

10 years of making & KEEPING our promise.



Reach a Child.
Raise a Leader.
Restore Community.



UrbanPromise
CHARLOTTE

2023 ANNUAL REPORT

Our MODEL.

01

Reach a CHILD.

(ages 5-13)

Students attend afterschool and summer camp programs receiving academic support, targeted literacy instruction, recreation, and community.

02

Raise a LEADER.

(ages 14-18)

Students are employed as “StreetLeaders” (mentors, role models, and counselors for the younger campers) receiving post-secondary pathway guidance and access to mental health services.

03

Restore COMMUNITY.

(ages 18-25)

Alumni receive support so they persist through and graduate college, enter into their pathway of choice, and find meaningful post-grad employment.

Q&A: How hot is the



Our PROMISE.

To walk through a 20-year leadership journey with a student and their family to **reach a child, raise a leader, and restore our community.**

Our MISSION.

To provide Charlotte’s children and youth with the spiritual, academic, and social development necessary to become **Christian leaders determined to restore their communities.**

Promise-KEEPING.

Jesus invites us to **co-create his kingdom of justice and love** in Charlotte. And we've seen the leadership potential of teenagers in our city. So together, we're creating a community that reflects God's character of **justice and hope for all people**. Because we know our students are the **agents of restoration** our city needs now and in the future, so we're equipping them to be leaders in our city and beyond.

UrbanPromise takes youth and their families on a 20-year leadership journey. From ages 5 to 25, we walk with youth as they maneuver through each stage of their life in four neighborhoods across Charlotte:

CAMP
JOY
SOUTH SITE

CAMP
FREEDOM
WEST SITE

CAMP
HOPE
EAST SITE

CAMP
LOVE
NORTH SITE

THE
AGENTS OF
RESTORATION
OUR CITY
NEEDS.



Reach a **CHILD.**



At UrbanPromise, we believe the old saying that “readers are leaders.” That’s why, throughout the year at our out-of-school-time programs, UrbanPromise students grow as readers by participating in teacher-led literacy instruction, differentiated lessons on the i-Ready platform, and high-quality phonics and fluency tutoring.

During the spring and summer, UrbanPromise had the privilege of expanding our partnership with the Augustine Literacy Project (ALP), a nonprofit that trains volunteer tutors to provide quality one-on-one Phonics instruction. ALP’s mission directly aligns with our goal of helping our students reach grade-level reading proficiency in phonics before entering 3rd grade.

At our Camp Joy site (or South Boulevard site), we piloted a “Super Tutor” position where an UrbanPromise alumna, Katya, works part-time as an ALP tutor at UP, providing one-on-one instruction using research-based methodology to tutor multiple campers throughout each week during the spring and summer.

One of the students who benefited from Katya’s work is Karen, a third grader. She loved working with Katya. Karen shared some of the activities she and Katya did together. *“We read sentences. She would say it and I would repeat. We would read a book and we would sound out a sentence.”*

Karen has always loved to read, but her excitement with reading increased tremendously after working with Katya. *“I just love books! I feel like I know how to read and I feel stronger!”*

We get excited to see our students continue to fall in love with reading. We hope that in the future we can welcome many more Super Tutors to all our sites.

OUT-OF-SCHOOL-TIME IMPACT

3.3 months of summer reading growth

6 weeks of summer camp

32 weeks of AfterSchool Programs

440 students served

442 hours of targeted reading instruction

352 Bible lessons provided

154 summer steam lessons provided
(led by StreetLeaders)



Raise a LEADER.

When given the opportunity to lead, our StreetLeaders thrive, experience growth, gain confidence, and learn more about themselves. One of those StreetLeaders who has experienced this change is TJ, a high school junior and StreetLeader Captain at Camp Hope.

"I do think I've grown. When I first came to UrbanPromise I was shy and timid. Now, I'm more open to doing new things, more talkative, and friendly," TJ reflected. After experiencing this growth, TJ decided he wanted to apply to be a StreetLeader Captain (a peer leader who serves as a guide, a bridge, and a role model to the StreetLeader community). *"I'll help give them the confidence to lead the classroom. If they are confused in any way, I try to guide them in the right direction,"* TJ shares with pride.

As a StreetLeader, TJ has the opportunity to be a part of the Trekkers program, designed to help StreetLeaders grow in their leadership while also allowing them to have new experiences. Having the opportunity to be part of Trekkers was exciting to TJ. *"When I was a little kid, I wanted to travel. Joining the Trekkers program was an opportunity for me to see new things, go new places, and have new experiences."*

One of those new places was traveling to Utah to see the national parks. TJ wanted to go to experience the beauty of nature. If you followed UP on social media, you probably saw TJ as our StreetLeaders took over our Instagram account to detail the journey. *"It was so surreal in the moment, it did not feel like you were there. It was so peaceful,"* TJ shared about his experience. Being a part of this experience taught TJ a lot and a lesson we could all take with us. *"I learned to not think about future problems, to focus on the moment, and focus on where you are now."*



STREETLEADER IMPACT

100% graduate high school
(19 students)

100% accepted into college
(54 acceptances)

152 employed at UrbanPromise

419K+ cumulative salary

40,515 hours worked

1,000 counseling sessions



Restore a COMMUNITY.

One of the excitements of our summer camps is when StreetLeader alumni come back as interns with UrbanPromise. They bring back their experience and familiarity with UrbanPromise to help lead summer camps alongside staff. This year, we had a new internship opportunity available. Anna is one of our alumni who started with UP in 2016 as a StreetLeader at Camp Joy. This summer, she interned with the alumni program, assisting the team in preparing our graduating senior StreetLeaders with their transition into their first year of college.

For so many first-generation college students, there are significant barriers faced just getting to the first day of college. One of the projects Anna focused on was walking each first-year StreetLeader alum through a tracker that outlined their goals and what they had to accomplish before getting to school.

"I noticed seniors were not receiving the support they needed. Whether in communications or advising, they had clear goals but were not being heard by their institutions. It is a barrier because it could set someone back from finishing in their timeframe," Anna shared.

When reflecting on her time this summer, she felt her journey with UP came full circle. *"So much had been poured into me during my journey. I want to give back and it was so fulfilling."*

Anna was also a part of our first cohort of the Social Capital Collaborative (SCC). The SCC is for StreetLeader alumni to grow in their professional skills, build meaningful professional networks, and successfully launch into their chosen career paths.

"Every session that we had, I learned something new about networking, going through the interview process, building a resume, workplace etiquette, and more." Anna continues, *"We learned things you wouldn't know as a first-generation student entering the professional world, like what the workplace may be like as a person of color. It was really helpful."*

Anna truly is living out the "Restore Community" pillar of UP's vision! Alumni like Anna give us hope that the next generation will transform our city.

"Restoring the community means we still have a role here, this is still our home. Even though the community is changing, we still have a role in this change."

ALUMNI IMPACT

163 total alumni

36 colleges represented

11 returned as summer camp interns

83% alumni enrolled or graduated college

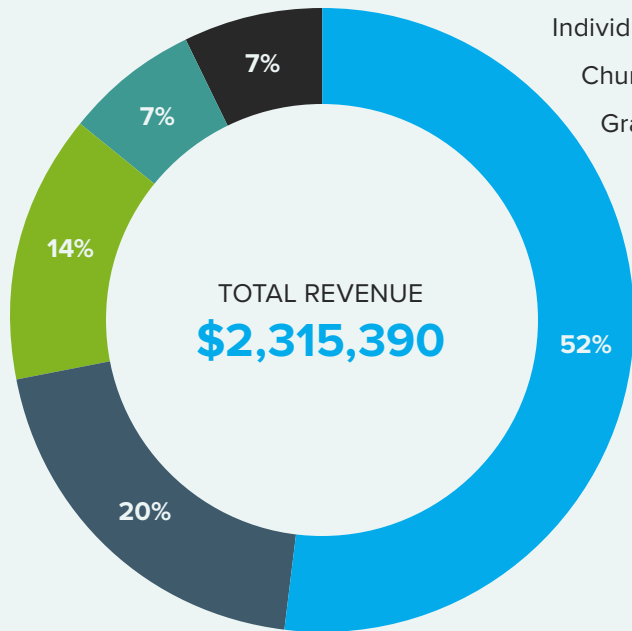
80% first-generation college students

337 1:1 meetings with our Alumni Directors

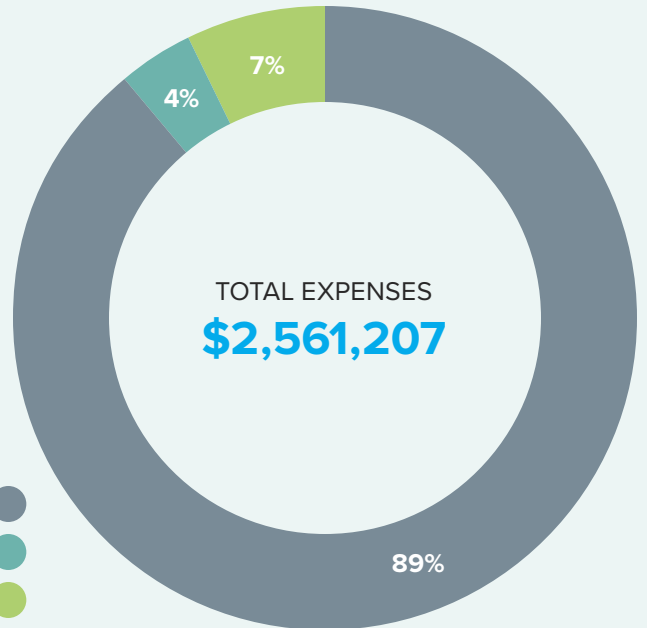




Your gift, OUR STEWARDSHIP.



- Individual Contributions ●
- Church Contributions ●
- Grant Contributions ●
- Corporate Contributions ●
- State Funding for Meals ●



- Program ●
- Administrative ●
- Fundraising ●

Important Note on Financials: During the fiscal year ending June 30, 2023, we had \$532,503 of net assets released from restriction. These were significant grants that we were pledged and booked during our previous fiscal year. Thus, we continued to operate from a healthy financial position where our funds available exceeded our expenses.

Thank you for helping us **KEEP** the promise!

Thank you for investing in our promise-keeping for our city, our students, and their families. Stay connected with us by following us on social media, volunteering, and giving. The restoration of Charlotte is at hand!

GIVE ONLINE

urbanpromisecharlotte.org/donate



UrbanPromise
CHARLOTTE

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