



**UNLEASHING  
POTENTIAL**

# Who we are

Founded in 1913, Unleashing Potential's (UP) mission is to close the opportunity gap for children and youth by building on their strengths. We create educational and empowering experiences through early childhood education, after school programs, youth development and enrichment camps.

## Our Programs

UP works year-round helping children develop and grow into confident and caring adults who will make the world a better place.

## Our Impact

UP creates successful students and members of our communities. In 2024, of the 1,015 youth and 431 family members we served:

**100%** of our early childhood education kids were equipped and ready for kindergarten.

**82%** met and exceeded age appropriate milestones

**95%** of Before and After School Care and Summer Enrichment students gained or maintained independent living/essential life skills.

**88%** managed, identified, and appropriately expressed their emotions and behaviors

**94%** of the families maintained/improved their quality of life

**92%** of our resilient families increased knowledge of available community resources through our empowering Strengthening Resilient Families program.

**UP Early Childhood Education** uses an evidence-based curriculum taught by dedicated, nurturing teachers who guide children (6 wks-5 yrs. old) toward kindergarten readiness as they begin to unleash their potential.

**UP After School** provides a safe and educational option for K-6th grade students in 9 St. Louis City and County locations. We enhance regular classroom learning through an educational curriculum-based approach.

**UP Summer Enrichment** ensures parents affordable and safe out-of-school options that engage K-8th grade students in fun and educational STEAM (science, tech., engineering, arts, and math)-focused activities during the summer months.

**Strengthening Resilient Families** partners with UP families to strengthen their core foundation with sustainable resources and to build stability. Through coaching, we empower individuals to become productive and engaged community members.



**“My son has greatly improved academically - his counting skills, mathematical skills, and even writing letters. He also eats more veggies than before!”**

### UP Parent

\*Official audited 2024 financials available by June, 2025. Check [upstl.org](http://upstl.org) for updates.

**Get involved here:**



1000 N. Vandeventer Ave., STL, MO 63113

314-383-1733

[UPstl.org](http://UPstl.org)



UP is a 501c3 organization.  
FEIN: 43-0654857