taxes	167,704.	136,283.	13,448.	18,427. 17,973.
11	Fees for services (nonemployees):				•
а	Management				
b	Legal				
С	Accounting	125,675.		125,675.	
d	Lobbying				
е	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25,	050 055	004 456	22 222	44 450
	column (A), amount, list line 11g expenses on Sch O.)	250,877.	201,476.	38,222.	11,179. 3,671.
12	Advertising and promotion	6,036.	536.	1,829.	3,6/I.
13	Office expenses	202,942.	170,970.	11,855.	20,117.
14	Information technology				
15	Royalties	171,087.	148,358.	19,259.	3,470.
16 17	Occupancy	24,545.	24,339.	179.	27.
17 18	Payments of travel or entertainment expenses	21,313.	24,333.	1750	21.
10	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	38,044.	36,078.	1,057.	909.
20	Interest	14,577.	9,714.	3,600.	1,263.
21	Payments to affiliates	, -	,	,	,
22	Depreciation, depletion, and amortization	44,471.	37,563.	6,908.	
23	Insurance	25,702.	20,562.	5,140.	
24	Other expenses. Itemize expenses not covered				
	above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A),				
	amount, list line 24e expenses on Schedule 0.)				
а	FOOD & MEDICAL SUPPLIES	168,717.	161,498.	6,898.	321.
b	DUES AND SUBSCRIPTIONS	34,500.	20,552.	1,640.	12,308.
С	FIELD TRIPS & EVENTS	29,826.	29,826.		
d		46 605	26 050	10 545	
е	All other expenses	46,625.	36,078.	10,547.	226 626
25	Total functional expenses. Add lines 1 through 24e	3,633,200.	2,839,753.	466,821.	326,626.
26	Joint costs. Complete this line only if the organization				
	reported in column (B) joint costs from a combined				
	educational campaign and fundraising solicitation. Check here if following SOP 98-2 (ASC 958-720)				
	Check here if following SOP 98-2 (ASC 958-720)				5 000 (2222)

Form 990 (2022)

Part X | Balance Sheet

Par	t X	Balance Sheet			
		Check if Schedule O contains a response or note to any line in this Part X			
			(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing	435,907.	1	117,343.
	2	Savings and temporary cash investments		2	
	3	Pledges and grants receivable, net	454,648.	3	466,461.
	4	Accounts receivable, net	902,003.	4	1,236,103.
	5	Loans and other receivables from any current or former officer, director,			
		trustee, key employee, creator or founder, substantial contributor, or 35%			
		controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined			
		under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
ts	7	Notes and loans receivable, net		7	
Assets	8	Inventories for sale or use		8	
ĕ	9	Prepaid expenses and deferred charges	45,667.	9	32,607.
	10a	Land, buildings, and equipment: cost or other			
		basis. Complete Part VI of Schedule D Less: accumulated depreciation 10a 1,425,709 10b 1,243,711	•		
	b	Less: accumulated depreciation 10b 1,243,711	. 152,973. 164,561.	10c	181,998.
	11	Investments - publicly traded securities			151,968.
	12	Investments - other securities. See Part IV, line 11		12	
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets	F	14	F42 2F4
	15	Other assets. See Part IV, line 11	571,665.	15	543,354.
	16	Total assets. Add lines 1 through 15 (must equal line 33)	2,727,424.	16	2,729,834.
	17	Accounts payable and accrued expenses	139,778.	17	240,967.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
ies	22	Loans and other payables to any current or former officer, director,			
Liabilities		trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
Lia	23	Secured mortgages and notes payable to unrelated third parties		23	249,410.
	24	Unsecured notes and loans payable to unrelated third parties Unsecured notes and loans payable to unrelated third parties		24	245,410.
	25	Other liabilities (including federal income tax, payables to related third		27	
		parties, and other liabilities not included on lines 17-24). Complete Part X			
		of Schedule D	0.	25	103,431.
	26	Total liabilities. Add lines 17 through 25	199,132.	26	593,808.
		Organizations that follow FASB ASC 958, check here	,		•
Ses		and complete lines 27, 28, 32, and 33.			
anc	27	Net assets without donor restrictions	1,344,558.	27	891,099.
Bal	28	Net assets with donor restrictions	1,183,734.	28	1,244,927.
pu		Organizations that do not follow FASB ASC 958, check here			
F.		and complete lines 29 through 33.			
s or	29	Capital stock or trust principal, or current funds		29	
set	30	Paid-in or capital surplus, or land, building, or equipment fund		30	
Net Assets or Fund Balances	31	Retained earnings, endowment, accumulated income, or other funds		31	
Net	32	Total net assets or fund balances	2,528,292.	32	2,136,026.
	33	Total liabilities and net assets/fund balances	2,727,424.	33	2,729,834.

Pai	rt XI Reconciliation of Net Assets					
	Check if Schedule O contains a response or note to any line in this Part XI				X	
1	Total revenue (must equal Part VIII, column (A), line 12)	1	3,40			
2	Total expenses (must equal Part IX, column (A), line 25)	2	3,63	3,2	00.	
3	Revenue less expenses. Subtract line 2 from line 1	3	-23			
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	2,52	8,2	92 .	
5	Net unrealized gains (losses) on investments	5	-2	7,9	93 <u>.</u>	
6	Donated services and use of facilities	6				
7	Investment expenses	7				
8	Prior period adjustments	8				
9	Other changes in net assets or fund balances (explain on Schedule O)	9	-13	1,7	42.	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32,					
	column (B))	10	2,13	6,0	26.	
Pai	rt XII Financial Statements and Reporting					
	Check if Schedule O contains a response or note to any line in this Part XII					
				Yes	No	
1	Accounting method used to prepare the Form 990: Cash X Accrual Other					
	If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule	Ο.				
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a		X	
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed	on a				
	separate basis, consolidated basis, or both:					
	Separate basis Consolidated basis Both consolidated and separate basis					
b	Were the organization's financial statements audited by an independent accountant?		2b	X		
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate	basis,				
	consolidated basis, or both:					
	X Separate basis Consolidated basis Both consolidated and separate basis					
С	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the	audit,				
	review, or compilation of its financial statements and selection of an independent accountant?		. 2c	X		
	If the organization changed either its oversight process or selection process during the tax year, explain on Scho	edule O.				
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the						
	Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		. 3a		X	
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required					
	or audits, explain why on Schedule O and describe any steps taken to undergo such audits		3b			
	`		Form	990	(2022)	

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SCHEDULE A

(Form 990)

Department of the Treasury Internal Revenue Service

Name of the organization

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust. Attach to Form 990 or Form 990-EZ.

UNLEASHING POTENTIAL

Open to Public

OMB No. 1545-0047

43-0654857

Inspection Go to www.irs.gov/Form990 for instructions and the latest information. **Employer identification number**

Reason for Public Charity Status. (All organizations must complete this part.) See instructions. Part I The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.) A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i). A school described in section 170(b)(1)(A)(ii). (Attach Schedule E (Form 990).) 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii). A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.) 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v). X An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.) A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.) An agricultural research organization described in section 170(b)(1)(A)(ix) operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or 10 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.) An organization organized and operated exclusively to test for public safety. See section 509(a)(4). 11 12 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g. Type I. A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. You must complete Part IV, Sections A and B. Type II. A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). You must complete Part IV, Sections A and C. Type III functionally integrated. A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). You must complete Part IV, Sections A, D, and E. Type III non-functionally integrated. A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). You must complete Part IV, Sections A and D, and Part V. Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization. Enter the number of supported organizations Provide the following information about the supported organization(s). (i) Name of supported (ii) EIN (iii) Type of organization (v) Amount of monetary (vi) Amount of other your governing document? (described on lines 1-10 organization support (see instructions) support (see instructions) No above (see instructions)) Total

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi) Part II

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

	ction A. Public Support						
Cale	ndar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")	3750369.	3162347.	3139183.	3822959.	3170861.	17045719.
2	Tax revenues levied for the organ-						
	ization's benefit and either paid to						
	or expended on its behalf						
3	The value of services or facilities						
_	furnished by a governmental unit to						
	the organization without charge						
4	Total. Add lines 1 through 3	3750369.	3162347.	3139183.	3822959.	3170861.	17045719.
	The portion of total contributions						
·	by each person (other than a						
	governmental unit or publicly						
	supported organization) included						
	on line 1 that exceeds 2% of the						
	amount shown on line 11,						
	column (f)						
6	Public support. Subtract line 5 from line 4.						17045719.
	etion B. Total Support						<u> </u>
	ndar year (or fiscal year beginning in)	(a) 2019	(b) 2010	(a) 2020	(4) 2021	(a) 2022	(f) Total
	Amounts from line 4	(a) 2018 3750369.	(b) 2019 3162347.	(c) 2020 3139183.	(d) 2021 3822959.	(e) 2022 3170861	(f) Total 17045719.
		3730303.	3102347.	3133103.	3022333.	3170001.	170437136
8	Gross income from interest,						
	dividends, payments received on						
	securities loans, rents, royalties,	1,636.	1,892.	2,608.	1,281.	6,105.	13,522.
_	and income from similar sources	1,030.	1,092.	2,000.	1,201.	0,103.	13,322.
9	Net income from unrelated business						
	activities, whether or not the						
	business is regularly carried on						
10	Other income. Do not include gain						
	or loss from the sale of capital						
	assets (Explain in Part VI.)						17050241
	Total support. Add lines 7 through 10		`				17059241. ,445,472.
	Gross receipts from related activities,						,445,472.
13	First 5 years. If the Form 990 is for th	-		· · · · · · · · · · · · · · · · · · ·			
800	organization, check this box and stor						<u></u>
	ction C. Computation of Publi			. (6)			00 02 ~
	Public support percentage for 2022 (li					14	99.92 %
	Public support percentage from 2021					15	99.94 %
16a	33 1/3% support test - 2022. If the c				14 is 33 1/3% or m	ore, check this bo	
	stop here. The organization qualifies		-				
b	33 1/3% support test - 2021. If the o	-			line 15 is 33 1/3%	or more, check th	is box
	and stop here. The organization qual						
17a	10% -facts-and-circumstances test						
	and if the organization meets the facts			-	•	VI how the organiz	zation
	meets the facts-and-circumstances te	~		• • •			
b	10% -facts-and-circumstances test						10% or
	more, and if the organization meets the				-		
	organization meets the facts-and-circu		-		• • •		
18	Private foundation. If the organization	n did not check a l	oox on line 13, 16a	a, 16b, 17a, or 17b	, check this box ar		(Form 990) 2022

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Part III | Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Sed	ction A. Public Support	slow, picase comp	oicte i art ii.j				
	ndar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
	Gifts, grants, contributions, and membership fees received. (Do not						
	include any "unusual grants.")						
2	Gross receipts from admissions, merchandise sold or services per- formed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that are not an unrelated trade or bus-						
_	iness under section 513						
4	Tax revenues levied for the organ- ization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
6	Total. Add lines 1 through 5						
	Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c	Add lines 7a and 7b						
8	Public support. (Subtract line 7c from line 6.)						
	ndar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
	Amounts from line 6	(a) 2010	(6) 2019	(6) 2020	(4) 2021	(6) 2022	(i) iotai
	Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b	Unrelated business taxable income						
	(less section 511 taxes) from businesses acquired after June 30, 1975						
c	Add lines 10a and 10b						
	Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13	Total support. (Add lines 9, 10c, 11, and 12.)						
14	First 5 years. If the Form 990 is for the	J		,	•	() ()	· —
	check this box and stop here						
	ction C. Computation of Publi					 	
	Public support percentage for 2022 (li	, ,,,	•	column (f))		15	%
	Public support percentage from 2021					16	%
	ction D. Computation of Inves			. 10 1 (0)		14-1	
	Investment income percentage for 20					17	%
	Investment income percentage from 2					18	% 7 in
198	33 1/3% support tests - 2022. If the						
b	more than 33 1/3%, check this box ar 33 1/3% support tests - 2021. If the	organization did r	not check a box or	line 14 or line 19a	a, and line 16 is m	ore than 33 1/3%, a	and
	line 18 is not more than 33 1/3%, che	ck this box and st	top here. The orga	anization qualifies a	as a publicly supp	orted organization	
20	Private foundation. If the organization	n did not check a	hox on line 14 19	a or 19h check th	nis hox and see in	structions	

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Schedule A (Form 990) 2022

Part IV | Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

- 1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.
- 2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in **Part VI** how the organization determined that the supported organization was described in section 509(a)(1) or (2).
- **3a** Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer lines 3b and 3c below.
- **b** Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in **Part VI** when and how the organization made the determination.
- c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.
- **4a** Was any supported organization not organized in the United States ("foreign supported organization")? *If* "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.
- **b** Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in **Part VI** how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.
- c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.
- 5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).
- **b Type I or Type II only.** Was any added or substituted supported organization part of a class already designated in the organization's organizing document?
- c Substitutions only. Was the substitution the result of an event beyond the organization's control?
- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI.
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990).
- 8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? If "Yes," complete Part I of Schedule L (Form 990).
- 9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI.
- **b** Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes." provide detail in **Part VI.**
- c Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI.
- 10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer line 10b below.
 - **b** Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)

		Yes	No
	1		
	2		
	3a		
	Sa		
	OI.		
	3b		
	_		
	3c		
	4a		
	4b		
	4c		
	5a		
	- Gu		
	5b		
	5c		
	50		
	6		
	6		
	_		
	7		
	8		
	9a		
	9b		
	9с		
	10a		
	10b		
_	_		

Pai	tiv Supporting Organizations (continued)			
			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
а	A person who directly or indirectly controls, either alone or together with persons described on lines 11b and			
	11c below, the governing body of a supported organization?	11a		
	A family member of a person described on line 11a above?	11b		
С	A 35% controlled entity of a person described on line 11a or 11b above? If "Yes" to line 11a, 11b, or 11c, provide			
	detail in Part VI.	11c		
Sec	tion B. Type I Supporting Organizations			
			Yes	No
1	Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or			
	more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s)			
	effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported			
	organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the	_		
_	supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1		
2	Did the organization operate for the benefit of any supported organization other than the supported			
	organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in			
	Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated,			
Sec	supervised, or controlled the supporting organization. tion C. Type II Supporting Organizations	2		
000	tion 6. Type it oupporting organizations		V	NI-
4	Ware a majority of the arganization's divestors by twisters during the tay year along a majority of the divestors		Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors			
	or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control			
	or management of the supporting organization was vested in the same persons that controlled or managed	1		
Sec	the supported organization(s). tion D. All Type III Supporting Organizations			
			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the		100	110
•	organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax			
	year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the			
	organization's governing documents in effect on the date of notification, to the extent not previously provided?	1		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported			
	organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how			
	the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described on line 2, above, did the organization's supported organizations have a			
	significant voice in the organization's investment policies and in directing the use of the organization's			
	income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's			
	supported organizations played in this regard.	3		
Sec	tion E. Type III Functionally Integrated Supporting Organizations			
1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
а	The organization satisfied the Activities Test. Complete line 2 below.			
b	The organization is the parent of each of its supported organizations. Complete line 3 below.			
С	The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see ins	struction	s).	
2	Activities Test. Answer lines 2a and 2b below.		Yes	No
а	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of			
	the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify			
	those supported organizations and explain how these activities directly furthered their exempt purposes,			
	how the organization was responsive to those supported organizations, and how the organization determined			
	that these activities constituted substantially all of its activities.	2a		
b	Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement,			
	one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in			
	Part VI the reasons for the organization's position that its supported organization(s) would have engaged in			
_	these activities but for the organization's involvement.	2b		
3	Parent of Supported Organizations. Answer lines 3a and 3b below.			
а		2-		
h	trustees of each of the supported organizations? <i>If "Yes" or "No" provide details in Part VI.</i> Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each	3a		
	TRACTURA VINCEUR CHOIL EXCINIDE C AUDAIGING DEOIGE OF UNECHOIL OVER THE DOMES DICHORIUS AND ACTIVITIES OF EACT			

of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.

3b

Sche	dule A (Form 990) 2022 UNLEASHING POTENTIAL			<u> 13-0654857 </u>
Pai	rt V Type III Non-Functionally Integrated 509(a)(3) Supporting	ng Organ	izations	
1	Check here if the organization satisfied the Integral Part Test as a qualifying	ng trust on I	Nov. 20, 1970 (<i>explain in</i>	Part VI). See instructions.
	All other Type III non-functionally integrated supporting organizations mus	t complete	Sections A through E.	
Sect	ion A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1		
2	Recoveries of prior-year distributions	2		
3	Other gross income (see instructions)	3		
_4	Add lines 1 through 3.	4		
_5	Depreciation and depletion	5		
6	Portion of operating expenses paid or incurred for production or			
	collection of gross income or for management, conservation, or			
	maintenance of property held for production of income (see instructions)	6		
7	Other expenses (see instructions)	7		
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8		
Sect	ion B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see			
	instructions for short tax year or assets held for part of year):			
а	Average monthly value of securities	1a		
b	Average monthly cash balances	1b		
С	Fair market value of other non-exempt-use assets	1c		
d	Total (add lines 1a, 1b, and 1c)	1d		
е	Discount claimed for blockage or other factors			
	(explain in detail in Part VI):			
2	Acquisition indebtedness applicable to non-exempt-use assets	2		
3	Subtract line 2 from line 1d.	3		
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount,			
	see instructions).	4		
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6	Multiply line 5 by 0.035.	6		
7	Recoveries of prior-year distributions	7		
8	Minimum Asset Amount (add line 7 to line 6)	8		
Sect	ion C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1		
2	Enter 0.85 of line 1.	2		
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3		
4	Enter greater of line 2 or line 3.	4		
5	Income tax imposed in prior year	5		
6	Distributable Amount. Subtract line 5 from line 4, unless subject to			

Schedule A (Form 990) 2022

Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see

instructions).

emergency temporary reduction (see instructions).

Schedule A (Form 990) 2022

e Excess from 2022

Schedule B

(Form 990)

Department of the Treasury Internal Revenue Service

Name of the organization

Schedule of Contributors

Attach to Form 990 or Form 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2022

Employer identification number

UNLEASHING POTENTIAL 43-0654857 Organization type (check one): Filers of: Section: X 501(c)(3) (enter number) organization Form 990 or 990-EZ 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization Form 990-PF 501(c)(3) exempt private foundation 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundation Check if your organization is covered by the General Rule or a Special Rule. Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions. **General Rule** For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions. Special Rules X For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000; or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II. For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III. For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Don't complete any of the parts unless the General Rule applies to this organization because it received nonexclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year \$

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it must answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify

LHA For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

that it doesn't meet the filing requirements of Schedule B (Form 990).

Schedule B (Form 990) (2022)

Schedule B (Form 990) (2022)

Name of organization Employer identification number

UNLEASHING POTENTIAL

43-0654857

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$466,461.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		\$ <u>148,077.</u>	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
3		\$	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
4		\$ 267,322.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
5		\$107,297.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
6		\$ 608,247.	Person X Payroll Noncash (Complete Part II for noncash contributions.)

Schedule B (Form 990) (2022)

Name of organization Employer identification number

UNLEASHING POTENTIAL

43-0654857

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7		\$\$	Person X Payroll X Noncash X (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
8		\$112,500 .	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
9		\$ <u>244,500.</u>	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)

Page 3

Name of organization Employer identification number

UNLEASHING POTENTIAL

43-0654857

Part II	Noncash Property (see instructions). Use duplicate copies of Part	II if additional space is needed.	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	MEALS AND SNACKS		
7	-	_	
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		<u> </u>	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		_	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		_	
23/153 11_1		\$	Schedule B (Form 990) (202

Schedule B (Form 990) (2022)

Name of organization **Employer identification number**

		1
UNLEASHING	ΡΟΨΕΝΨΤΔΙ.	I ⊿
	TOTENTIAL	
Part III Fyclusive	ely religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) th	at tota

JNLEAS	SHING POTENTIAL				43-0654857
Part III	Exclusively religious, charitable, etc., contribution				t total more than \$1,000 for the year
	from any one contributor. Complete columns (a) completing Part III, enter the total of exclusively religious, c	haritable, etc., contributions of \$1	,000 or less for the	ganizations e year. (Enter this info. or	ce.) \$
	Use duplicate copies of Part III if additional s	pace is needed.			
(a) No. from Part I	(b) Purpose of gift	(c) Use of gi	ift	(d) Desc	ription of how gift is held
		(e) Transfe	er of gift		
	Transferee's name, address, ar	nd ZIP + 4	Re	elationship of tran	sferor to transferee
(a) No.					
(a) No. from Part I	(b) Purpose of gift	(c) Use of gi	ift	(d) Desci	ription of how gift is held
		(e) Transfe	er of gift		
	Transferee's name, address, ar	nd ZIP + 4	Re	elationship of tran	sferor to transferee
		_			
(a) No. from Part I	(b) Purpose of gift	(c) Use of gi	ift	(d) Desc	ription of how gift is held
		(e) Transfe	er of gift		
	Transferee's name, address, ar	nd ZIP + 4	Re	elationship of tran	sferor to transferee
(a) No. from Part I	(b) Purpose of gift	(c) Use of gi	ift	(d) Descr	ription of how gift is held
ļ		(e) Transfe	er of gift		
	Transferee's name, address, ar	nd ZIP + 4	Re	elationship of tran	sferor to transferee

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements
Complete if the organization answered "Yes" on Form 990,
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047 Inspection

Name of the organization

UNLEASHING POTENTIAL

Employer identification number 43-0654857

Par	t I Organizations Maintaining Donor Advised Fu	nds or Other Similar	Funds or Ac	counts. Complete if the
	organization answered "Yes" on Form 990, Part IV, line 6.			·
		(a) Donor advised funds	. (b) Funds and other accounts
1	Total number at end of year			
2	Aggregate value of contributions to (during year)			
3	Aggregate value of grants from (during year)			
4	Aggregate value at end of year			
5	Did the organization inform all donors and donor advisors in writing	that the assets held in do	nor advised fund	ls
	are the organization's property, subject to the organization's exclusive	sive legal control?		Yes No
6	Did the organization inform all grantees, donors, and donor advisor	s in writing that grant fund	ls can be used o	nly
	for charitable purposes and not for the benefit of the donor or donor	or advisor, or for any other	purpose conferri	ng
	impermissible private benefit?			
Par	- Complete it are organize		orm 990, Part IV,	line 7.
1	Purpose(s) of conservation easements held by the organization (ch			
	Preservation of land for public use (for example, recreation o	r education) Prese	rvation of a histo	orically important land area
	Protection of natural habitat	Prese	rvation of a certi-	fied historic structure
	Preservation of open space			
2	Complete lines 2a through 2d if the organization held a qualified co	onservation contribution in	the form of a cor	
	day of the tax year.			Held at the End of the Tax Year
_				2a
b				2b
C	Number of conservation easements on a certified historic structure	. ,		2c
d	Number of conservation easements included in (c) acquired after J			
_				2d
3	Number of conservation easements modified, transferred, released	, extinguished, or terminat	ed by the organi	zation during the tax
	year	A to Louis August		
4	Number of states where property subject to conservation easemen			
5	Does the organization have a written policy regarding the periodic	_	-	Yes No
6	violations, and enforcement of the conservation easements it holds Staff and volunteer hours devoted to monitoring, inspecting, handl			
U	Stan and volunteer hours devoted to monitoring, inspecting, handi	ing of violations, and emor	cing conservatio	n easements during the year
7	Amount of expenses incurred in monitoring, inspecting, handling o	f violations, and enforcing	conservation eas	sements during the year
•	7 thount of expenses mounted in monitoring, inspecting, harding o	r violations, and emoroling	conscivation cae	sements daming the year
8	Does each conservation easement reported on line 2(d) above satisfied above satisfied and the same of	sfy the requirements of sec	tion 170(h)(4)(B)	(i)
_	and section 170(h)(4)(B)(ii)?			
9	In Part XIII, describe how the organization reports conservation eas			
	balance sheet, and include, if applicable, the text of the footnote to		•	
	organization's accounting for conservation easements.	3		
Par		Historical Treasure	s, or Other S	imilar Assets.
	Complete if the organization answered "Yes" on Form 990,	Part IV, line 8.		
1a	If the organization elected, as permitted under FASB ASC 958, not	to report in its revenue sta	atement and bala	ince sheet works
	of art, historical treasures, or other similar assets held for public ex	hibition, education, or rese	arch in furtheran	ce of public
	service, provide in Part XIII the text of the footnote to its financial s	tatements that describes t	hese items.	
b	If the organization elected, as permitted under FASB ASC 958, to re-	eport in its revenue statem	ent and balance	sheet works of
	art, historical treasures, or other similar assets held for public exhib	oition, education, or resear	ch in furtherance	of public service,
	provide the following amounts relating to these items:			
	(i) Revenue included on Form 990, Part VIII, line 1			\$
	(ii) Assets included in Form 990, Part X			\$
2	If the organization received or held works of art, historical treasures			
	the following amounts required to be reported under FASB ASC 95	8 relating to these items:		
а	Revenue included on Form 990, Part VIII, line 1			\$
b	Assets included in Form 990, Part X			\$
LHA	For Paperwork Reduction Act Notice, see the Instructions for F	orm 990.		Schedule D (Form 990) 2022

Pai	t III Organizations Maintaining Coll	ections of Art, Hist	orical Treasures, o	r Other S	imilar Ass	ets (continued)
3	Using the organization's acquisition, accession,	and other records, check	k any of the following that	t make signi	ficant use of i	ts
	collection items (check all that apply):					
а	Public exhibition	d \square	Loan or exchange progra	am		
b	Scholarly research	е 🗌	Other			
С						
4	Provide a description of the organization's collection	ctions and explain how th	ney further the organization	on's exempt	purpose in P	art XIII.
5	During the year, did the organization solicit or re	ceive donations of art, hi	storical treasures, or other	er similar as:	sets	
	to be sold to raise funds rather than to be maint	ained as part of the orgai	nization's collection?			Yes No
Pai	t IV Escrow and Custodial Arrange					IV, line 9, or
	reported an amount on Form 990, Part X					
1a	Is the organization an agent, trustee, custodian	or other intermediary for	contributions or other as	sets not incl	uded	
	on Form 990, Part X?					Yes No
b	If "Yes," explain the arrangement in Part XIII and					
						Amount
С	Beginning balance				1c	
	Additions during the year				1d	_
	Distributions during the year				1e	
f	Ending balance				1f	
2a	Did the organization include an amount on Form				•	Yes No
b	If "Yes," explain the arrangement in Part XIII. Ch	eck here if the explanation	on has been provided on	Part XIII		
Pai						
					Three years ba	ick (e) Four years back
1a	Beginning of year balance					
	Contributions					
С	Net investment earnings, gains, and losses					
d	Grants or scholarships					
	Other expenditures for facilities					
	and programs					
f	Administrative expenses					
g	End of year balance					
2	Provide the estimated percentage of the current	year end balance (line 1	g, column (a)) held as:			
а	Board designated or quasi-endowment		.			
b	Permanent endowment					
С	Term endowment %	_				
	The percentages on lines 2a, 2b, and 2c should	equal 100%.				
За	Are there endowment funds not in the possession	on of the organization tha	at are held and administer	red for the		
	organization by:					Yes No
	(i) Unrelated organizations					3a(i)
	(ii) Related organizations					3a(ii)
b	If "Yes" on line 3a(ii), are the related organization	ns listed as required on S	Schedule R?			•
4	Describe in Part XIII the intended uses of the organization	ganization's endowment t	funds.			
Pai	t VI Land, Buildings, and Equipmen	t.				_
	Complete if the organization answered "Y	es" on Form 990, Part I\	V, line 11a. See Form 990), Part X, line	e 10.	
	Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)		ımulated ciation	(d) Book value
1a	Land					
	Buildings		1,113,107.	1,01	5,845.	97,262.
	Leasehold improvements					
	Equipment		312,602.	22	7,866.	84,736.
	Other					
Tota	. Add lines 1a through 1e. (Column (d) must equa	al Form 990. Part X. colur	mn (B). line 10c.)			181,998.

Schedule D (Form 990) 2022

Schedule D (Form 990) 2022 UNLEASHING	POTENTIAL		43-0654857 Page
Investments - Other Securities. Complete if the organization answered "Yes"	on Form 000 Part IV line	11h Soo Form 000 Part V line 12	
(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or	end-of-year market value
	(b) Book value	(c) Method of Valuation. Cost of	end-or-year market value
1) Financial derivatives			
2) Closely held equity interests			
(A)			
(B)			
(C)			
(D)			
(E)			
(F)			
(G)			
(H)			
Fotal. (Col. (b) must equal Form 990, Part X, col. (B) line 12.)			
Part VIII Investments - Program Related.			
Complete if the organization answered "Yes'	on Form 990, Part IV, line	11c. See Form 990, Part X, line 13.	
(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or	end-of-year market value
(1)			·
(2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.)			
Part IX Other Assets.	•		
Complete if the organization answered "Yes'	on Form 990, Part IV, line	11d. See Form 990, Part X, line 15.	
(a)) Description		(b) Book value
(1) BENEFICIAL INTEREST IN CH	ARITABLE REMA	INDER UNITRUST	439,923
(2) RIGHT-OF-USE ASSET - OPER	ATING		103,431
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
Fortal. (Column (b) must equal Form 990, Part X, col. (B) line Part X Other Liabilities.			. 543,354
Complete if the organization answered "Yes'	on Form 990, Part IV, line	11e or 11f. See Form 990, Part X, line	
1. (a) Description of liability			(b) Book value
(1) Federal income taxes			
(2) LEASE LIABILITY - CURRENT	1		41,975

1.	(a) Description of liability	(b) Book value
(1)	Federal income taxes	
(2)	LEASE LIABILITY - CURRENT	41,975.
(3)	LEASE LIABILITY - LONG-TERM	41,975. 61,456.
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total.	(Column (b) must equal Form 990. Part X. col. (B) line 25.)	103,431.

Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

Schedule D (Form 990) 2022

Schedule D (Form 990) 2022

Schedule D (Form 990) 2022	UNLEASHING	POTENTIAL	43-0654857	Page 5
Schedule D (Form 990) 2022 Part XIII Supplemental Infor	mation (continued)			
-				

SCHEDULE G (Form 990)

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" on Form 990, Part IV, line 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

OMB No. 1545-0047

Open to Public

Department of the Treasury Internal Revenue Service

Name of the organization

Attach to Form 990 or Form 990-EZ. Inspection Go to www.irs.gov/Form990 for instructions and the latest information. Employer identification number 13-0651857 TINT EXCUTNO DOMENMENTAT

	ING POIENTIAL				43-0034							
Part I Fundraising Activities. required to complete this part	Complete if the organization answe	red "Y	es" or	Form 990, Part IV, I	ine 17. Form 990-EZ	filers are not						
 1 Indicate whether the organization rais a Mail solicitations b Internet and email solicitations c Phone solicitations d In-person solicitations 2 a Did the organization have a written of key employees listed in Form 990, Pab If "Yes," list the 10 highest paid individed compensated at least \$5,000 by the 	e Solicitat f Solicitat g Special r oral agreement with any individual art VII) or entity in connection with pr	ion of ion of fundra (includ	non-governising of onal fu	overnment grants nment grants events ficers, directors, trus undraising services?	Yes							
(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		have custody or control of		have custody or control of		have custody or control of		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No									
Fotal	n is ungistanted as licensed to policit			ar has been notified	it is evenent from re-	nintrotion .						
3 List all states in which the organizatio or licensing.	n is registered or licensed to solicit c	Ontribi	utions	or has been notified	it is exempt from re	gistration						
						0.000 0000						

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule G (Form 990) 2022

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000

		of fundraising event contributions and gro	oss income on (a) Ever		EZ, lines 1 and 6b. List e	events with gross receipt	s greater than \$5,000.
			(a) Ever	IL # I	(b) Event #2	NONE	(d) Total events
			ART AND	SOUL		NONE	(add col. (a) through
			(event t		(event type)	(total number)	col. (c))
nue							
Revenue	1	Gross receipts	192	,490.			192,490.
	2	Less: Contributions	143	,026.			143,026.
	3	Gross income (line 1 minus line 2)	49	,464.			49,464.
	4	Cash prizes					
"	5	Noncash prizes					
Senses	6	Rent/facility costs	13	,618.			13,618.
Direct Expenses	7	Food and beverages	30	,782.			30,782.
Ö	٥	Entortainment		125.			125.
	8	Entertainment Other direct expenses	39	,498.			39,498.
	10				ı		84,023.
		Net income summary. Subtract line 10 from li	•	,			-34,559.
Pa	rt I						
		\$15,000 on Form 990-EZ, line 6a.					
Revenue			(a) Bir	ngo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Re		Cross revenue					
	'	Gross revenue					
ses	2	Cash prizes					
Expenses	3	Noncash prizes					
Direct I	4	Rent/facility costs					
	_	Other direct expenses					
	5	Other direct expenses	Yes	%	Yes %	Yes %	
	6	Volunteer labor	No No	/0	No No	No No	
	7	Direct expense summary. Add lines 2 through	n 5 in column (d)			
	8	Net gaming income summary. Subtract line 7	from line 1, co	olumn (d)			
		ter the state(s) in which the organization condu		_			
		the organization licensed to conduct gaming ac			states?		Yes No
b	IT "	No," explain:					
	_						
10a	We	ere any of the organization's gaming licenses re	evoked, susper	nded, or te	rminated during the tax y	/ear?	Yes No
b	If "	Yes," explain:					
	_						

Schedule G (Form 990) 2022 232082 10-27-22

Schedule G (Form 990) 2022 UNLEASHING POTENTIAL	43-0654657 Page 3
11 Does the organization conduct gaming activities with nonmembers?	Yes No
12 Is the organization a grantor, beneficiary or trustee of a trust, or a member of a partnership or other entity formed	
to administer charitable gaming?	Yes No
13 Indicate the percentage of gaming activity conducted in:	
a The organization's facility	13a %
b An outside facility	
14 Enter the name and address of the person who prepares the organization's gaming/special events books and record	
News	
Name	
Address	
15a Does the organization have a contract with a third party from whom the organization receives gaming revenue?	Yes No
b If "Yes," enter the amount of gaming revenue received by the organization \$ and the amount of gaming revenue received by the organization	nount
of gaming revenue retained by the third party \$	
c If "Yes," enter name and address of the third party:	
Name	
Address	
16 Gaming manager information:	
Nama	
Name	
Gaming manager compensation \$	
Description of services provided	
Director/officer Employee Independent contractor	
17 Mandatory distributions:	
a Is the organization required under state law to make charitable distributions from the gaming proceeds to	
retain the state gaming license?	Yes No
b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent i	
organization's own exempt activities during the tax year \$	iii tile
Part IV Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v):	and Part III lines 9 9h 10h
15b, 15c, 16, and 17b, as applicable. Also provide any additional information. See instructions.	, and r are iii, iii ee e, ee, ree,
100, 100, 10, and 170, as applicable. 7 100 provide any additional information. Occ metablication.	

Schedule G	(Form 990) UNLEASHING POT Supplemental Information (continued)	ENTIAL 4	3-0654857	Page 4
Part IV	Supplemental Information (continued)			

SCHEDULE I (Form 990)

Department of the Treasury Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

Attach to Form 990.

Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2022

Open to Public

Inspection

Schedule I (Form 990) 2022

Name of the organization UNLEASHING	G POTENTI	AL					Employer identification number 43-0654857
Part I General Information on Grants a							
 Does the organization maintain records t criteria used to award the grants or assis Describe in Part IV the organization's pro 	stance?				-		
Part II Grants and Other Assistance to I recipient that received more than \$					anization answered "\	es" on Form 990, Parl	t IV, line 21, for any
(a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
2 Enter total number of section 501(c)(3) ar	I nd government orç	I ganizations listed in th	e line 1 table		<u> </u>		
3 Enter total number of other organizations	s listed in the line 1	I table					

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part III Grants and Other Assistance to Domestic Individuals Part III can be duplicated if additional space is needed.	. Complete if the	organization answe	ered "Yes" on Form 9	990, Part IV, line 22.	
(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non- cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance
Part IV Supplemental Information. Provide the information req	uired in Part I, lin	e 2; Part III, column	(b); and any other ac	dditional information.	
PART I, LINE 2:					
1. ALL RECIPIENTS FOR THE DIESING	SCHOLARSH	IP MUST CO	MPLETE AN	APPLICATION.	
THE APPLICANT MUST SHOW ACCEPTANCE	INTO A P	OSTSECONDA	ARY INSTITU	TION	
(COMMUNITY COLLEGE, UNIVERSITY OR	TRADE SCH	OOL).			
2. AN INDEPENDENT GROUP OF TRUSTEE:	S REVIEW	THE APPLIC	CATIONS, AW	ARDS THE	
SCHOLARSHIPS AND SETS THE DOLLAR A	MOUNT TO	BE GIVEN.	THESE INDI	VIDUALS WERE	
FRIENDS OF THE DONOR WHO SET UP TH	E SCHOLAR	SHIP PRIOR	R TO HIS DE	ATH.	
3. STUDENTS (INCLUDING PARENTS) MUST BE ENROLLED OR PREVIOUS PARTICIPANTS					
IN AN UNLEASHING POTENTIAL PROGRAM.					

232291

SCHEDULE J (Form 990)

Department of the Treasury

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

Attach to Form 990.

2022

OMB No. 1545-0047

Open to Public Inspection

Internal Revenue Service Name of the organization

Go to www.irs.gov/Form990 for instructions and the latest information.

UNLEASHING POTENTIAL

Employer identification number 43-0654857

Pa	art I Questions Regarding Compensation			
			Yes	No
1 a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990,			
	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.			
	First-class or charter travel Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			
	Tax indemnification and gross-up payments Health or social club dues or initiation fees			
	X Discretionary spending account Personal services (such as maid, chauffeur, chef)			
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or			
	reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		X
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors,			
	trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?	2		X
3	Indicate which, if any, of the following the organization used to establish the compensation of the organization's			
	CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to			
	establish compensation of the CEO/Executive Director, but explain in Part III.			
	Compensation committee Written employment contract			
	Independent compensation consultant Compensation survey or study			
	X Form 990 of other organizations X Approval by the board or compensation committee			
	Decided the control of the control of the dear France 200 Dectating A. France A. Franc			
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing			
	organization or a related organization:	4a		Х
a h	Receive a severance payment or change-of-control payment? Participate in or receive payment from a supplemental nonqualified retirement plan?	4a 4b		X
C		4c		X
·	lf "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.	70		
	The to any of miles to spice the persons and provide the applicable amounterior sacrificant art miles			
	Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
	contingent on the revenues of:			
а	The organization?	5a		Х
b	Any related organization?	5b		X
	If "Yes" on line 5a or 5b, describe in Part III.			
6	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
	contingent on the net earnings of:			
а	The organization?	6a		X
	Any related organization?	6b		Х
	If "Yes" on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments			
	not described on lines 5 and 6? If "Yes," describe in Part III	7		X
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the			
	initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in			
	Regulations section 53.4958-6(c)?	9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2022

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

	(B) Breakdown of W	n of W-2 and/or 1099-MISC and/or 1099-NEC (C) Retirement and other deferred (D) Nontaxable benefits (E) Total of column (B)(i)-(D)					in column (B)		
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	er compensation			reported as deferred on prior Form 990	
(1) DARLENE SOWELL	(i)	135,691.	0.	6,759.	19,320.	13,032.	174,802.	0.	
PRESIDENT AND CEO	(ii)	0.	0.	0.	0.	0.	0.	0.	
	(i)								
	(ii)								
	(i)								
	(ii)								
	(i)								
	(ii)								
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	(ii)								
	(i)								
	(ii)								
	(i)								
	(ii)								
	(i)								
	(ii)								

Part III Supplemental Information	
Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.	
PART I, LINE 1A:	
THE PRESIDENT AND CEO OF THE ORGANIZATION RECEIVES AN AUTO ALLOWANCE.	

SCHEDULE M (Form 990)

Noncash Contributions

OMB No. 1545-0047

Open to Public

Department of the Treasury Internal Revenue Service

Name of the organization

Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30. Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Inspection **Employer identification number**

	UNLEASHING P	OTENTI.	\mathtt{AL}		43-0	6548	357	
Par	t I Types of Property				•			
		(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of do noncash contrib	eterminir	_	s
1	Art - Works of art							
2	Art - Historical treasures							
3	Art - Fractional interests							
4	Books and publications							
5	Clothing and household goods	X		38,117.	PROGRAM VAI	υE		
6	Cars and other vehicles							
7	Boats and planes							
8	Intellectual property							
9	Securities - Publicly traded							
10	Securities - Closely held stock							
11	Securities - Partnership, LLC, or							
	trust interests							
12	Securities - Miscellaneous							
13	Qualified conservation contribution -							
	Historic structures							
14	Qualified conservation contribution - Other							
15	Real estate - Residential							
16	Real estate - Commercial							
17	Real estate - Other							
18	Collectibles							
19	Food inventory	Х	47,377	80,487.	PROGRAM VAL	JUE		
20	Drugs and medical supplies							
21	Taxidermy							
22	Historical artifacts							
23	Scientific specimens							
24	Archeological artifacts							
25	Other (EVENT ITEMS)	Х	153	8,357.	COST/SELLIN	IG PR	ICI	E
26	Other ()							
27	Other ()							
28	Other ()							
29	Number of Forms 8283 received by the organiz	zation durino	the tax vear for c	ontributions				
	for which the organization completed Form 82	-	•					
	5	, ,	J				Yes	No
30a	During the year, did the organization receive by	v contributio	n any property rep	orted in Part I, lines 1 throug	h 28, that it			
	must hold for at least 3 years from the date of			· · · · · · · · · · · · · · · · · · ·				
	exempt purposes for the entire holding period?					30a		х
b	If "Yes," describe the arrangement in Part II.							
31	Does the organization have a gift acceptance p	oolicy that re	equires the review	of any nonstandard contribut	ions?	31	х	
	Does the organization hire or use third parties	-	•	•				
	contributions?					32a		х
b	If "Yes," describe in Part II.					J.14		
33	If the organization didn't report an amount in c	olumn (c) fo	r a type of property	for which column (a) is chec	cked.			
55	also office to Double	2.4 (0) 10	, po oi piopoit)		,			

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) 2022

Schedule M (Form 990) 2022

232142 09-09-22

SCHEDULE O (Form 990)

Department of the Treasury

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2022
Open to Public Inspection

Internal Revenue Service

Name of the organization

UNLEASHING POTENTIAL

Employer identification number 43-0654857

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
DEVELOPMENT, AND ENRICHMENT CAMPS.
FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:
2022 OUTCOMES:
- 9 SITES IN THE CITY AND COUNTY
- 599 CHILDREN SERVED
- 86% OF CHILDREN IDENTIFIED, MANAGED, AND APPROPRIATELY EXPRESSED
EMOTIONS AND BEHAVIORS.
- 88% EXPRESSED A SENSE OF BELONGING
UP ENRICHMENT CAMPS - UP ENRICHMENT CAMPS OFFER FUN AND ENRICHING
ACTIVITIES DESIGNED TO PROVIDE AN EXPERIENTIAL APPROACH TO JOYFUL
SUMMER LEARNING. STRATEGICALLY LOCATED AT PARTNER SITES IN ST. LOUIS
CITY AND COUNTY, THE 8-WEEK CAMPS GIVE CHILDREN AGES 5 TO 12 YEARS OLD
OPPORTUNITIES FOR TRADITIONAL CAMP, AND AN OVERNIGHT CAMP EXPERIENCE.
CAMP ACTIVITIES INCLUDE SWIMMING LESSONS, NUTRITION, FITNESS, STUDIO
AND PERFORMING ART, STEM, FIELD TRIPS, SPORTS, ALL WITHIN THE CONTEXT
OF PROMOTING HEALTHY SOCIAL/EMOTIONAL GROWTH.
2022 OUTCOMES:
- 4 SITES
- 101 CHILDREN SERVED
- 92% OF CHILDREN EXPERIENCED A SENSE OF BELONGING.

98% OF CHILDREN IDENTIFIED, MANAGED, AND APPROPRIATELY EXPRESSED

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

232211 10-28-22

Schedule O (Form 990) 2022

Schedule O (Form 990) 2022 Page 2

Name of the organization UNLEASHING POTENTIAL Employer identification number 43-0654857

EMOTIONS AND BEHAVIORS.

IN THE FALL OF 2022, THE ORGANIZATION ENHANCED ITS STEM CURRICULA TO

INTRODUCE GEOSPATIAL INTELLIGENCE CONCEPTS TO YOUTH IN BOTH OF THESE

SCHOOL AGE PROGRAMS.

STRENGTHENING RESILIENT FAMILIES- USES A TWO GENERATIONAL APPROACH

SUPPORTING FAMILIES IN EARLY CHILDHOOD EDUCATION AND OUT OF SCHOOL TIME

PROGRAMS. THE PROGRAM WORKS DIRECTLY WITH FAMILY MEMBERS TO PROVIDE

BASIC NEEDS, REFERRALS AND SUPPORT.

2022 OUTCOMES

- CLIENTS SERVED: 345
- 100% OF CLIENTS INCREASED THEIR KNOWLEDGE OF RESOURCES IN THE

COMMUNITY FOR THEIR USE

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

2022 OUTCOMES:

- 47 CHILDREN SERVED
- 100% OF CHILDREN WERE READY FOR KINDERGARTEN.
- 92% OF CHILDREN MET OR EXCEEDED AGE-APPROPRIATE DEVELOPMENTAL MILESTONES.

FORM 990, PART VI, SECTION A, LINE 3:

THE ORGANIZATION HAS OUTSOURCED THE CHIEF FINANCIAL OFFICER FUNCTION TO A

PROFESSIONAL SERVICES FIRM. THE ACCOUNTING ACTIVITIES AND RESPONSIBILITIES

OF THE CHIEF FINANCIAL OFFICER ARE SUPERVISED BY THE PRESIDENT AND BOARD OF

DIRECTORS ON A PERIODIC BASIS.

Schedule O (Form 990) 2022

Schedule O (Form 990) 2022 Page 2

Name of the organization
UNLEASHING POTENTIAL
Employer identification number
43-0654857

FORM 990, PART VI, SECTION B, LINE 11B:

THE FORM 990 IS PREPARED BY A PUBLIC ACCOUNTING FIRM, IS REVIEWED BY

MANAGEMENT AND PROVIDED TO THE BOARD OF DIRECTORS ELECTRONICALLY BY

MANAGEMENT PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

CONFLICT OF INTEREST DOCUMENTATION IS DISTRIBUTED TO OUR BOARD OF DIRECTORS

AND SIGNED OFF ON ANNUALLY. A CONFLICT OF INTEREST STATEMENT IS ALSO

INCLUDED IN OUR EMPLOYEE HANDBOOK, WHICH EMPLOYEES SIGN OFF ON UPON

EMPLOYMENT. IF NECESSARY, MEMBERS OF THE GOVERNING BOARD OR AN APPOINTED

COMMITTEE WILL REVIEW AND MAKE A DETERMINATION ON POTENTIAL CONFLICTS THAT

MAY EXIST FOR THE ORGANIZATION.

FORM 990, PART VI, SECTION B, LINE 15A:

QUESTION 15A: THE COMPENSATION OF THE PRESIDENT & CEO IS BASED ON

COMPARABLE RATES AT SIMILAR NOT-FOR-PROFIT AGENCIES. ON AN ANNUAL BASIS,

THE PERFORMANCE AND PAY OF THE PRESIDENT & CEO IS EVALUATED FORMALLY BY THE EXECUTIVE COMMITTEE.

QUESTION 15B: THE ORGANIZATION DOES NOT HAVE ANY OTHER OFFICERS OR KEY EMPLOYEES.

FORM 990, PART VI, SECTION C, LINE 19:

OUR MOST RECENT AUDITED FINANCIAL STATEMENTS AND FORM 990S ARE AVAILABLE

FOR REVIEW ON OUR WEBSITE. OUR ARTICLES OF INCORPORATION, BYLAWS, AND

CONFLICT OF INTEREST POLICY ARE AVAILABLE UPON REQUEST.

Schedule O (Form 990) 2022	Page 2
Name of the organization UNLEASHING POTENTIAL	Employer identification number 43-0654857
FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:	
CHANGE IN VALUE OF PERPETUAL TRUSTS	-131,742.

Form **8868**

(Rev. January 2022)

Department of the Treasury Internal Revenue Service

Application for Automatic Extension of Time To File an Exempt Organization Return

► File a separate application for each return.

► Go to www.irs.gov/Form8868 for the latest information.

OMB No. 1545-0047

Electronic filing (e-file). You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870. Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits. Automatic 6-Month Extension of Time. Only submit original (no copies needed). All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns. Type or Name of exempt organization or other filer, see instructions. Taxpayer identification number (TIN) print UNLEASHING POTENTIAL 43-0654857 File by the Number, street, and room or suite no. If a P.O. box, see instructions. filing your 1000 N. VANDEVENTER return. See City, town or post office, state, and ZIP code. For a foreign address, see instructions. instructions. SAINT LOUIS, MO 63113 Enter the Return Code for the return that this application is for (file a separate application for each return) Application Return **Application** Return Is For Is For Code Code Form 990 or Form 990-EZ Form 1041-A 01 08 Form 4720 (individual) 03 Form 4720 (other than individual) 09 Form 990-PF 04 Form 5227 10 Form 990-T (sec. 401(a) or 408(a) trust) 05 Form 6069 11 Form 990-T (trust other than above) 06 Form 8870 12 Form 990-T (corporation) KELLY M. BEARD • The books are in the care of ▶ 6 CITYPLACE DRIVE, SUITE 900 - ST. LOUIS, MO 63141 Telephone No. ► 314-983-1223 Fax No. If the organization does not have an office or place of business in the United States, check this box If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) . If this is for the whole group, check this box 🕨 🔲 . If it is for part of the group, check this box 🕨 📉 and attach a list with the names and TINs of all members the extension is for. I request an automatic 6-month extension of time until NOVEMBER 15, 2023, to file the exempt organization return for the organization named above. The extension is for the organization's return for: ► X calendar year 2022 or ___ tax year beginning , and ending | Initial return Final return If the tax year entered in line 1 is for less than 12 months, check reason: Change in accounting period If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less 0. any nonrefundable credits. See instructions. If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit. 3b Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions. Caution: If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-TE and Form 8879-TE for payment instructions

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For Privacy Act and Paperwork Reduction Act Notice, see instructions.

Form 8868 (Rev. 1-2022)