

the **Up** center
SINCE 1883

**LOOKING
UP**

TOGETHER

2025 Annual Report



Our Mission

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

Our Vision

We envision a healthy community where children and families thrive.

We meet people where they are, emotionally, geographically, and culturally, through trauma-informed services. *Together*, with the generosity of our community, we help families overcome challenges, build lasting stability, and create a future where children and adults thrive, and where neighborhoods are places of connection, opportunity, and hope.

Expanding Access to Mental Health & Recovery

Mental Health Counseling

Providing compassionate, professional care to help children, adults, and families heal and thrive.



Substance Use Counseling

Offering judgment-free support and treatment to help individuals overcome challenges and build healthier futures.

Youth-Centered Care

Providing therapy and support tailored to the unique needs of children and teens; helping them build resilience, manage emotions, and thrive at home and school.

Cohen Military Family Clinic

Delivering high-quality mental health care for post-9/11 veterans, active duty service members, and their families.

Advancing Housing & Financial Stability

Housing & Financial Counseling

Equipping families with the tools to achieve stability, avoid foreclosure or eviction, and build financial independence.

Providing Pathways to Independence

Representative Payee Services

Managing benefits with care and integrity for individuals who need help with budgeting and daily expenses.

Sponsored Homes

Providing safe, supportive housing for adults with intellectual and developmental disabilities.

Strengthening Children & Families

Early Childhood Development

Helping parents nurture healthy growth and learning through home visiting, parenting support, and doula services.

Foster Care

Recruiting, training, and supporting foster families to provide children with safe, loving homes — and helping create forever families through adoption.



Team Up Mentoring

Matching youth with caring adult mentors who provide guidance, friendship, and encouragement.

Dear Friends & Supporters,

This year, as we share our annual report, we are reminded of the resilience of our community and the power of coming together. The challenges around us are real: rising mental health needs, families facing housing instability, youth seeking mentorship, and parents striving to give their children a strong start in life. Yet in every story, we find courage and compassion that remind us what's possible when we face challenges together.

At The Up Center, we call this Looking Up Together. It means facing challenges as a community, not alone. It means believing that every child deserves a safe home, every parent deserves support, and every individual deserves the chance to thrive. This spirit guides our programs, fuels our staff and volunteers, and inspires our donors and partners.

This past year, thousands turned to us for help through counseling and recovery services, foster care support, early childhood programs, housing and financial counseling, and services for our military families and veterans. Each time, they found not only resources and expertise but also people willing to walk with them. Every mentoring match, every counseling session, and every moment of stability created was made possible because we worked together.

Looking ahead, we remain deeply committed to growing with the needs of our community. We are investing in our facilities, expanding programs, and strengthening our technology so that every person who reaches out can access the care and support they deserve. As our world continues to change, we will continue to adapt and ensure The Up Center remains a trusted place of hope, healing, and possibility for generations to come.

Your generosity makes this possible. Because of you, families are not facing challenges alone. Because of you, children are growing up with stability and opportunity. Because of you, our neighbors are Looking Up Together and finding brighter days ahead.

On behalf of our entire team, thank you for your trust, compassion, and partnership. With your continued support, we will keep Looking Up Together and building a stronger community for all.

With gratitude,



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She/Her
President & CEO



Peggy Barney
She/Her
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Strengthening Children & Families

We partner with parents, caregivers, volunteers, and children to build safe, nurturing homes where families can grow together. From foster care to early childhood home visiting and mentoring, our programs provide stability and hope for brighter futures.

When Ana entered foster care at 14, she was struggling to trust others and unsure of where she belonged. With the support of The Up Center and her dedicated foster family, she began to heal, grow, and believe in herself again.

Her foster parents never gave up on her, showing her what stability, love, and belonging could look like. With their care and the steady guidance of her case manager, Sharon Reams, now the Director of Youth Services, Ana eventually found her forever family.

Now nearly 30, Ana recently reconnected with Sharon, the case manager who never stopped believing in her. She shared, “You met me as a broken, angry little 14-year-old girl and stuck it out through all the years. Thank you for introducing me to my forever family. I couldn’t be where I am without you.”



947 youth found guidance, support, stability & hope through our services

When children and families are strong, entire communities thrive. **Together**, we can create safe, nurturing homes where love, stability, and opportunity can take root for generations.

team up

251

children & teens were mentored by caring adults who built confidence, encouraged positive choices, & fostered connection in and out of the classroom

100%

of mentees showed improved school performance, greater confidence, or reduced risky behaviors

early childhood development

413

children and parents took part in our early childhood home visiting programs, receiving personalized support & resources to strengthen development & prepare children for school

100%

of families felt more confident parenting & improved their skills, showing the lasting impact of early guidance & encouragement

foster care

57

babies & children found safety & care through foster care

33

rejoined their families or were adopted by their foster parents

"I don't know if I would've had the strength to get through this without all the support you gave us."

Expanding Access to Mental Health & Recovery

We believe everyone deserves compassionate care when facing life's toughest challenges. Through counseling, substance use recovery, peer support, and specialized therapies, we help individuals and families find healing, resilience, and renewed strength.



When a mother came to The Up Center seeking counseling, she shared that she and her children were living in a van. She was on a waiting list for income-based housing but couldn't move forward because of a balance she still owed. Feeling overwhelmed and on the edge of giving up, she confided that even daily routines had become too heavy to manage.

Our team member Renee listened with compassion and lent her expertise to help guide the mother's first steps toward stability. She connected her with local resources for food, clothing, and shelter, and identified agencies that could assist with the balance needed to secure housing. Once her immediate needs were met, Renee continued to support her through counseling—helping her rebuild confidence, strengthen her coping skills, and focus on long-term stability for herself and her children.

767 women received mental health care support

Only after these most urgent needs are met can a family begin to focus on longer-term healing through counseling. **Together**, we are able to meet people where they are — offering compassion, connection, and hope when it matters most.



"No one ever helped me like this before."

mental health counseling

2,339 individuals, families, & youth received mental health counseling

86% of individuals reported **improvement** in their mental & emotional health

military family clinic

655 veterans, military members, & their families found hope & healing

substance use & recovery

836 people were connected with support through Peer Recovery outreach

110 individuals received REVIVE! a life-saving training that teaches how to respond to opioid overdoses

youth-centered care

75% recovering youth reported stronger relationships with their families — a foundation for improved communication, academic achievement, friendships, & confidence

Advancing Housing & Financial Stability

Our housing and financial counseling services guide families through foreclosure prevention, homeownership, budgeting, and credit building—helping them achieve lasting stability.

At just 22 years old, Destiny achieved what many spend years working toward — purchasing her first home. A graduate student and young professional, Destiny’s goal was clear: financial independence, her own space, and the start of generational wealth.

But the path wasn’t simple. Initially deferred from a first-time homebuyer program, she was referred to The Up Center, where housing counselor Charnette helped her refocus her finances and find new possibilities. With encouragement and guidance, Destiny stayed the course — and in July 2025, she closed on her very first home.

For Destiny, her new home is more than four walls. It represents stability, confidence, and the future she’s building for herself. With continued post-purchase counseling, she now has the tools to sustain her investment and inspire others to believe that homeownership is within reach.



39 families became proud first-time homeowners

A safe home and financial security are the foundation of a stable life. **Together**, we can provide the guidance families need to find stability and build a brighter future.

➤ housing & financial counseling

1,015 individuals received guidance towards secure futures

\$88,134 of debt was reduced among clients

92% improved **credit scores**, building stronger financial futures

eviction & foreclosure prevention

96% of **families** maintained stable housing, avoiding eviction or foreclosure

"It took time, but now I have a home of my own. And I did it with the support of people who never gave up on me."

Providing Pathways to Independence

Independence means dignity, confidence, and choice. For the individuals and families we serve, from people with developmental disabilities to veterans facing financial challenges, we provide guidance and stewardship that help them thrive with stability and autonomy.

When a new sponsor opened their home to an individual with complex medical and behavioral needs, they quickly felt overwhelmed.

With The Up Center's support, help came immediately. Our Director contacted the Community Services Board and, *together* with the Office of Integrated Health and clinicians, built a team with the sponsor and the individual. Within days, wound care and behavioral consultations were arranged, stronger supports were put in place, and another prospective sponsor was introduced to explore the best long-term fit.



What could have been a crisis became a testament to the power of collaboration — showing that when professionals, sponsors, and community partners come *together*, individuals with the highest needs can still find stability and hope.

118

veterans maintained stability & independence through financial stewardship

Belonging means dignity, confidence, and acceptance.

Together, we can support individuals with developmental disabilities to live with greater freedom and belong in their communities.

sponsored homes

73 adults with intellectual & developmental disabilities were connected with compassionate sponsors who provide stable, supportive homes

94% of those adults showed increased independence in at least one skill area



representative payee

\$16.4 million in benefits were managed through tens of thousands of transactions

1,218 individuals remained stable & secure through bill-paying & our financial stewardship services

With Gratitude

This year, hundreds of generous supporters joined hands to lift up children, families, and communities across South Hampton Roads. Every gift—large or small—helped create moments of stability, healing, and growth. Because of you, lives have been changed, futures are brighter, and hope continues to grow. Thank you for standing with The Up Center. ***Together, we are building a stronger community for all.***

Together
your support
impacted over **10,000**
children, families, veterans, mentors
& neighbors across Hampton Roads.

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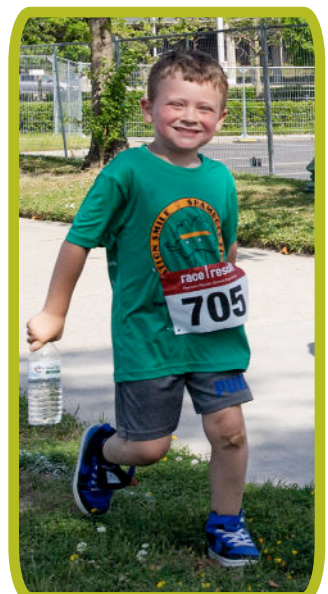
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Together, We're Building What Comes Next



At a time when government funding is shrinking while demand for mental health, family support and housing services is growing, we must act - not only to sustain what we do so well, but to expand to meet the emerging needs head-on.

When you invest in The Up Center, you're not just supporting programs — *you're shaping what's possible for the next generations.*

\$0.93 of every dollar
fuels brighter futures

www.theupcenter.org/ways-to-give

**Give
Today**



Our Financial Highlights

The Up Center Draft FY2025 Audited
Financial Statements

*Includes accrued restricted support for
future years & investment returns.

Revenue

Fees for Service	71%	\$11,861,093
Grants	20%	\$3,445,295
Fundraising & other*	9%	\$1,510,120
TOTAL		\$16,816,508

Expenses

Programs	92%	\$15,318,945
Fundraising	5%	\$835,508
General Administration	3%	\$ 513,343
TOTAL		\$16,667,796

Our Locations

580 E. Main Street, Ste 400, Norfolk, VA 23510 | 757.354.3819

222 W 19th Street, Norfolk, VA 23517 | 757.622.7017

828 Healthy Way, Ste 150, Virginia Beach, VA 23462 | 757.965.8686

109.5 Clay Street, Suffolk, VA 23434 | 757.965.8663

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