



theUp center

IMPACT

2024 ANNUAL REPORT

OUR VISION

We envision a healthy community where children and families thrive.

We believe that families are at the foundation of a thriving community. When we invest in all families, children are ready for school, parents are prepared to invest their talents in the workplace, home is a place of security, love, hope, and neighborhoods flourish. Our community becomes a better place to live, work and give.

OUR MISSION

We partner with children, families, and communities to improve lives and outcomes through prevention, intervention, and support services.

Through innovative services and community collaboration, we build strong families. By promoting equitable access and opportunity for all families, we create the foundation of a resilient, flourishing community. Our trauma-informed, equity-driven programs meet the diverse needs of our community.



OUR CORE ORGANIZATIONAL VALUES



Integrity



Compassion



Respect



Commitment



Accountability



Operational Excellence



Equity

Advancing community well-being through trauma-informed, equity-driven services, including:



Outpatient Mental Health Counseling

provides accessible, low-cost individual and group therapy for individuals, couples, families, and children, offering support to navigate emotional and mental health challenges. These services help people build healthier relationships, improve daily functioning, and create stability, ultimately leading to a more resilient community.



Cohen Military Family Clinic

provides timely access to quality outpatient mental health counseling for veterans, active duty service members, and their families. Committed to removing barriers to care for our military, our services support mental wellness and recovery, helping individuals and families regain stability and improve their quality of life.



Team Up Youth Mentoring

supports youth aged 6-17 by connecting them with caring adult role models who foster resilience, strengthen protective factors, and inspire academic achievement. Through these meaningful relationships, young people build social-emotional skills, reduce risky behaviors, and develop the confidence needed for long-term success.



Home Ownership & Financial Counseling

helps households achieve financial stability and homeownership by promoting responsible homeownership and financial management skills. Preventing housing instability fosters a more resilient community. A crucial part of these services is improving financial literacy to equip individuals for long-term success.



Sponsored Homes

supports adults with developmental disabilities by providing personalized, community-based residential support and supervision, fostering independence, and enriching both their lives and the community as a whole.



Financial Stewardship & Payee Services

manages Social Security and Veteran's benefits payments for eligible beneficiaries, ensuring their basic needs are consistently met while safeguarding their financial well-being, promoting stability, and enhancing their quality of life through responsible stewardship of their funds.



Substance Use and Peer Recovery

provides vital support for adolescents and adults striving for long-term recovery and wellness. These services help individuals reduce substance use, strengthen relationships, and succeed in school and the workplace, ultimately leading to healthier, more fulfilling lives and a stronger community.



Early Childhood Home Visiting

services equip parents with the tools and knowledge to support their children's on-time development, health, and school readiness. By strengthening parenting practices and connecting families to critical resources, these services have a lasting impact on children's success and families' well-being.



Birthing Doula

services provide vital physical and emotional support during pregnancy, childbirth, and postpartum. By promoting better maternal and fetal health outcomes and reducing stress, these services foster a healthier birth experience and contribute to long-term benefits for families, including stronger parent-child bonds and improved family well-being.



Foster Care

provides a safe, nurturing home where children who have experienced trauma can heal and grow. With caring support, children overcome challenges, rebuild trust, and develop skills for a brighter, more stable future. This improves their lives and creates healthier, more connected families in our community.



Eviction & Foreclosure Mitigation

services provide critical support to families at risk of losing their homes, helping them navigate challenges and secure housing stability. These services protect families from hardship by preventing displacement and strengthening communities by fostering long-term housing security.



DEAR FRIENDS AND SUPPORTERS,

As we share this year’s report, we’re reminded of the significant needs in our community—and the dedication of the people working to meet them. This year, more people than ever have come to us for essential support, facing challenges from housing insecurity and mental health struggles to educational barriers and the demands of living life with a developmental disability. These issues ripple through our neighborhoods, workplaces, and schools, affecting us all.

While these challenges aren’t easily addressed, even small actions—an hour of mentoring, a budgeting session, or a supportive presence—can make a big difference. When someone finds stability and resilience, their success is felt by everyone in their family and strengthens our whole community.

Together, we’ve supported thousands of individuals and families. From substance use services to veteran assistance and foster care, every program reflects our commitment to meeting people where they are. Our early childhood home visiting programs help parents foster positive practices, building solid foundations for children and families. Our mental health counseling programs provide accessible, high-quality therapies that work, helping people build healthier relationships and improve their day-to-day lives. For families facing potential homelessness, our eviction and foreclosure prevention programs offer a lifeline, helping them regain stability in challenging times.

None of this work would be possible without our remarkable team, dedicated volunteers, generous donors, and supportive partners. Your support and partnership have enabled trauma-informed programs that address immediate needs and equip individuals and families with resources and tools for long-term success, bringing us closer to a more resilient, inclusive community.

Together, we respond to crises and work to prevent them, ensuring families and individuals have the support they need to thrive. As you read these pages, we hope you see the profound impact of each small step.

Thank you for being part of this journey. Your involvement is essential to creating lasting change. Together, let’s keep building a community where everyone can grow and succeed.

With gratitude,



Tina Gill (She/Her)
President & CEO



Mark A. Hugel (He/Him)
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PREVENTION

A Journey to Homeownership

A CLIENT SUCCESS STORY

Ms. B joined our Housing Counseling program with the goal of becoming a homeowner through the Norfolk Redevelopment and Housing Authority (NRHA) and her Housing Choice Voucher. Since then, she has made remarkable progress with the help of her HUD certified Housing Counselor.

With financial counseling, Ms. B raised her credit score by 47 points, saved \$2,400, doubled her income to meet homeownership guidelines, and reduced her debt by an impressive \$26,000.

As our first People First client to complete the pre-purchase track, Ms. B earned a \$250 incentive from Navy Federal to help pay down debt. She is now working with NRHA to finalize the process of achieving her dream of homeownership.



“She looked at my finances and advised me on what needed to be done. She reassured me that I could buy a home.

That long-awaited dream came true.”

PREVENTION SERVICE — DELIVERY & COMMUNITY IMPACT

262 > 99%

parents & children ages 0-5 received early childhood education and support, increasing odds of on-time development and school readiness while reducing child abuse and neglect.

of those parents in our early childhood home visiting programs showed improved skills, knowledge, and/or positive parenting behaviors.

EARLY CHILDHOOD AND MATERNAL HEALTH

163 > 100%

children were screened for developmental delays.

of those children needing early intervention services were connected to resources

30

individuals received

doula services, perinatal mental health counseling, or lactation counseling, helping to improve maternal and fetal health outcomes.

FINANCIAL LITERACY

1,114

individuals

improved their financial capacity by preparing a sustainable budget and increasing savings, reducing debt, and/or improving their credit score.

YOUTH SUCCESS

119 > 97%

youth were matched with a caring adult mentor

of those youth improved their social-emotional skills and academic performance and/or reduced risky behaviors.

INTERVENTION

Hope's Path to Healing and a Brighter Future

A CLIENT SUCCESS STORY

Hope, a high school senior from the Suffolk and Western Tidewater region, sought help from The Up Center this August after a difficult summer. She had been living with her aunt due to instability and stress at home. With a history marked by abuse, neglect, and mental health challenges, Hope entered therapy determined to heal and grow. Her clinician describes her as resilient and a joy to work with.

Over the past seven months, Hope has embraced therapy, using tools like Cognitive Behavioral Therapy, coping strategies, and boundary-setting. These efforts have helped her find stability at home and reframe negative thought patterns. Recently, Hope achieved a major milestone: she was accepted into college and is preparing for this new chapter with optimism.



Over 20% of youth in Virginia reported suffering from at least one major depressive episode in the past year.

More than half of them did not receive any mental health treatment.

Source: Mental Health America 2024

INTERVENTION SERVICE — DELIVERY & COMMUNITY IMPACT

1,453 people

received timely, proven-to-work mental health counseling services.

84%

of those people reported an improvement in their overall well-being.

82%

of substance use clients showed stability and improvement.

309

children

were helped by therapists specializing in pediatric mental health care.

581

veterans, active duty, and military-dependent community members

worked with our Cohen Military Family Clinic

83%

of those people saw an improvement in their well-being.

BEHAVIORAL HEALTH AND WELLNESS

43

youths

were stabilized in their homes through placement in Foster Care, reunification with their family, or adoption.

96%

of those youths remained stable in their current foster home, significantly better than the national average of 67%.

YOUTH SUCCESS

59

families

avoided eviction or foreclosure, ensuring their housing stability.

HOUSING STABILITY

SUPPORT

Finding Purpose: How One Sponsor's Journey Changed Two Lives

A CLIENT SUCCESS STORY

When Tim Beachum became a sponsor through The Up Center's Sponsored Homes program, he didn't expect the profound impact it would have on his life. With guidance and support from the staff, Tim was able to help George, who came into his care under difficult circumstances. Despite initial challenges, George thrived with proper medical care and patience.

Tim and George developed a close bond, sharing experiences like late-night Walmart bike rides and dance-offs. Reflecting on the journey, Tim says, "George saved my life as much as I helped him change his." The Up Center's continuous support made the experience rewarding, and Tim couldn't imagine doing anything else. "I can't believe this is a career—getting paid for something that brings so much joy," he adds.

Through The Up Center, Tim found purpose and a lasting connection with George.



George saved my life
as much as
I helped him change his.

SUPPORT SERVICE — DELIVERY & COMMUNITY IMPACT

1,256

people with disabilities,
including veterans,

were stabilized in the community
through The Up Center's bill-paying
and financial stewardship services.

95%

of those adults
increased their independence
in at least one skill area.

79

adults with intellectual
and developmental
disabilities

live in the community with
specially trained families.

99%

of those adults
achieved stability in our
community, remaining with their
sponsor for two or more years.

48

veterans

modified their homes to ensure
independence and quality
of life. Our team facilitated
\$350,000 in Granting Freedom
Accessibility awards.

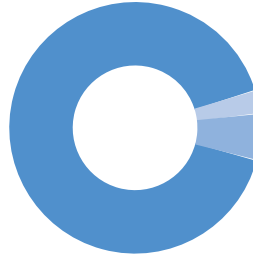
STABILITY
AND
INDEPENDENCE

OUR FINANCIAL HIGHLIGHTS



Revenue

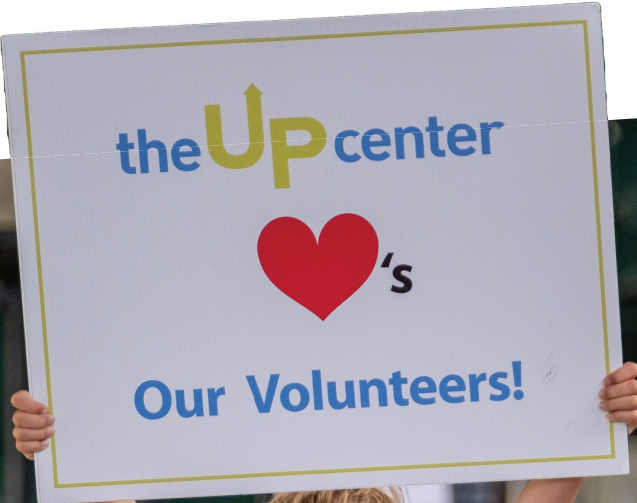
Fees for Service	70%	\$11,708,378
Grants	21%	\$3,429,189
Fundraising and other*	9%	\$1,491,202
TOTAL		\$16,628,769



Expenses

Programs	91%	\$15,390,795
General Administration	6%	\$961,173
Fundraising	3%	\$550,297
TOTAL		\$16,902,265

*Include accrued restricted support for future years and investment return.



A special thank you to our volunteers.

You contributed **15,898** hours of service this year, a value exceeding

\$505,556

And another special thank you to our donors from our staff and our clients.

Your support has helped us partner with approximately

10,000

people in South Hampton Roads to improve their lives and outcomes.

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—Kayla Little

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—Claudine Beamon

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—Christina Ta

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Happy 100th Birthday
—Charles S. Nusbaum

In Honor of Sarah Bishop
—Mary Morin

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The Hampton Roads Business Journal

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