



Executive Summary

January 2023

Mission

Upower is a Seattle-based 501(c)(3) nonprofit established in 2014. We build positive relationships through trauma-informed coaching using movement and play to empower and educate youth who are underserved in King County, Washington.

Why We Need Upower

Upower opens the doors to active and healthy living for underserved youth with little to no opportunities to play team sports, workout, learn about nutrition, or enjoy the physical and emotional benefits of exercise. Upower provides direct services to youth inside under-resourced schools lacking funds to provide physical education classes for their students; which has been proven to be an essential component in positive youth development. Our approach is trauma-informed, meaning that we provide a safe, empowering, and healing environment for students to exercise and progress on their own unique school to success trajectory. In addition to raising heartbeats, Upower classes help youth:

- Build confidence;
- Develop trust, pro-social connections, and social skills;
- Gain situational-awareness and regulation of emotions;
- Cultivate leadership skills that help them prepare for the future.

King County Statistics That Drive Us

- **22%** of boys and **16%** of girls meet the CDC's recommendation of 60 minutes of physical activity daily. (Nationally, 35% of boys and 18% of girls meet this recommendation.)
- **11%** of youth who don't speak English at home meet the CDC's physical activity guidelines.
- **75%** of youth from lower income households have participated in organized sports vs. **95%** of their more affluent peers.
- Youth of color are less likely than white youth to participate in organized sports.
- Youth who do meet the CDC's recommendations spend less screen time and have better mental health.

*State of Play: Seattle-King County, a 2019 analysis of youth participation in sport, physical activity, and outdoor recreation in King County.

Upower Numbers as of January 2023

383,050	3,065	7
Fitness Minutes	Youth	Program Locations
Delivered	Served	Currently Engaged

Program

Upower coaches offer an age-appropriate, therapeutic physical and emotional outlet. Through structured workouts and team-building games, classes emphasize essential life skills while enabling physiological and psychological health outcomes. Our approach to fitness is trauma-sensitive and teaches youth to unite mind and body in the face of adversity. **Our current programming locations:**

- King County Juvenile Detention Center
- Echo Glen Children’s Center
- Queen Anne Recovery High School
- SeaMar Renacer’s Treatment Center
- YouthCare’s Casa de Los Amigos
- Highline School District - Choice Academy
- Beacon All-Girls School

Many young people in our programs have faced a multitude of precarious situations including incarceration, addiction recovery, many forms of abuse, etc. Upower focuses on removing the barriers to the benefits of movement and play in an effort for all youth, regardless of identity or need, to be part of enriching experiences that are preventative of negative health, social, and developmental outcomes. Our classes facilitate a safe space for youth to connect to their bodies and step outside of their comfort zone utilizing movement and play. Upower’s goals include: **build positive relationships with youth, advance health equity, reduce systemic barriers, and promote healthy youth development.**

Community Partners and Funding Sources

Upower has established important relationships within our community. Our financial support comes from individual (major) gifts, mission-aligned foundations, corporate-giving programs, and special events. All sources enable us to cover operating costs, provide coaches training, purchase fitness equipment, and evolve our program.

Schools, Community Organizations, & Fitness Affiliates

• Highline Public Schools	• King County Public Health & Best Start for Kids
• Issaquah School District	• Seattle University
• King County Juvenile Detention	• The Sports Institute at UW Medicine
• Seattle Public Schools	• University of Washington College of Education
• Echo Glen Juvenile Detention Center	• Up2Us Sports
• Interagency Academy	• UW Center for Leadership in Athletics
• Cappy’s Boxing Gym	• WA State Department of Children, Youth, and Families
• Boys & Girls Club of America	• YouthCare
• King County Parks	• Seattle Housing Authority

Corporate and Foundations

• CenturyPacific, LLP	• Norman Archibald Charitable Foundation
• Columbia Pacific Wealth Management	• Raikes Foundation
• Hoedemaker Pfeiffer	• Seattle Children’s Hospital and Research Foundation
• Perkins Coie	• Norcliffe
• The Wyman Group at Avenue Properties	• HealthierHere
• Beecher’s Foundation	• Windermere Foundation
• Seattle Kraken One Roof Foundation	• The Foster Foundation

Learn More

To learn more about Upower, please visit www.u-power.org and/or contact Executive Director Leighla Webb at leighla@u-power.org or (509) 939-5957.