



**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 out-of-school time programs, youth development and enrichment camps, and family engagement events.

## Our 2025 Impact

UP creates successful students and members of our communities.

In 2025, of the 788 youth and 2364 family members we served:

- 462** after school students had access to enriching educational activities and nourishing meals during out of school time.
- 48** summer enrichment campers used their STEM and teamwork skills to design and build boats that raced at our 2nd Cardboard Boat Regatta. Community partners also participated in the race!
- 8** families let their middle schoolers participate in ski lessons hosted by our partners, River City Outdoors, at Hidden Valley Resort

## Our Programs

**UP After School** provides a safe and educational option for K-6th grade students in 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 time 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.



**“UP provides my daughter with enrichment and STEM activities. She also gets to work on her social skills with other adults and by being with students not in her grade.”**

**UP Parent**

**Get involved here:**



1000 N. Vandeventer Ave., STL, MO 63113

314-383-1733

UPstl.org



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

# Why Our Work is Needed

Unsupervised time when school is not in session is critical to the safety and wellbeing of UP students and their families. We live in St. Louis. These are our neighbors. We work with our youth and families in under resourced communities to give them the opportunity to have a safe place where kids can thrive. UP believes families should not have to choose between meeting their children's basic needs and their academic success.

St. Louis is rising. Because of the new National Geospatial-Intelligence Agency (NGA) campus and tech businesses in our city, we want to ensure each child rises with it.

## Our Vision

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

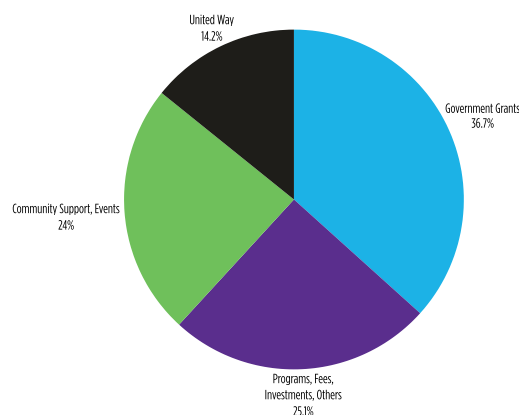
**Together, we are improving the lives of children in our community. Thank you!**



## 2025 Unaudited Financials

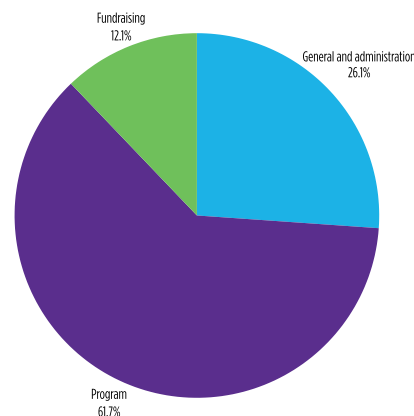
### Revenue

**\$2,873,592**



### Expenses

**\$3,071,944**



\*Audited financial statements will be available July 2026.

### 2025 Board of Directors

Tom Stringer, Chair  
Michael A. Green, Vice-Chair  
Jackie Dippel, Treasurer  
Andrew Walshaw, Secretary

Suzie Besnia  
Stacie Buckels  
Brian Caplan  
Mark Lenihan

Dr. Julian Magee  
Rev. Deon McKenzie  
Lynn Tiede  
Reginald Williams

### 2026 Board of Directors

Michael A. Green, Chair  
Andrew Walshaw, Vice-Chair  
Jackie Dippel, Treasurer  
Brian Caplan, Secretary

Suzie Besnia  
Stacie Buckels  
Mark Lenihan

Dr. Julian Magee  
Rev. Deon McKenzie  
Lynn Tiede  
Reginald Williams

### Executive Leadership

Darlene Sowell,  
President and CEO

Verletta Cole,  
Vice President of  
Development & Marketing

Brittany Campbell,  
Director of Development

Niesha Nelson,  
Director of School-  
Age and Youth  
Services

Julio Govreau,  
Director of  
Human Resources

## Thank you to our 2025 Partners!



2026 is shaping up to be a year of growth, innovation and new beginnings. We are building new partnerships and ways to support our families through a strong focus on our Out-of-School time and Strengthening Resilient Families programs. Our supporters and partnerships are the lifeline to making this possible."

Darlene Sowell, President and CEO