

A man in a tan puffer jacket and grey beanie smiles while adjusting his jacket in a store filled with work clothes. The background shows racks of high-visibility yellow and black jackets, shelves with orange hard hats, and a yellow pendant light.

Uplift

Northwest

2024 Impact Report

upliftnw.org



UPLIFT NORTHWEST BOARD PRESIDENT + CEO

As we reflect on 2024, our hearts are filled with immense appreciation. Last year was a testament to the power of unity, and compassion, and demonstrates the remarkable outcomes that hard work, determination, and self-sufficiency can achieve. In a climate often marked by division, Uplift Northwest, formerly known as the Millionair Charity Club, has witnessed the incredible strength of communities coming together to lift one another.

From launching innovative programs to expanding our impact, 2024 was a year of growth and transformation. Last November, we proudly introduced the RISE program—Roadmap to Independence and Sustained Employment—a four-week cohort model curriculum designed to empower individuals facing poverty and homelessness. The RISE program embodies our commitment to providing critical workplace navigation skills integrated with supportive services, including case management and basic needs assistance. It reflects our dedication to helping individuals develop the practical skills and self-reliance needed to achieve lasting employment and independence.

Team Uplift Northwest has impacted lives across the region, engaging in vital efforts such as graffiti and litter abatement, workforce training, and direct job placements. We are especially proud of the partnerships we've forged with local businesses, civic groups, and community leaders. With the support of strong partners like you, together we are empowering individuals to overcome barriers and embrace the opportunities that come with employment and self-sufficiency.

During 2024, we also celebrated the success of our Empowerment Luncheon at historic SoDo Park, a venue that highlights our commitment to honoring tradition while innovating for the future. The 3rd Annual Empowerment Luncheon brought together hundreds of supporters who share our belief in the value of training, education, income generation, and the potential of every individual to discover their own career path. Through the generosity of our community, Uplift Northwest raised critical funds to sustain and expand our programs.

At Uplift Northwest, we believe in amplifying the voices of those we serve. Their stories inspire us daily, reminding us why our work is imperative. This year, we featured these voices through compelling narratives, videos, and community events. These stories underscore the collective power of hope, perseverance, and community.

Looking ahead, we remain committed to ensuring that every voice matters. We will provide opportunities for underserved populations to thrive, challenge the status quo, disrupt the cycle of poverty, and foster a culture of perseverance and self-reliance, creating opportunities for individuals to achieve independence and success. With your continued support, we are confident that the coming year will bring even greater impact.

On behalf of Team Uplift Northwest, thank you for standing with us. Your partnership is invaluable, and together, we are creating a brighter, more equitable Puget Sound region for the next generation.

Kevin Kennedy
Uplift Northwest Board President

Gina Hall
Uplift Northwest CEO



EMPOWERMENT THROUGH EMPLOYMENT

MISSION

We guide people on their path to self-sufficiency by providing employment and job readiness services.

VISION

A thriving Puget Sound community where everyone is stable, self-sufficient and has access to gainful employment.



Uplift Northwest Roadmap to Independent and Sustained Employment Graduation, December 2024

*Work gives us dignity, purpose, and the power to change lives—
not just our own, but entire communities.*

PROGRAM IMPACT



CERTIFICATIONS EARNED

358



CLASS ATTENDEES

1,116



HOURS OF COMPUTER ACCESS

1,592



LAPTOPS PROVIDED

24

RISE (ROADMAP TO INDEPENDENT AND SUSTAINED EMPLOYMENT)

RISE provides employment preparedness training in a cohort model that fosters a sense of community and encourages peer-to-peer learning and support over the course of four weeks of training. Each participant builds foundational workplace skills, gains basic digital literacy skills for job searching, receives employment readiness support, and works with a case manager to identify needs and access support services.



OUR IMPACT



Meet John, a proud graduate of the RISE program and the honored class speaker at his cohort's graduation.

While working with ULNW's case manager, John learned about our innovative teaching model and decided to enroll. "I gained so much knowledge about active listening and conflict management," John shared—skills he plans to use in his goal of becoming a store manager.

"I have so much more confidence now, and the cohort model gave me a network of friends who continue to support one another."

“

Uplift matters to me because it saved my life. They gave me a purpose and they renewed my hope. Having a job means everything to me because it gives me a sense of belonging. It gives me a sense of pride to do something to the best of my ability.

”

Geronimo Ayala "Mo"

*Uplift Northwest
Essential Worker*



Uplift Northwest

Uplift Northwest provides a free, low-barrier eye clinic in King County.



EYE EXAMS

313



PAIRS OF GLASSES
PROVIDED

500

EMPLOYMENT SOCIAL ENTERPRISE

An Employment Social Enterprise (ESE) is more than a business model—it's a catalyst for change, designed to transform lives and revitalize communities. At Uplift Northwest, our ESE in Puget Sound serves as a bridge to opportunity for individuals facing barriers to traditional employment, while simultaneously generating significant economic and social value for the region.

Empowering Individuals

For job seekers, the ESE provides more than just a paycheck. It equips individuals with practical skills, work experience, and the confidence to re-enter or advance in the workforce. By offering access to training in industries like construction, hospitality, green jobs, and maritime operations, the ESE creates pathways to financial independence and long-term career growth. Participants leave with not only marketable skills but also a renewed sense of purpose and dignity, breaking cycles of poverty and dependence.

Economic Ripple Effects

The impact of an ESE extends well beyond its direct participants. Every dollar generated by the enterprise contributes to the local economy, creating a ripple effect that benefits businesses, households, and public services. Through partnerships with local companies, civic groups, and industries, Uplift Northwest's ESE strengthens supply chains and stimulates economic activity.

Furthermore, as formerly underemployed or unemployed individuals secure stable incomes, their increased purchasing power drives consumer spending, supporting local businesses and fueling community growth.

Community Revitalization

By tackling systemic barriers to employment, the ESE plays a vital role in fostering equity and inclusion in Puget Sound. It addresses critical workforce gaps while promoting social cohesion, as people from diverse backgrounds work together toward shared goals. Projects such as graffiti and litter abatement not only provide jobs but also improve public spaces, contributing to safer, more vibrant communities.

A Sustainable Future

The ESE model exemplifies a sustainable approach to addressing social challenges. By reinvesting its earnings into training programs and community initiatives, Uplift Northwest ensures a lasting impact that multiplies over time. It shifts the narrative from charity to empowerment, creating a cycle of positive change that uplifts individuals and the community as a whole.

MEASURABLE IMPACT

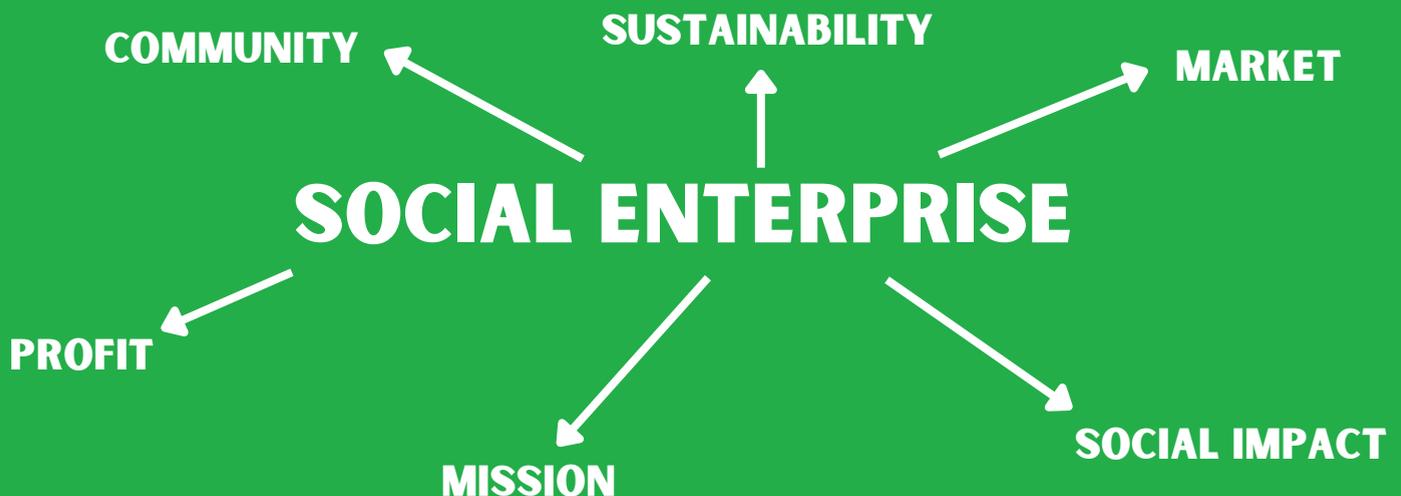
Job Placement and Stability: Hundreds of individuals gain employment each year, with many transitioning to permanent positions in high-demand industries.

Economic Contributions: The ESE generates significant revenue that supports the local economy through wages, business partnerships, and community improvement projects.

Social Equity: By providing equitable opportunities, the ESE addresses disparities and creates a more inclusive workforce.

Community Benefits: The community benefits greatly when individuals, particularly those experiencing poverty, are provided with opportunities to work. Employment fosters economic stability, reduces reliance on social services, and empowers individuals to contribute meaningfully to their communities. It creates a ripple effect, improving quality of life, fostering pride and self-reliance, and strengthening the overall fabric of the community.

In Puget Sound, Uplift Northwest's ESE stands as a powerful example of how social enterprise can drive meaningful change—not just for individuals, but for entire communities. Together, we're creating a future where everyone has the opportunity to thrive.





2024 EMPLOYMENT SNAPSHOT



PERMANENT AND
LONG-TERM
EMPLOYMENT

20%



TOTAL SHIFTS FILLED

17,721



HOURS WORKED

140K



WAGES PAID

\$3.5M



TOTAL WORKERS

841



EMPLOYER PARTNERS

130



LITTER ABATEMENT PROJECT

170,905 LBS
COLLECTED

EMPLOYER PARTNERS

LANDMARK
— EVENT CO. —



Pedro Yamasaki, Senior Director of Operations at the Landmark Event Company, is no stranger to giving back to the community. His team has hosted coat drives and brunches for Uplift Northwest participants, demonstrating their commitment to social responsibility. But it was their decision to partner with Uplift Northwest for staffing needs that truly deepened their impact on the lives of individuals facing poverty and unemployment.

One story that stands out for Pedro is that of Dennis, who joined Landmark's dishwashing team through Uplift Northwest. "Dennis quickly caught our attention with his exceptional work ethic, attention to detail, and reliability," Pedro shared. "He's the kind of worker every company dreams of. We have plans to transition Dennis into a more permanent role as a prep and event chef. He's proof of what's possible when someone is given the chance to shine."

For Landmark Event Company, the partnership with Uplift Northwest isn't just about meeting staffing needs—it's about aligning with their values. "We truly believe in their mission to empower individuals and address important community issues," Pedro explained. "They provide reliable workers who are eager to help, and that's exactly what we need in the fast-paced events industry. Second chances are powerful, and we're proud to be part of that journey."



Jean Casper, the Director of Human Resources at the Edgewater Hotel, radiates pride as she recounts the incredible impact Uplift Northwest participants have made within her organization. "We've had the pleasure of working with some truly exceptional individuals through Uplift Northwest," she shares. Two names, in particular, stand out: Mathew Baldinger and Daimond Davis. Their stories not only highlight personal achievements but also embody the very essence of the hotel's core values.

Mathew Baldinger joined the Edgewater Hotel in a temporary role with the banquet setup team. He quickly became the embodiment of one of the hotel's core values: "happy-to-help." Jean smiles as she describes his dedication. "Mathew ensures that every event space is perfectly set up to meet, and often exceed, client expectations. He's always willing to make adjustments on the fly to meet a client's requests," she explains. When the team was short-staffed for a few events, Mathew didn't hesitate to step into a serving role—a task outside his usual responsibilities. "While it wasn't his favorite thing to do, you'd never have known," Jean recalls. "He was excellent, and his professionalism shone through. No one would have guessed he hadn't been doing that every day."

Daimond Davis's story is equally inspiring. He joined the Edgewater team as a groundskeeper and immediately demonstrated another core value: "seeing ways to make things better." Daimond's attention to detail and proactive nature made an immediate impact. "He noticed opportunities to improve our garbage and recycling area," Jean explains. "Team members weren't always using the right containers, and debris was often left behind. Daimond took the initiative to provide training, and because he genuinely cares, the team started wanting to do a better job for him." His dedication didn't stop there.

Daimond volunteered to work overnight to cover for a colleague on vacation, earning the respect and admiration of his peers. In October, Daimond was recognized as the Edgewater's "Rockstar of the Month," the organization's most coveted team member award, based on votes from both management and coworkers. "He's made such a difference in a short time," Jean says with pride.

The impact of Uplift Northwest extends beyond individual success stories. "Uplift provides a way forward," Jean says. "They address basic needs while building self-esteem and confidence, which allows individuals to grow and prosper." By partnering with Uplift, the Edgewater Hotel has strengthened its ties to the community. "This partnership has allowed us to give back to the community that supports us every day," she adds.



Edgewater Hotel, Rockstar of the Award Month

FINANCIAL OVERVIEW



It is important to note that these figures reflect operating and non-operating activities. Any surplus allows us to reinvest in our programs and strengthen our capacity to serve our community in the years to come.

Total Revenue \$10.5 Million

Earned \$7.2M

Contributed \$2.9M

SOURCES OF CONTRIBUTED FUNDING



\$242K Raised

at the Third Annual Empowerment Luncheon



2024 PERFORMANCE (PRE-AUDITED DATA)

Revenue/Support

Earned Revenues*	\$7,258,287
Contributions	\$2,951,319
Other	\$298,097

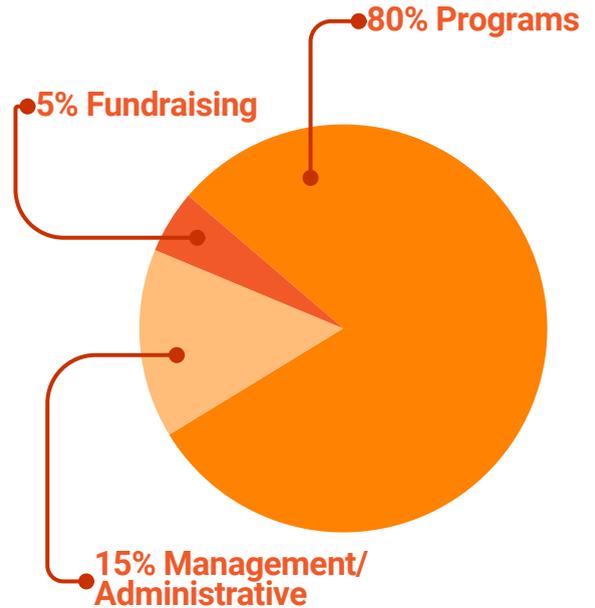
Individuals	\$1,525,016
Corporations	\$80,306
Foundations	\$270,836
Government	\$820,373
Program grants	\$12,750
Luncheon	\$242,038
TOTAL	\$2,951,319

Expenses \$10,080,539

Net Income \$427,164

**Includes social enterprise & Kasota*

EXPENSES BY CATEGORY



"I believe strongly in the value of work to achieve personal success and a meaningful life. Uplift exemplifies that ethos, and provides a pathway to meaningful employment to those looking to escape poverty."

- Kevin Kennedy, Board President





Legacy Donor Brunch, Board Member Jose Flores



Annual Empowerment Luncheon



Uplift Northwest Board of Trustees and Senior Staff Annual Retreat



CEO Gina Hall and Mayor Harrell



Keynote Speaker, Donald Whitehead



Volunteers at Holiday Community Meal Event

ESTATE PLANNING

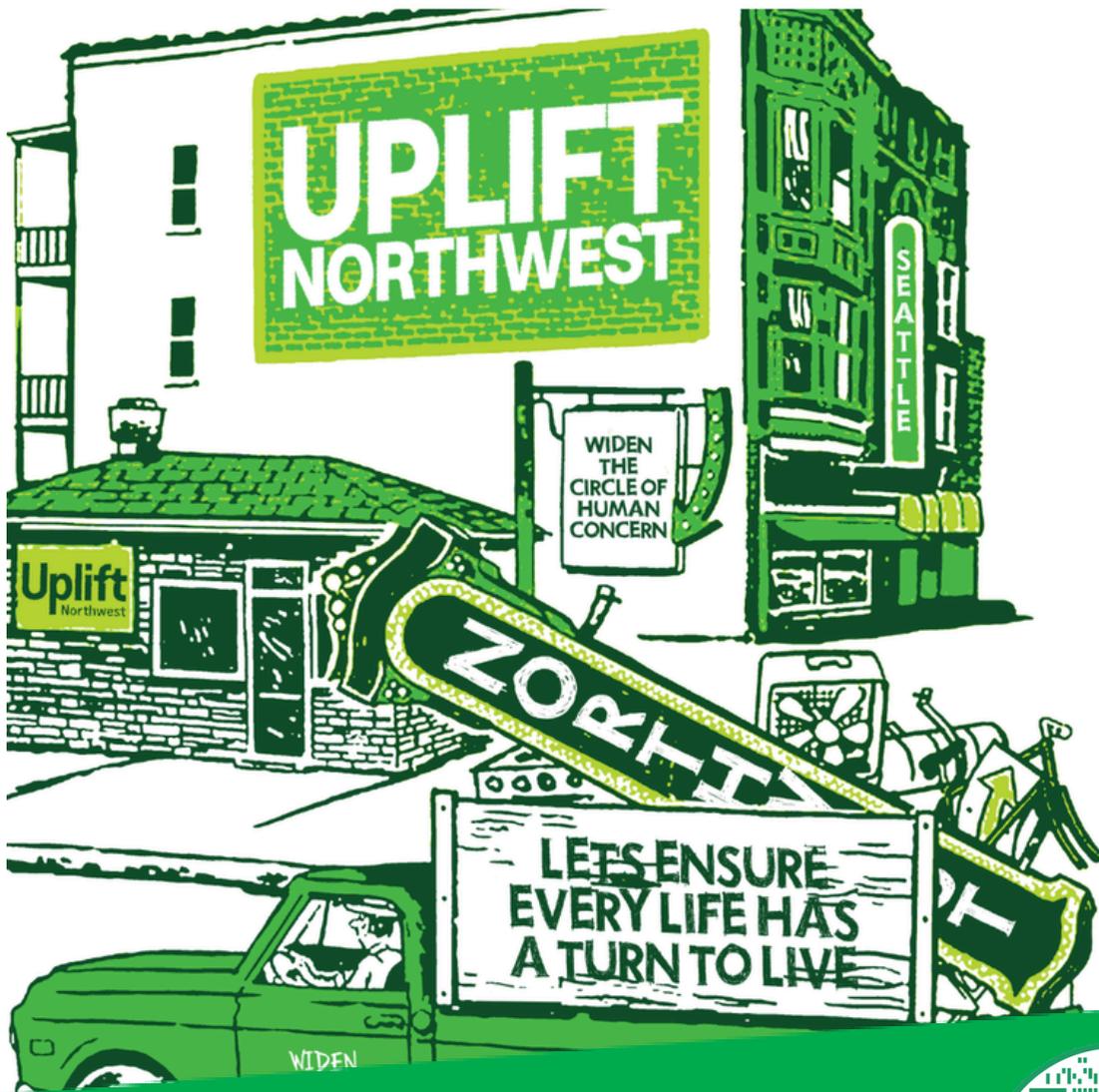
Consider leaving a legacy of hope and opportunity by including Uplift Northwest in your estate planning. Your generosity can help break the cycle of poverty and create a brighter future for generations to come. Together, we can uplift lives and build stronger communities.

For all questions regarding estate planning needs,
please contact Shama Shams, CFRE - Chief Impact Officer
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Uplift
Northwest

Promise for Tomorrow.



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Empowerment
Through
Employment

