

END OF THE YEAR ANALYSIS REPORT

November 1st 2022-October 31st 2023

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SUMMARY

This report covers the fiscal year for Reach St. Pete spanning from November 1st, 2022, to October 31st, 2023.

Over the past year, our main focus has been to build solid foundations across all our services and to continue with innovative solutions to address the challenges faced by our community.

This year we continued to provide wrap-around services to those in need, serving 6,626 individuals with emergency assistance, housing assistance, transportation, food, clothing, hygiene, and educational aid.

We partnered with Doordash to expand food access by providing grocery delivery to our most vulnerable communities. We increased the number of take-home meals provided to our Literacy students from 0 to 4 times per month, and diversified our food options through Publix's Good Together Initiative, which commits a refrigerated semi-truck and driver to our food operations. We also enhanced our capacity to take appointments for the community to come in and shop in our Community Closet for clothing, shoes, hygiene, and food.

Our team worked hard to establish programs and build strong foundations that have demonstrated impact. Moving forward, we plan to continue in our strategic process with results-driven approaches, focusing on what we would like the outcomes of our programming to be as we expand, innovate, and solidify our impact. Our aim is to be slow, steady, intentional, innovative, and sustainable.

We express our gratitude to our donors, community partners, individual givers, grant partners, staff, volunteers, and board of directors for their unwavering support. Without their contributions, our work would not be possible. We are excited about the future and remain committed to taking our time in the process of doing things equitably, effectively, and in a results-driven way.

Gratefully,
Alexia Morrison, Executive Director

We collect data for a variety of reasons, including improving programs and services, demonstrating impact to funders and supporters, making data-driven decisions, informing strategic planning, and ensuring compliance with legal and funder requirements. By collecting data, nonprofits can monitor program effectiveness, identify areas for improvement, and make informed decisions about resource allocation.

BY THE NUMBERS

Numbers represent lives impacted.

\$79,427

Distributed direct to clients to prevent and alleviate homelessness

78%

Perecent of students who made progress and/or attained reading on grade level by 3rd grade.

103,134+

Pounds of food distributed

6,626

Individuals served

\$450,007

Total fundraised

7,876+

Hygiene items distributed

POP-UP PANTRY

Reach
ST. PETE



Our Pop-Up Pantry started in February of 2022 after receiving a donated PSTA bus that we were able to transform into a mobile grocery store to provide free, fresh groceries to those in food deserts, low-income areas, and food insecure areas.

We are thrilled to report that we have served 4,874 individuals, providing them with over 100,000 + pounds of food this year. Additionally, we have collected valuable survey data from those we serve, which we use to improve and innovate our operations continually.

We have gained new partnerships with reputable organizations such as Amgen Biotech, No Kid Hungry, American Heart Association, Publix's Good Together Initiative, and Whole Foods. As we move forward, we are keen to continue expanding collaboration to provide more community education, awareness, and advocacy for additional resources.



86 %

OF OUR CLIENTS
REPORTED THIS
OPERATION REPLACED
A TRIP TO A DOLLAR
TREE, FAST FOOD, OR
GAS STATION.

This is important
to help improve
overall nutrition
and wellness



91 %

OF OUR CLIENTS
REPORTED THIS
OPERATION PROVIDED
THEM WITH FRUITS &
VEGETABLES

Fruits &
Vegetables are
proven to
decrease CVD risk
factors



45 %

OF OUR CLIENTS
REPORTED THEY
LEARNED ABOUT AN
ADDITIONAL RESOURCE
AVAILABLE TO THEM

This included
crucial wrap
around services
like housing,
health and more

LITERACY PROGRAM



In early 2022, we successfully transitioned our "Pilot Literacy Program" into a permanent program in partnership with United Way Suncoast, with the aim of helping Pinellas County students experiencing homelessness, low-income, and at-risk situations read on grade level by third grade to improve their long-term educational success.

Given the vulnerable nature of the students, we provide free transportation, snacks, and drinks to alleviate their immediate needs. Additionally after students reported not having enough to eat, PCC small groups volunteered to make take home dinners every week for our students and families.

The main focus of the program is our one-on-one tutoring focused on phonics, vocabulary building, and overall literacy assessment scores, with the goal of providing both immediate needs and long-term educational solutions.

We are thrilled to report that 36 out of 46 children made progress and/or started reading on grade level by third grade. This is a significant achievement for our students, and we hope to expand the program as our waitlist grows. We were thrilled to even have teachers reach out to ask what we were doing and how they could incorporate it into their classrooms because of the progress some students made.

78% OF ENROLLED STUDENTS ACHIEVED PROGRESS AND/OR READING ON GRADE LEVEL BY THIRD GRADE



GROCERY DELIVERY



In November of 2022 we earned a partnership with Doordash to provide groceries for those in need. This program

Food banks and other organizations that provide charitable food are critical resources for people experiencing food insecurity. However, some individuals, such as seniors, those with chronic health conditions or mobility limitations and those lacking reliable access to transportation, face outsized barriers to accessing charitable food in person.

Roughly 7 in 10 survey respondents (69.1 percent) were female and 60 and older (71.5 percent). Employment rates were low overall, with 1 in 5 (20.8 percent) reporting any employment in the household; this may be due to the high rate of disability present in households (71.5 percent). Survey respondents reported incomes that were almost entirely below 250 percent (98.2 percent) of the Federal Poverty Level (FPL), and the majority were also below 138 percent (89.6 percent), indicating that most respondents were likely income-eligible for the Supplemental Nutrition Assistance Program (SNAP) and other public benefits. However, only 62.7 percent of clients reported receiving SNAP in the 30 days prior to the survey. About 3 in 5 (61.4 percent) of respondents had a high school degree or less.

31%

UTILIZED THIS PROGRAM FOR 6 MONTHS OR LESS.

78%

HAD A HEALTH CONDITION OR CONSTRAINED MOBILITY



DROP-IN CENTER

The Drop-In Center hosted so many incredible groups to participate in "serve days", helping us to paint, beautify, clean up, and begin minor construction to the space as we made slow and steady progress to open it up to the public fully.

This year we opened it up every Wednesday for Community Closet appointments and allowed the space to mainly serve as a central hub for all our operations storage of food, clothing, hygiene items, and more.

We ran into quite a few issues along the way but didn't want that to stop us from all we dreamed the space could be. That was until the most recent hurdle which was high levels of black mold found throughout the space. Our Board of Directors met and determined the safest and most wise decision we could make from here would be to exit the space since it was no longer habitable for operations.

While we are sad that the plans for this space can't come to fruition, we are thankful for all it provided for us this year because none of our programs would have been able to operate without it. Be sure to follow us on social media platforms including Instagram and Facebook to see how we pivot from here!



REACH HOTLINE

Since Covid 19 we have been providing bill assistance, rent assistance, emergency assistance, and miscellaneous needs via our Reach St.Pete phone line and online applications. This year we provided over \$79,427 in direct assistance towards prevention and alleviation of homelessness, low-income, and at-risk situations.

We received over 14,300 phone calls over the last year averaging anywhere from 30-60 calls per day. We fulfilled needs ranging from rental assistance, bill assistance, emergency housing assistance, transportation assistance, access to basic necessities like food, clothing, and more.

So many in our community are on the cusp of homelessness, we saw an increase of callers reporting they are sleeping in their cars, an increase of callers in need of food, and an increase in callers in need of assistance with children, and an increase of those in emergency situations with no friends or family in the area.



WHY ARE PEOPLE HOMELESS IN OUR AREA?

Reported Reason for Current Homeless Episode	2018		2019		2020		2022	
	N	%	N	%	N	%	N	%
Financial Problems	383	41.9%	314	39.5%	310	41.1%	223	37.2%
Family Break-Up/Family Problems/ Family Issues	172	18.8%	143	18.0%	136	18.0%	111	18.5%
Medical Concern/Disability	118	12.9%	97	12.2%	105	13.9%	73	12.2%
Alcohol or Drug Problems	96	10.5%	88	11.1%	66	8.8%	44	7.3%
Eviction	45	4.9%	41	5.2%	43	5.7%	34	5.7%
Mental Health Problems	27	3.0%	25	3.1%	22	2.9%	28	4.7%
Foreclosure	22	2.4%	4	0.5%	5	0.7%	13	2.2%
Natural/Other Disaster	22	2.4%	12	1.5%	5	0.7%	16	2.7%
Incarceration/Jail/Criminal History	16	1.8%	45	5.7%	44	5.8%	46	7.7%
Domestic Violence	9	1.0%	24	3.0%	18	2.4%	9	1.5%
Recent Immigration	3	0.3%	1	0.1%	0		2	0.3%
Total	913		794		754		599	

When asked the reason for the current homeless episode, individuals are most likely to report Financial Problems as the most proximal reason for homelessness. Family Break-Up /Family Problems/Family Issues,



WAYS TO HELP



We encounter thousands of individuals every month and have numerous opportunities for you to contribute. Here are some of our top priorities:

- Our students facing homelessness, low-income, and at-risk situations have expressed a consistent need for food. During our various programs, we provide them with food, but recently we've received comments like *"we use these snack bags to make our lunches for the week."* We require assistance in purchasing additional snacks for our programs, both to be consumed on-site and taken home. Please consider visiting our Amazon wishlist for snacks found on our website.
- Additionally, over half of our students need transportation to and from our Literacy Program and we need covering these costs that are not covered by grant funding. Each week we provide transportation to and from programming that costs \$225 per week which costs around \$10-\$11k extra. Please help us continue to provide a valuable dignified service for our most at risk students.
- Thanks to the Pinellas Community Foundation and the ARPA Capital Project Fund, we obtained our own refrigerated transit van, which will enable us to increase food access, diversify food pickups, and sustain operations. We're searching for sponsors for the van wrap! Check out our sponsorship tiers at www.reachstpete.org under the "Give Back" tab.
- We would love your help to create snack bags for Literacy Programs. Each week we feed around 15 students and need around 75 snack bags per month.
- Our phone line calls and text messages are increasing and we need help answering and connecting those who reach out to resources. We'd love volunteers to help us ensure we are getting back to clients in a quick turn around time.
- Our Pop-Up Pantry can always use more volunteers to help us prepare all the groceries for distributions.



CORPORATE & COMMUNITY INVOLVEMENT

We have been so excited for the growth in engagement through volunteering and donations. We would like to express our heartfelt gratitude to our esteemed corporate partners for generously volunteering their time and donating their valuable resources to support our cause. Your partnership is vital to our organization's success, and we deeply appreciate your commitment to helping us achieve our mission.

Corporate groups volunteering their time and resources to a nonprofit can provide numerous benefits. Volunteering as a group can improve employee engagement, build skills, and enhance network building. It also demonstrates a company's commitment to social responsibility and can improve brand image.

This fiscal year we've had over 552 unique volunteers gave over 2,470+ hours of community service to Reach St.Pete! We are grateful for a hands on community!



Key Partners



Installed Building
Products Foundation



**NO KID
HUNGRY**
by SHARE OUR STRENGTH



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www.stpete.org



**SCHWAB
CHARITABLE**



ARPA
NONPROFIT CAPITAL
PROJECT FUND



**PINELLAS
Community
Foundation**

Giving Humanity a Hand Since 1969



COMMUNITY FOUNDATION
TAMPA BAY

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PowerChord



radiantchurch
ST. PETERSBURG



DOORDASH



**American
Heart
Association.**

**the
BODY ELECTRIC**
YOGA & ATHLETIC COMPANIES



**BRICK
STREET
FARMS**

AMGEN

**The
Wawa
Foundation**

MOTHER KOMBUCHA

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a salon experience
Empower



MolinaCares

Building Stronger Communities...One Life at a Time



STETSON LAW



**sunshine
health.**



**BRIDGEPOINT
CHURCH**



FEEDING
Tampa Bay



**ARIZONA
COLLEGE
of Nursing**



**DEBARTOLO
FAMILY FOUNDATION**



**FEED
ST PETER**



**PUBLIX SUPER MARKETS
CHARITIES**



NAC design &
distribution
solutions



BOMBAS



**St. Petersburg First
United Methodist Church**



FIDELITY Charitable



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RESCREEN + RESCUE
YOUR FIRST RESPONSE FOR SCREEN REPAIR



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MICROWAVE**
A THALES COMPANY



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Thank you

Thank you for spending your valuable time to review this past year with us. Whether you give financially, volunteer your time, share our posts on social media, or donate in-kind items we cannot continue this work without you.

2022-2023 was all about launching innovative programs that will have results. This year we have been applying everything we learned from launching those programs, and seek to build strong pillars and foundations that will allow us to take a deeper step into sustaining them. We do this by implementing the EOS model which has allowed us to get serious about our mission, vision, values, strategies, and results. While also implementing the results driven approaches to our program's and standard operating procedures.

I invite you to come alongside us as we use innovation, agility, empathy, and equitable solutions to take our impact to the next level.

If you have any questions please feel free to contact me directly at alexia@reachstpete.org or explore our website at www.reachstpete.org



Gratefully,
Alexia Morrison

Executive Director
Reach St.Pete

WEBSITE: WWW.REACHSTPETE.ORG

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