

ANNUAL IMPACT REPORT

20

A YEAR OF
GROWTH & GIVING

24





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Empowering our local community **For a Stronger Tomorrow**



Welcome to our Annual Impact Report, highlighting our growth and the meaningful ways we've supported the community this year.



Guiding with purpose, Ingniting Compassion

Reflecting on 2024, I am grateful for the incredible growth and impact we have achieved together. This year has been nothing short of transformational for our organization and the children, youth, and families we serve.

During 2023, our outreach efforts touched just under 200 individuals. Today, we are proud to share that we have tripled that number, reaching close to 750 individuals. This expansion was made possible through the launch of three new programs:

- Seasonal Blessings – providing biannual clothing and hygiene items to families during key times of the year.
- Vehicles Empowering Hope – helping former foster youth with car repairs, maintenance, gas cards, and bus transportation for employment, education, and independence.
- Move-In Assistance – ensuring that young adults aging out of foster care have the essentials to create a safe and stable home.

We also celebrated a major milestone with the success of our first fundraising event, Loudoun KidzFest. Thanks to the generosity of our community, this event not only raised crucial funds but also brought awareness to the needs of children in foster care.

Our team also experienced a significant growth spurt. What started with a dedicated board of three has now expanded to five. We welcomed key roles, including a grant writer assistant, a fundraiser lead, and operational support—each of whom has played a vital part in increasing our efficiency and expanding our reach.

Looking ahead to 2025, we are setting our sights even higher. Our primary goal is to continue expanding our outreach and launch a Back-to-School Free Shop in August, ensuring that children in foster care and vulnerable families have everything they need for a successful school year.

None of this would be possible without you—our donors, volunteers, and advocates. Your support fuels our mission, and together, we are changing lives. I invite you to continue this journey with us. Whether through donations, volunteering, or spreading the word, every effort makes a difference.

Thank you for being part of our story. Here's to another year of impact, growth, and hope.

With gratitude,

Rebecca (Becky) Saunders

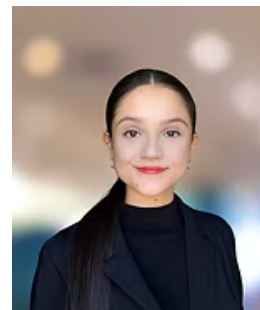
Chief Executive Officer and Founder





Harnessing Passions, Driving Progress

In 2024, UpsideDown Moments welcomed two new board members and five dedicated volunteer team members. Each brings unique talents and valuable insights, playing a vital role in our growth and impact.





Stronger Together Partners in Impact



We are deeply grateful for our incredible partners whose generosity and collaboration in 2024 made our mission possible, helping us create lasting change in the community.



Remarkable Expansion, Transformative Impact



Explore how
UpsideDown Moments
continues to expand its
impact, providing
essential assistance and
services to the
communities we serve.



Items given in 2024

ANNUAL IMPACT
REPORT 2024



-  11,800 CLOTHING ITEMS
-  88 HYGIENE BAGS
-  80 PAIRS OF SHOES
-  278 TOYS
-  60+ BLANKETS
-  54 BABY ITEMS
-  26 HOUSEHOLD ITEMS
-  10 MOVE-IN ASSISTS



Making an Impact in 2024



This year, UpsideDown Moments continued to grow and expand its reach, providing essential resources to individuals and families in need. Through the generosity of our community and dedicated volunteers, we made a tangible difference in the lives of many.

Here's how we helped in 2024:

Clothing for All Seasons: We distributed 11,800 clothing items, ensuring that individuals had access to warm, comfortable, and season-appropriate apparel.

Essential Hygiene Support: A total of 88 hygiene bags were provided, filled with everyday necessities to promote health and well-being.

Stepping Forward: 80 pairs of shoes found their way to individuals in need, offering protection, comfort, and confidence.

Bringing Smiles to Children: Through our toy distribution efforts, we provided 278 toys, spreading joy and creating moments of happiness for children in challenging circumstances.

Warmth and Comfort: We shared 60+ blankets, helping individuals and families stay warm and feel cared for during difficult times.

Supporting New Beginnings: 54 baby items were distributed, ensuring that new parents had essential supplies to care for their little ones.

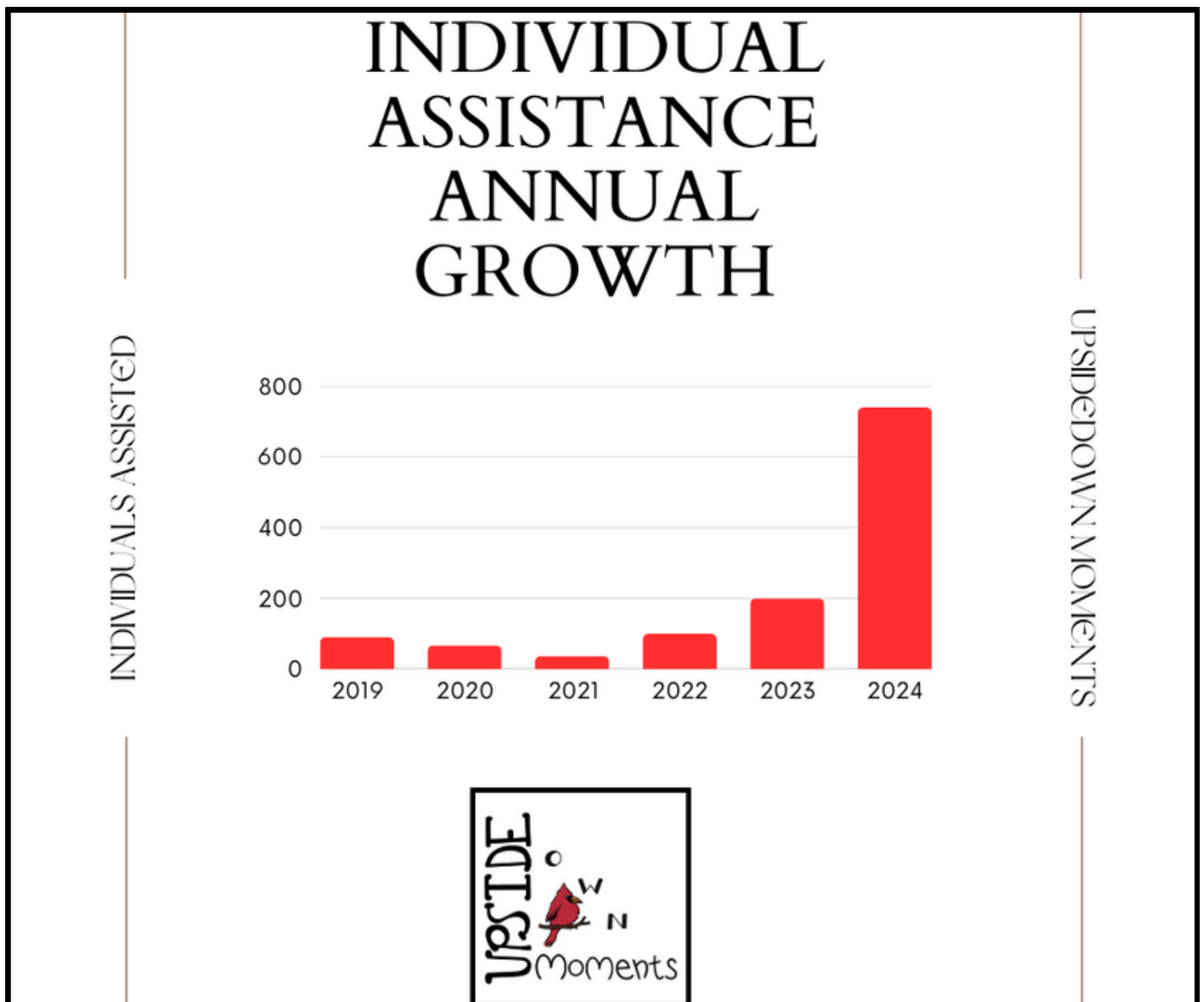
Household Essentials: We provided 26 household items, helping families set up and maintain stable, comfortable living environments.

Move-In Assistance: Transitioning into a new home is a significant milestone, and we supported 10 individuals and families with move-in assistance, providing the essentials needed to start fresh.

Every number represents a story, a family supported, and a life impacted. Thanks to our community, donors, and volunteers, we continue to create meaningful change. Together, we are building a brighter future—one act of kindness at a time.



Assistance in Number, Year-Over-Year





Populations Assisted in 2024

Over 740 youth and young adults received our assistance in 2024



Thanks to our community for making this possible!





Turning Hope Into Action



At UpsideDown Moments, we are dedicated to making a tangible impact in the lives of children in foster care, at-risk youth, and young adults transitioning into independence. Through our various programs and partnerships, we provide essential resources, meaningful experiences, and a strong foundation for a brighter future.

Clothing and Essentials for Children in Foster Care

Every child deserves to feel comfortable, confident, and cared for. This year, we provided essential clothing and necessities to children in foster care, ensuring they have season-appropriate outfits, warm coats, and daily essentials. Beyond meeting basic needs, we aim to give children a sense of dignity and stability during uncertain times.

Supporting At-Risk Youth Through School Partnerships

We work closely with local schools and family liaisons to identify and assist at-risk youth. Whether it's providing school supplies, clothing, or basic necessities, our partnerships ensure that students have the resources they need to stay focused on their education and personal growth.

Helping Young Adults Transition Out of Foster Care

For young adults aging out of the foster care system, stepping into independence can be overwhelming. UpsideDown Moments eases this transition by providing essential clothing, household items, and furniture to help create a safe and comfortable home. We also assist with move-ins, ensuring that these young adults have the foundational items they need to begin their new chapter with confidence and stability.

Transportation Assistance Through Vehicles Empowering Hope

Reliable transportation is critical for employment, education, and daily life. Through our Vehicles Empowering Hope program, we assist individuals with car repairs, provide gas cards, and distribute bicycles to those who need alternative transportation options.

Bringing Joy to Children in Shelters Through Super Saturday Celebrations

Every child deserves to feel special on their birthday, regardless of their circumstances. Through our Super Saturday Celebrations, we bring joy and excitement to children living in shelters by hosting fun, meaningful birthday parties.

Birthday Celebrations for Children in Foster Care

We believe that birthdays should be filled with joy, love, and celebration. Our birthday program ensures that children in foster care are honored on their special day with personalized gifts and support for their foster families.

Seasonal Blessings: Providing Clothing for Vulnerable Children

Changing seasons bring new needs, and many vulnerable children lack proper clothing to stay warm and comfortable. Through our Seasonal Blessings initiative, we provide essential clothing, from winter coats and boots to summer essentials, ensuring that children in need are prepared for every season.

Through these initiatives, UpsideDown Moments continues to fulfill its mission of uplifting and supporting vulnerable communities. Every item distributed, every celebration held, and every act of service represents hope, kindness, and a commitment to making a difference.



Dedicated Volunteers Fueling Change

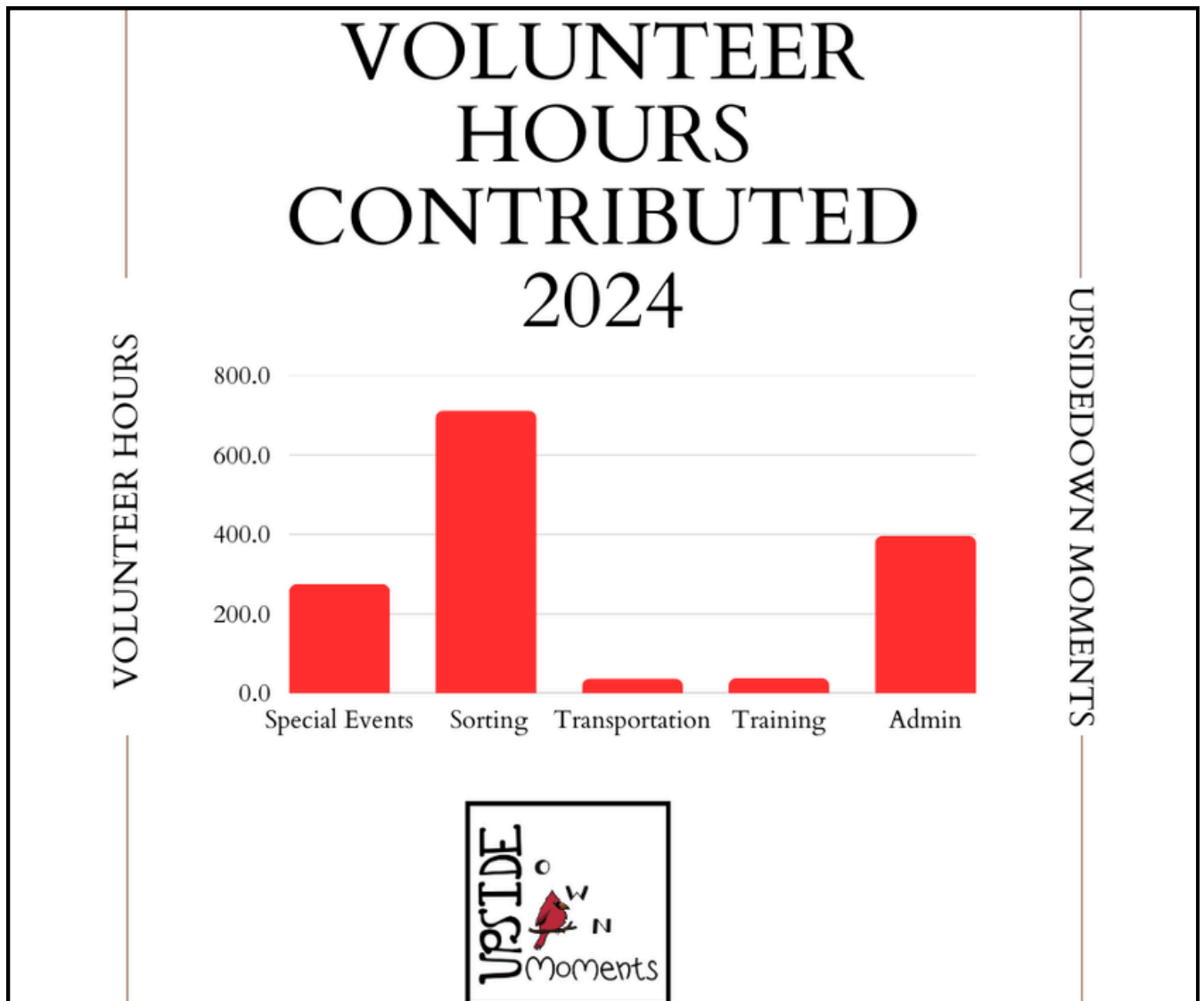


In 2024, the unwavering support of our community shined brightly, with volunteers dedicating over 1,450 hours to further our mission—proving that collective kindness and generosity can create lasting change.





Over 1,450 Volunteer Hours, Equivalent to **\$48,560** in Value





The Power of Volunteerism, Making an Impact Together

At UpsideDown Moments, our volunteers are the heart of our mission. In 2024, their dedication and generosity were truly remarkable, with over **1,450 volunteer hours** contributed to serving our community. From organizing donations to supporting special events, every hour given played a crucial role in making a difference.

Sorting Donations: 700+ Hours of Care and Organization

With more than 700 volunteer hours dedicated to sorting, our team worked tirelessly to process, organize, and distribute clothing, hygiene items, household goods, and more. Their efforts ensured that essential items reached those in need efficiently and with care.

Supporting Special Events: 250+ Hours of Engagement

Community events play a significant role in spreading joy and awareness, and our volunteers stepped up by dedicating over 250 hours to help coordinate, set up, and assist at special events. Their hard work made it possible for us to bring our mission to life in memorable and impactful ways.

Administrative Support: 300+ Hours Behind the Scenes

Running a nonprofit requires a great deal of administrative work, and our volunteers provided over 300 hours of essential behind-the-scenes support. From data entry to coordinating outreach efforts, their contributions kept operations running smoothly.

Transportation Assistance: 50+ Hours on the Road

Transportation is often a barrier for receiving and delivering donation items, and our volunteers helped bridge that gap by dedicating over 50 hours to delivering items, assisting with move-ins, and providing transportation support for pick up and deliver items.

Volunteer Training: 30+ Hours of Learning and Growth

Ensuring our volunteers are equipped with the knowledge and skills to serve effectively is a key part of our success. This year, over 30 hours were devoted to training sessions, preparing volunteers to make the biggest impact possible.

The dedication of our volunteers is what allows UpsideDown Moments to continue growing and reaching those who need us most. Every hour given represents an act of kindness, a step toward change, and a moment of hope for someone in need. We are deeply grateful for every individual who has given their time, energy, and passion to further our mission. Together, we are building a stronger, more compassionate community—one moment at a time.





Essential Funding, **Fueling Community Impact**

DONATIONS RECEIVED

2024



**INDIVIDUAL
CONTRIBUTIONS**



**FUNDRAISING & EVENT
CONTRIBUTIONS**



Shaniya

A young adult formerly
in foster care

“VEH blessed me and my family during a challenging time. Without their assistance with car repairs, I wouldn’t have been able to go to work or attend essential places. I am truly grateful for their help.”

A case worker

Loudoun County
Department of Family
Services

“Upside Down Moments has made it possible for some of my youth to have a culturally appropriate birthday to include maybe a Quinceanera with a photo session, something which would not have been possible without the outpouring support of Upside Down Moments. When I worked for a previous agency, we were not so fortunate to have the support of Upside Down Moments, and so I frequently saw the impact to mental health of what happens when we are not able to give the children some of those wants. So thank you Upside Down Moments for all the joy, happiness, and normalcy you bring to our community!”

Takeshita

A young adult formerly
in foster care

“I am incredibly grateful for UpsideDown Moments. They are truly remarkable. I am so thankful for them not only for their assistance with my car but also for the love and the sense of importance and worth they convey. The love they express and the way they lend a helping hand when in need are qualities that are lacking in many other places.

Thank you, UpsideDown Moments, for your Godly acts of kindness!”



In 2025, UpsideDown Moments is committed to deepening its impact and broadening its reach to serve even more children and young adults in need. Our vision extends beyond expanding our numbers—we aim to strengthen and enhance the support we provide through key initiatives. This year, we will grow our Vehicles Empowering Hope program, ensuring greater access to transportation assistance for those striving for independence. Additionally, as awareness of our services increases, we will expand our Seasonal Blessings initiative, ensuring more children receive essential clothing throughout the year. We are also thrilled to host impactful community events, including our Loudoun Kidz Fest spring fundraiser, and more opportunities to engage with supporters and partners. Through continued outreach, collaboration, and strategic program development, UpsideDown Moments remains steadfast in its mission to uplift and empower vulnerable youth and young adults, creating lasting change in the community.

Expanding Hope, Empowering Futures



**A YEAR OF
MEANINGFUL
IMPACT**

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Thank you to our
community for making 2024
our most impactful year yet!

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