



Mission & Vision

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, WA.

Why We Need Upower

Upower opens the doors to active and healthy living for underserved youth who often have limited access to safe recreational spaces, consistent mentorship, and structured youth development opportunities. In many low-income and housing-based communities, youth face increased exposure to community violence, housing instability, and systemic inequities that contribute to school disengagement, substance use, and justice involvement. Research shows that protective factors such as supportive adult relationships, safe environments for physical activity, and positive peer connections significantly reduce these risks, yet these supports remain limited in marginalized communities.

Upower provides direct services to youth in under-resourced communities that lack opportunities in consistent physical activity and mentorship programming, an essential component of positive youth development. Our approach is trauma-informed, meaning we create a safe, empowering, and healing environment where students can exercise and progress on their own unique path to success. 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 and overall well-being.



Upower by the Numbers as of June 2026

606,574
Fitness Minutes
Delivered

6,800
Youth
Served

10
Program Locations
Currently Engaged

Community Partners and Funding Sources

Upower partners and collaborates with organizations to address positive youth development outcomes in King County, WA. Our financial support comes from individual gifts, mission-aligned foundations, corporate-giving programs, and fundraising initiatives. All sources enable us to cover programming costs, operating expenses, and continue to involve our programming to meet community needs.

Schools, Community Organizations, & Fitness Affiliates

• Highline Public Schools	• King County Public Health & Best Start for Kids
• King County Juvenile Detention	• Seattle University
• Seattle Public Schools	• The Sports Institute at UW Medicine
• Echo Glen Juvenile Detention Center	• University of Washington College of Education
• Interagency Academy	• Washington State Department of Commerce
• Seattle Kraken	• Salmon Bay FC
• Cappy's Boxing Gym	• 3XBA
• Boys & Girls Club of America	• WA State Department of Children, Youth, and Families
• Zippy Squirrels	• YouthCare
• King County Parks and Recreation	• Greenlake Strength & Conditioning
• Washington State Parks and Recreation	• Seattle Housing Authority

Corporate and Foundations

• Columbia Pacific Wealth Management	• Raikes Foundation
• Hoedemaker Pfiesser	• Seattle Children's Hospital and Research Foundation
• Perkins Coie	• Norcliffe
• The Wyman Group at Avenue Properties	• Norman Archibald Charitable Foundation
• The Giddens 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 us at admin@u-power.org.

Upower Programming

Upower provides trauma-informed, movement-based programming that offers youth an age-appropriate environment to strengthen their physical, social, and emotional wellbeing. Through structured physical activity, team-building games, and intentional reflection, our classes develop essential life skills while promoting positive physical and mental health outcomes. Our approach uses movement as a tool to help youth build confidence, regulate emotions, strengthen relationships, and connect mind and body in the face of adversity.

Where we program:

• Underfunded Schools	• Highline School District - Choice Academy • Highline School District - Big Picture • Highline School District - Innovation Heights
• Affordable Housing Communities	• Seattle Housing Authority ◦ Cedarvale Village ◦ High Point Neighborhood House ◦ Lake City Courts ◦ Yesler • Vision House Renton
• Substance Recovery Facilities	• SeaMar Renacer Youth Treatment Center
• Community Organizations	• LatinX de Highline • YouthCare's Casa de Los Amigos

Who we serve:

Upower serves more than **1,000** youth annually across King County through partnerships with public schools, affordable housing communities, juvenile justice settings, recovery programs, and community-based organizations. We primarily serve youth ages 11–18 who face barriers to accessing consistent physical activity, trusted adult mentorship, and positive youth development opportunities.

Many youth participating in Upower programming have experienced significant adversity, including housing instability, justice system involvement, substance use recovery, interrupted education, and other systemic inequities. Through trauma-informed programming, Upower creates safe, inclusive environments where every young person feels valued, supported, and empowered to succeed.

Our programming is implemented in alignment with Upower's Positive Youth Development Curriculum and is designed to:

- Build positive relationships with trusted adult mentors
- Advance health equity through access to movement and play
- Promote lifelong healthy habits
- Strengthen resilience and emotional wellbeing
- Reduce barriers to participation in physical activity
- Foster positive youth development through movement and play



Upower Coaches

At Upower, coaches are more than instructors, they are trusted adult mentors and are often some of the only positive adult figures in a youth's life. Upower coaches use relationship building and movement as a tool to increase Positive Youth Development. Every coach completes comprehensive onboarding and ongoing training to ensure programming is safe, inclusive, trauma-informed, and responsive to the unique needs of the youth we serve.

Upower coaches receive training in:

- Trauma-Informed Care & Positive Youth Development
- Restorative Practices & Relationship-Centered Coaching
- Social-Emotional Learning
- Child Development & Inclusive Coaching Practices
- LGBTQIA2S+ Youth Inclusion & Intersectionality
- De-escalation & Behavior Management
- Child Protection, Mandated Reporting & Sexual Abuse Prevention
- CPR, First Aid & AED Certification
- Concussion Awareness & Sports Safety
- Risk Management & Heat-Related Emergency Response
- Juvenile Justice & Secure Facility Protocols (including PREA training)

In addition, all Upower coaches maintain required background clearances and certifications, including Community Resilience Initiative Trauma-Informed Certification, American Red Cross CPR/First Aid/AED Certification, Washington State DCYF Mandated Reporter Training, NFHS Coaching Certifications, Sterling Volunteers Background Checks, and all partner-specific onboarding and safety requirements.