

Norfolk 222 West 19th Street | Norfolk, VA 23517
Norfolk 6350 Center Drive Building 5, Suite 215 | Norfolk, VA 23502
Norfolk 800 Tidewater Drive | Norfolk, VA 23504
Portsmouth 1805 Airline Boulevard | Portsmouth, VA 23707
Suffolk 109 1/2 Clay Street | Suffolk, VA 23434
Franklin 100 W. 4th Avenue | Franklin, VA 23851

Return Service Requested



Board officer Andria McClellan kicks off the agency's Step Up stair climb with the help of Riptide, The Up Center's President & CEO Ed Welp and Norfolk Mayor Paul Fraim.

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 Consultant

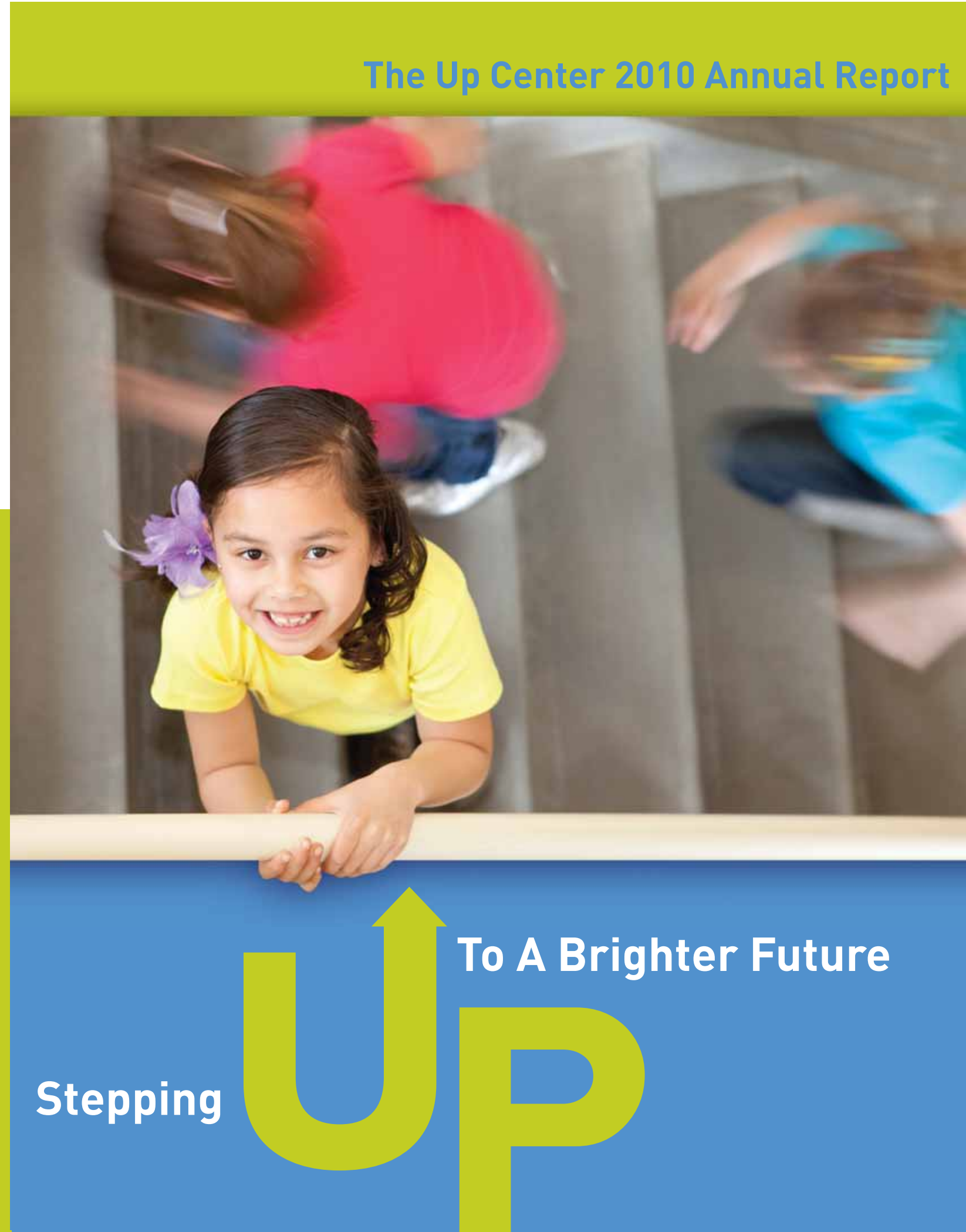
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 Community Volunteer

Ross Legum
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Linda Rice, Ph.D.
 Tidewater Community College

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Stepping **UP** To A Brighter Future

Understanding People Understanding Problems

With the help of many supporters, The Up Center overcame barriers in FY 10 to assist nearly 10,000 people in the Hampton Roads community. To help the effort, the agency successfully launched several new programs to address a diversity of needs.

Spotlight Books

The Up Center started FY10 by completing a merger with Virginia Social Ventures. This brought the Spotlight Books job training program under the agency's wing. This program runs a business of selling books online while helping trainees overcome significant barriers to employment.

In the past year, the program helped 42 homeless or very low income adults. Aside from providing on-the-job-training, The Up Center also gave the trainees other wrap-around services, including job search skills and support for victims of violence.

Mentoring Expansion

The Team Up Mentoring program expanded to offer new services. A program to provide specially trained mentors for foster children was added, in addition to an in-school mentoring program at Ruffner Middle School. More than 50 children have been provided mentors through these two new programs.

Mental Health Support

The Up Center's counseling services also expanded to offer special services to those with chronic mental illnesses. This new program provides the support necessary to help ensure individuals complete everyday tasks, such as paying bills, going to the doctor, making meals and doing laundry. 334 hours of support were provided in the first three months of this program.

Day Support for Adults with Disabilities

This past January, the agency opened the doors of its day support program for adults with disabilities. The program began by helping adults with intellectual disabilities and later expanded to also serve those with developmental disabilities, including those with autism.



"Today was my first birthday home in 16 years—and I was clean for the first time. It felt good. My family surprised me with a party, and I was crying. It felt good inside that someone loved me and thought of me. I will never forget this day."
—Tracey Johnson, Spotlight Books Trainee

Ms. Johnson wrote this in her 'win' journal that all trainees keep during their time spent in the agency's job training and support program for homeless and low income adults.

Agency staffers Laurie Camp & Andrea Nathan help a client feed the fish at the new day support site.



Our UP Most Thanks



English writer George Colman once said you should "praise the bridge that carried you over." This year I would like to offer this gratitude for all of you who have become bridges for The Up Center and our clients as we have faced the highs and lows of the economy and other challenges. You have given us a lot for which to be thankful since you, our supporters, have stepped up like never before to help The Up Center serve the community. In particular, I would like to thank:

- Our Board of Directors that has donated hundreds of hours of time and has significantly increased its financial support.
- The agency's very dedicated staff that has put in hard work and long hours to meet the increasing needs of our community.
- Our foster families and mentors, who have demonstrated unwavering dedication to our area's children and our Family Life providers, who have provided homes to adults with disabilities.
- Countless volunteers, businesses, foundations and individual supporters, who have helped us achieve our mission of helping our clients "live better lives."

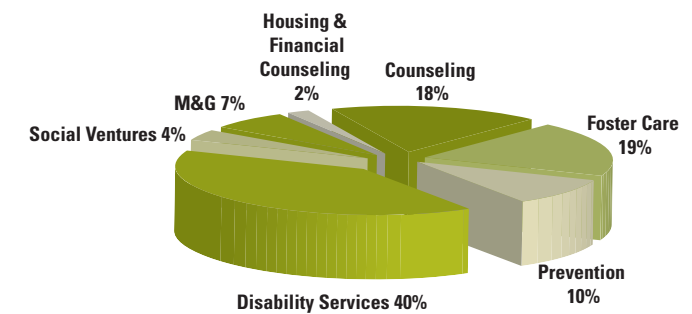
We truly could not do what we do every day without your help. I cannot thank you enough for your continual support and look forward to working with you in the future to make Fiscal Year 2011 even better.

With much appreciation,

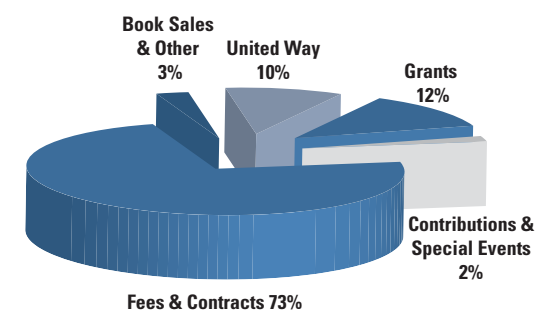


At The Up Center's 125th anniversary celebration in 2008, I was honored to assume the role of Chairman of the agency's Board of Directors. Two years into the post, I am even more proud of the agency and the great work it does to help people live better lives. During this time period, the agency has had to overcome some major challenges, but I have been pleased that our funding partners have continued to see The Up Center as being a great agency to place their resources and trust. More importantly, I am proud that The Up Center has been seen as the "go to" agency for members of the public seeking help. As I leave the Chairman position, I am confident that The Up Center will remain a respected member of the social services community for generations to come.

Expenses \$10,117,350



Revenue \$10,102,012



You Stepped



To Help Us Address Growing Needs & To Help Us Touch More Lives

- **Team Up Mentoring more than doubled in size**, serving 152 youths and their mentors.
- **Our Food Bank continued its trend of serving an increasing number of people in need**, providing food to 1452 people, including 502 children.
- **Group Therapists helped more people contending with domestic abuse, anger management or divorce**, serving 419 people in group therapy sessions.
- **Representative Payee Services assisted many more adults with disabilities**, including veterans, helping 1187 adults with bill paying and money management services to prevent homelessness.
- **Housing Counselors provided one-on-one counseling to double** the number of homeowners facing foreclosure, assisting 470 homeowners, while also providing housing education classes to 62 others.
- **Our Family Life Program placed 45 adults with disabilities**, five more than the previous year, in family homes, providing an alternative to institutional living.
- **Camp Horizon provided services to 20 more campers** in the summer of 2010, assisting a total of 117 campers with disabilities.



Betsy Ryland sent her 23-year old son Brian (above right) away from home for the first time when he attended The Up Center's Camp Horizon program for people with disabilities. The camp not only helped Brian, but it also gave her and her husband an opportunity to vacation at an oceanfront hotel by themselves for the first time in many years. After camp ended, Mrs. Ryland said Brian had a new sense of independence and confidence. To express her gratitude, she wrote a thank you letter that said in part:

"Thank you for the wonderful care you gave to Brian! He LOVED the camp experience! You all are a special group of people. Brian definitely wants to come back next summer!"

—Betsy Ryland



Kiana Murden

and her mentor Jennifer Decker grew so close in their mentoring relationship that Jennifer asked Kiana to be the maid of honor at her wedding. Jennifer says the two hugged and cried about the wedding plans before the big day. After the wedding, the two are as close as ever and continue to go on many outings—including climbing 50 flights of stairs together at the agency's Step Up stair climb.

"They gave me the skills to better take care of myself."

—AJ talking about The Up Center's Seeking Safety program that helps victims of domestic violence. AJ began attending the program at a domestic violence shelter after her husband severely beat her, dragged her to their car and drove toward the cemetery. AJ pressed charges and is now working on getting her own apartment and learning to manage her stress and anxiety.

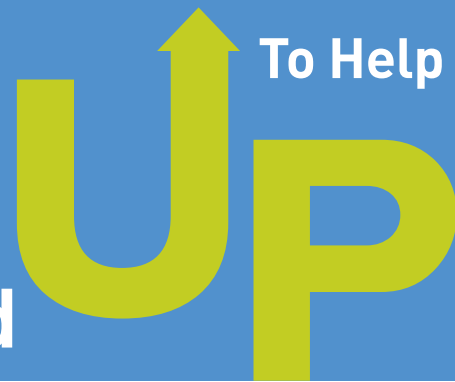
- **Individual and Family Counselors helped 772 people** with grief, trauma and the other stresses of life.
- **In-Home Services provided 17,321 hours of intensive in-home counseling, mentor services and/or supervised visitation** to prevent children from being placed in foster care.
- **Foster Care and Adoption programs provided loving homes for 66 children.**
- **Our Early Childhood programs helped 159 families**, ensuring healthy children and successful parenting.
- **Our Families and Schools Together (FAST) program strengthened the families of 14 preschool children.**
- **Our Creating Lasting Family Connections (CLFC) program helped 60 families** in three Portsmouth schools with substance abuse prevention.
- **Students' Best Friend utilized Jaegar, our agency facility dog, to help 26 students in special education classes.**
- **Therapeutic Recreation & Behavioral Consultations helped 30 people with disabilities** find meaningful activities to foster their independence and to improve their social interactions
- **Financial Educators helped 732 people** through our debt management classes or one-on-one counseling sessions.
- **Reverse Mortgage Counselors provided 238 seniors** information on how to use their home's equity to ensure financial stability.

Lola Gomez enrolled in

The Up Center's Healthy Families program shortly after giving birth to her son Jalen. She said she was unsure about being a first time parent and a single mother, so she jumped at the chance to be in a program that could provide her with developmental information and other resources. Her Family Support Worker from the agency helped her apply for social assistance and child support until she could get on her feet and referred Jalen to Early Intervention Services when he had a speech delay. After three years of hard work, Ms. Gomez now has her own apartment, is going to school, has a part-time job and an internship, and Jalen is on track developmentally.



You Stepped



To Help the Community

LEADERSHIP SOCIETY

Benefactor (\$10,000 & Above)

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Beazley Foundation
Capital Group Charitable Foundation
William A. and Jane M. Charters Fund of the Hampton Roads Community Foundation
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Governor's Office for Substance Abuse Prevention
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Virginia Department of Social Services
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WAVY-TV 10

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Joshua P. Jr. & Elizabeth D. Darden Foundation
Eastern Virginia Medical School

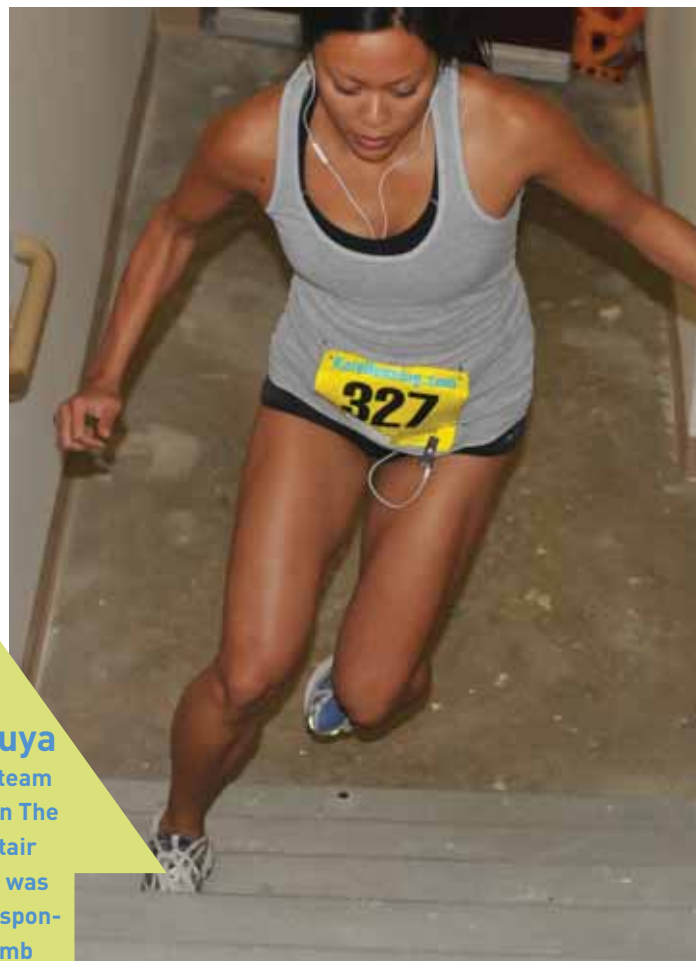
Ebenezer Baptist Church Mission Fund

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Johns Brothers Security, Inc.
Kellam, Pickrell, Cox & Tayloe
Amanda and Kyle Gift
Ross & Anne Legum
Lynnhaven United Methodist



Elizabeth Agbuya from Earl Industries' team won her age division in The Up Center's Step Up stair climb. Earl Industries was the event's gold level sponsor and helped the climb have a very successful first year.

The Up Center's 2009-2010 Annual Report expresses gratitude to those who gave to the agency between July 1, 2009 and June 30, 2010. In preparing this report, every effort was made to ensure its accuracy. Please notify us of omissions or corrections at Cynthia.James@theupcenter.org and accept our sincere apologies.

William J. Mifflin
Morphix Technologies
Randall & Linda Rice
Casey & Denise Robinson
Karen J. Squires
B. M. Stanton Foundation
Emily S. Washington
Eric Worden

Partner (\$250-\$499)

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Consolidated Logistics Center
Dia DuVernet
Martin A. Einhorn
First Atlantic Restoration
Shelton Fisher
Suzanne Franklin
Michelle Holder
JobSiteJoe.com & 7 City Jobs.com
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STIHL, Inc.
TowneBank
Jean P. Webster & Steve Cox

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Peter Adams
Christine Agbuya
Jackie Ahlsted
Robert Ake
Douglas Alexander
Eric Alger
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Christopher Bates
Howard & Kathy Batkin
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Linda G. Beaman

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Nicole Belcher
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Alicia Bennett
Jeannine Bennett
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Brooke Bialke
Jeremy Bilger
John K. Birknes
Bruce & Sarah Bishop
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Tiffany Bracey
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Mary Brantley
Otinka Bray
Lucius H. Breeden
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Baylies Brewster
Charlene M. Brewster
Jason & Kristi Bridges
Scott & Joni Brooks
Danielle Brown
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Mary Bunch
Matthew Buntley
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Timothy P. Callahan
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Lorena Campbell
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Sonia Chiriboga
Tammi Clarke
John Herre & Sarah Clarkson
Faye Lynn Clayton
Patricia Coale
Megan Codling
Barbara Cohen
Jason Collins
Geraldine Collins
Michelle Collins
Norman & Susan Colpitts
William Combes
Octavio Concepcion
Mark Conley
Ray Conroy
Patty Coogan
Charles & Minette Cooper
Jovie Corpus

Norfolk firefighters from Fire-Rescue Station 1 climbed the stairs in full gear at The Up Center's Step Up stair climb.

Lisa Cottle
Christopher Couchman & Megan Campbell
Janet A. Cowell
Betty Wade Coyle
Robert and Cathy Craft
Allen & Patricia Craven
Bobby Crawford
Calista Crawford
Murat Croci
Linda Crosby
Adam Crosby
Barbara Cruca
Christopher and Kelly Cumberland
Jennifer Cunningham
Kenneth Dahm
Dick Daigle
Donnie Dale
Dancing Tomato
Jennifer Darnell
Brian Dasher
Holly and Joseph Daugherty
Carla Davila
Jane Davis
Marie Davis
Kristen De Haan
Jennifer Decker
Mary Beth Demeter
Michael R. Devine
Carol Dick
Lashahn Dill
Paul DiNardo
Byron Dixon
Janet Dobson
Dominion Tower
Jennifer Donovan
Edward Douglas
Charles Douglas
Matthew Drake
Carol A. Dufresne
Douglas Dunagan
Jamie Eckard
Clyde Edmonds
Amy Edwards
Lisa Ehle
Terrance Elburne
Ed and Ruth Elkins
Jason Elliott

Julie Elliott
Karen S. Equils
David & Jan Erbe
Reid H. Ervin
Candace Evans
J. Kellie Evans
Karen Evans
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Carla Favata
Natasha Fedyszyn-Carr
Mary Ferebee
Paul and Margaret Fernan
Edith Fields
David Figueroa
Bruce Filkins
Kenneth Dahm
Dick Daigle
Donnie Dale
Dancing Tomato
Jennifer Darnell
Brian Dasher
Holly and Joseph Daugherty
Carla Davila
Jane Davis
Marie Davis
Kristen De Haan
Jennifer Decker
Mary Beth Demeter
Michael R. Devine
Carol Dick
Lashahn Dill
Paul DiNardo
Byron Dixon
Janet Dobson
Dominion Tower
Jennifer Donovan
Edward Douglas
Charles Douglas
Matthew Drake
Carol A. Dufresne
Douglas Dunagan
Jamie Eckard
Clyde Edmonds
Amy Edwards
Lisa Ehle
Terrance Elburne
Ed and Ruth Elkins
Jason Elliott



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 Michael Brown & Teresa Graf-Brown
 Fran Gray
 Melvin Green
 Jennie Greene
 Christina Griffin
 Peter Grinkewitz
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 Linda Gulko
 Margaret P. Gupta
 Louis & Suzanne Guy
 Teresa Hahn
 Buzz Halleen
 William H. Halprin
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 Amy Harrington
 Andrew Harrington
 Scott Harris
 Colleen Harris
 Timothy & Kathryn Harrison
 Helen Hart
 Gary & Kathleen Hartman
 Virginia Harvey
 John Hearne
 Bridgette Hegge
 Ute Heidenreich
 Stacy Henn
 Michele Hessel
 Judith Hessel
 Darreyl Hicks
 Richard Hinton
 Kevin Hirschfeld
 Aleacia Hitchcock
 John Hoagland
 Dawn P. Hochberg
 Sam Hochberg & Pamela Smith
 Marissa L. Hodge
 Joan Holland
 Janel Holt

Cynthia Hostetter
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 Anita Hughes
 Mike and Barbara Hughes
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 Kisha Jones
 Randy Joseph
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 Wendy Juren
 Michael Karlin
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 John Kearney
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 Edward Keen
 Richard & Ann Keenan
 LaToya Kemp
 John-Garrett Kemper
 Kerry Kilburn
 Andrea Kinnear
 Kerry Lambert
 Knowledge Information Systems (KIS)
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 Virginia Mann
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 Lou Massato
 Lisa Marie Massato
 Suzanne Mastracco
 Heather Mathews
 Tim Mathews
 Cathy Mathias
 Mildred Matus
 Rachel McCall
 Tara McCann
 Jan McCarthy
 Michael C. McCloughan
 Allan McClure
 W. H. McCrory
 Laura McDaniel
 Tim McDaniel
 Chris McDaniels
 Yuvonda McElwain
 Bobby McMichael
 Carolyn McPherson
 Margie McRae
 Susan McRae
 Armando Mesina
 Jeb & Mary Midyette
 April Miller
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 Barbara Moore
 Marylynn Morales
 James & Melody Moreno
 James Morgan
 Caitlin Morgan
 Pamela Morgan

Paul & Laura Moss
 Tawanna Mouton
 Cindy Moya
 Cristina Murillo
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 Sean Murray
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 Leroy Myers
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 Amanda Nelson
 Lydia Netzer
 Judy Netzer
 Heather Newby
 Alisha Newman
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 Pamela Nichols
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 Keshia Nowell
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 Brythe Nuckols
 Charles Oates
 Bill Odom
 Mark Ogle
 Onelife Fitness Norfolk
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 Ginger Ostiguy
 Maryilyn L. Otey
 Karl Otto
 Jessica L. Oulahan
 Tenesha L. Overby
 Natalie Owens
 Erika Pace
 Cheryl Palmer
 Liza Panaguiton
 Christina Parker
 Patricia Parker
 Cari Parrish
 Antoinette Parson
 Ward Parsons
 Parma Parsons



Agency employee Brandie Thompson helps prepare holiday gifts for families in the agency's early childhood programs. The generosity of many companies and individuals made the 2009 holiday season one of the brightest ever.



Deborah Pasilis
 Tonya Pass
 Margot Patzer
 Sarah Paul
 Tiffany R. Pearsall
 Ronald S. Pearson
 Jacqueline Peets
 Justin Pena
 Benjamin & Pamela Pendleton
 Margaret Penichter
 Richard R. Peterson
 Elaine Petrey
 Jennifer Pettengill
 Chenek Picka
 Jennifer R. Pierce
 Jesse Pitrelli
 Jennifer Pope
 Ryan Powers
 The Phyllis S. Price Rev Living Trust UA
 Jennifer Priest
 Scott Pryor
 Jane Puckett
 Suzanne B. Puryear
 Billy Rae
 Jessie Rains
 Shelly Ranhorn
 David Rantanen
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 Mary Robbins
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 Joshua Roesly
 Mary Rogelstad
 Erin Ruddy
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 Anita Sabillo
 Mike Saltzer
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 Teresa Schindler
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 Barbara Seale
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 Sarah Shearman
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 Sherene Silverberg
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 Wanda Variot
 Dorothy Vexler
 Lisa Vitti
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 Sarah Vroman
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 Danny Walker
 Arthur & Ann Walker
 Kathi Walker-Jackson
 Sam & Margaret Wallace
 Mark Waller
 Mark & Reilly Warlick
 Elizabeth B. Watson
 Marie F. Weber
 Cheri Webster
 Becky Welsh
 Suzanne Wheatley
 Cynthia Wheelehan
 Dana White
 Whitney Young Social Work Club
 Sabrina Wiggins
 Wild Women Don't Get the Blues
 Stan Wilkins
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 LaTasha Williams
 Frank Williams
 Sherry Williams
 Cynthia Wills
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 Joseph R. Yanez
 Janice Young
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 Ryan Young
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 Christopher Zapolsky
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 John Bixler
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 Butter
 Café Crema
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 Cape Henry Collegiate
 Dorena Carr
 Kara Carriker
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 Chanello's Pizza, 3333 Virginia Beach Blvd, VB
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 Cindy Dieterly
 Cinema Café Kemps River
 Cogan's Pizza
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 Food Lion Colley Avenue
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 Granby Street Pizza
 Green Alternatives
 Greenbrier YMCA



The MSRT1 team worked hard to win the military division in the 100 story competitive climb at the Step Up for The Up Center stair climb.

Pat Hartline
Janet Hatheway
Michelle Hawkins
Honey Tree for Children
Hope House Thrift Store
Horton & Dodd, P.C.
Hunt Club Farms
In Motion with Liz
ITT Tech
Carla Johnson
Kid to Kid
LeClair Ryan
Diana Lewis
Loehmann's Plaza
John Litz
Malvin, Riggins & Company P.C.
Mike & Andria McClellan
Marshall McCorkle
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Motor World
Naro Video
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Norfolk Admirals
Norfolk Christian School
Norfolk Karate Academy
Norfolk Public Library
Norfolk Southern Corporation
Norfolk Tides
Norfolk Zoo
Robert Nucup
S. L. Nusbaum Realty Co.
Old Dominion University
Papa John's Pizza
Pepsi Beverages Company, Norfolk
Walter Pickett
Portsmouth Senior Station
Jennifer Pope
Michelle Quilon
Philip Raisor
REACH
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Rita's Ice, Custard & Happiness
Rock Gym
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Lynn Ruehlmann

Gwendolyn Russell
The Safe Place
Samaritan House
San Antonio Sams
Gisela Schoenbach
Sheraton Norfolk Waterside Hotel
Sheraton Virginia Beach Oceanfront
Hotel
The Silver Rattle
Spivey Rentals, Inc.
STIHL, Inc.
The New Leaf
The Noblemen
The Virginian-Pilot
Estate of James Thomas
Tomar Computer Integration
Trader Joe's
University Pizza
Sherri Valdivia
Leslie Van Horn
Veterans Center
Suzanne Veyrat
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Gloria Williams
WorkersChoiceUSA
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Elizabeth Atkinson Honorarium
Atkinson Realty, Inc.

Child Abuse Prevention in the Name of Jonathan & Heather Cody Honorarium
Jacob S. Lerner

Ginny Batteen Hawks Honorarium
Gale H. Bryant
Sharon Curling Lessard

John Litz Honorarium
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Unwavering Professionalism



“She’s the best mentor a girl could have. I love my mentor. She is my friend, mentor, sister and my role model.”

—Akia Branch second from right with her mentor Dale Richmond (far right), along with her sister and brother Dominique and Reshawn and Reshawn’s mentor Eric Cain. Eric and Dale are engaged to be married, and the biological siblings were all adopted by the same parent.

“She is wonderful. I can’t sing her praises enough.”

—Client talking about an agency counselor who helped the client’s family transform the behavior of a troubled teenage son, who was sexually abused by a relative when he was a toddler.

“My housing counselor was a great young lady, and her counseling worked. I’m a success story! I thank God for The Up Center.”

—Gina Wilson, housing client who avoided foreclosure in the fall of 2009 with the help of the agency’s housing counseling program. Ms. Wilson spent a year on her negotiated repayment plan and now is caught up and back on track.

How You Can Help

Step Up for The Up Center

Register for our stair climb that will be held on Sunday, April 3, 2011. Visit www.theupcenter.org for more information.

Become a Foster Parent. Our foster parents help abused or neglected children reach their potential. Please call 757.965.8670 for more information on foster parenting.

Mentor a Child. Our Team Up program needs caring adults to serve as role models for youths in need. Please call 757.397.2121 ext. 302 for information.

Provide a Home for an Adult with Disabilities: Our Family Life program needs sponsors who will open their homes to adults with disabilities. Please call 757.965.8669 for more information.

Volunteer. From light clerical duties to staffing our food bank, volunteers really make a difference.

Donate. Donations are tax deductible; donors are listed in our Annual Report.

Donate Books. Book, DVD and CD donations support our Spotlight Books program.

Be a Sponsor. Sign your corporation up as a Corporate Sponsor.

Make an In-Kind Donation. From Thanksgiving turkeys to toys for children, we are always in need of items for our various programs.

Give a Tribute Gift in Honor or in Memory of a Loved One. A Gift in Honor is often used to mark a milestone, such as a birthday or graduation. A Gift in Memory is often given in lieu of flowers.

Make a Planned Gift. Include The Up Center in your will; name The Up Center as the beneficiary in your life insurance policy or retirement plan.

No gift is too small when it comes to helping children and families in need.



A literary roundtable with award winning author Blake Bailey (second from right) in the Spring of 2010 helped support the agency’s Spotlight Books job training program.