



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 critical out-of-school time programs including after school, youth development and enrichment camps, and through family engagement events.

VISION

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

In 2025:

- Over 300 after school students had access to enriching educational activities and nourishing meals during out of school time.
- 158 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.

By advancing social-emotional skill sets and providing STEAM (science, technology, engineering, cultural arts, and math) educational experiences and opportunities, we broaden a child's imagination and aid in academic success.

UP's programs give children the opportunity to discover more during critical out of school time hours to help youth and their families reach their potential.



ART & SOUL

Rising UP—\$15,000 (\$11,400 tax deductible)

- 2 tables of 8 (16 tickets)
- Premier table placement
- YOP tax credits
- Recognition from stage
- Logo on mobile bidding platform
- Full-page ad (8.5" x 11")

Reaching UP—\$7,500 (\$5,100 tax deductible)

- 1 table of 8 (8 tickets)
- YOP tax credit
- Recognition from stage
- Half-page ad (5.5" x 8.5")

Stepping UP—\$3,500 (\$2,300 tax deductible)

- 4 event tickets
- YOP tax credits
- Recognition from stage
- Quarter-page ad (4.25" x 5.5")

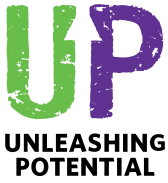
To submit a check or credit card payment, please send to:

Unleashing Potential
c/o Development
1000 N. Vandeventer Ave.
St. Louis, MO 63113

or visit upstl.org/donate



For more information, contact Brittany Campbell, Director of Development,
at bcampbell@upstl.org or (314) 561-3346.



Reduce your tax liability while building UP children with quality education.

Unleashing Potential has tax credits available through Missouri's Youth Opportunity Program (YOP). YOP tax credits are available to eligible Missouri taxpayers with a donation of \$1,000 or more. For financial contributions, the amount of the credit is equal to half of the donation.

Eligibility:

- Individuals (Cash and Stock Donations. Qualified Charitable Distributions and Donor Advised Funds are not eligible for tax credits.)
- Farm Operation
- Financial Institution
- Individual partner in a Partnership or
- Shareholder in an S- Corporation
- Individual reporting income from Missouri rental property or royalties
- Insurance Company
- Limited Liability Corporation
- Partnership
- Sole Proprietorship
- Small Business Corporation (S-Corporation)

*Starting 1/1/26:

- Individual donors who use standard tax deductions are eligible for tax deductions for gifts up to \$1,000 (\$2,000 for married couples).
- Individual donors who itemize deductions may strategically "bunch" annual donations to UP this year to overcome the new 0.5% AGI floor for itemized deductions.
- The maximum amount an individual (age 70½ or older) can transfer directly from their IRA to a qualified charity increases to \$115,000 per year. This is an increase from the 2025 limit of \$108,000.
- Corporations are able to claim a tax deduction for charitable contributions that exceed 1% of their taxable income. Bunching annual donations is one strategy to access these tax deduction benefits.

*Please consult with your tax advisor regarding the best giving option suitable for you.

For more information or to request a tax credit application, please contact Verletta Cole, Vice President of Development, at vcole@upstl.org or (314) 561-3337.