

Donation Impact

REACH ST.PETE

PREPARED BY
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REACH ST.PETE

Reach
ST. PETE

ABOUT



MISSION

To serve those experiencing homelessness, low-income, and at-risk situations in Pinellas County by bridging the gap between people and the resources they need.

VISION

That everyone has the opportunity to gain access to the resources they need to obtain a better life.

PROGRAMS

- Pop-Up Pantry
- Literacy Program
- Community Pop-Up Events
- Drop-In Center

Reach St.Pete was started from personal experience. After living from couch to couch in high school I was blessed enough to have a family take me in and allow me to live with them. Coming from a family that struggles with drug abuse I know what experiencing homelessness, low-income, and at-risk situations is like. At the time I never felt like I "fit in" to receive the resources available to me.

What I mean by that is technically I had a roof over my head so I wasn't like those who had to live on the streets, but I also didn't have housing stability, I didn't always know where I'd end up sleeping but had friends and parents of friends who knew my situation that would allow me to stay with them. I worked two jobs in high school to be able to pay for my own life, but it wasn't enough to be able to have access to certain basic necessities. From those experiences I knew I wanted to always volunteer my time with outreach services or start my own organization to help those who were like me and re-humanize the experience.

In November 2019 I left my corporate job and took on Reach St.Pete as my full time career with the initial help of my first seed-funder. I entered the nonprofit space with 0 nonprofit knowledge, 0 fundraising experience (if you don't count selling candy bars in high school), but a calling to improve our systems and meet needs in a way that was dignifying, honoring, and didn't require you to carry shame in order to receive that help.

From November 1st, 2021-October 31st, 2022 our team and volunteers helped 6,043 people, providing over 8,927 hygiene items and meeting additional needs ranging from bill and rent assistance to work boots, diapers, and groceries. We provided \$115,122 to help prevent families from losing their homes this past year. Additionally we provided over 43,000 lbs of food and this number is projected to double in the new fiscal year.

The enlightening part is, it's not me who makes it possible; its the hundreds of volunteers, donors, community partners, and community adovcates who make all of that a reality. I'm not special, but our community is! With that I hope you enjoy this packet that aims to share more about what we do, why we do it, and the impact it has.

Gratefully,
Alexia





FOCUS

● **LIFE ENRICHMENT SERVICES**

We provide access to basic necessities to alleviate circumstances that people experiencing homelessness, low-income, and at-risk situations may experience which includes providing food, clothing, hygiene items, housing assistance, billing assistance, and emergency assistance.

● **YOUTH & FAMILIES**

We serve youth and families by providing access to healthy snack packs, infant needs, transportation assistance, educational assistance, creative resources, and quarterly community enrichment events to encourage family engagement and positive activities.

● **SUPPORT NAVIGATING THE SYSTEM**

Often time clients need help in more than one area of life, so we work together with Pinellas nonprofits to get clients access to all the help that could be available to them. This often looks like calling on behalf of clients, assisting in filling out other applications, and walking them through processes required for additional resources.

PROGRAMS

DROP-IN CENTER

- SERVES AS A CENTRAL HUB FOR LIFE ENRICHMENT SERVICES AND BASIC NECESSITIES INCLUDING BUT NOT LIMITED TO FOOD, CLOTHING, HYGIENE, SHOWERS, COMPUTER ROOM, AND FINANCIAL ASSISTANCE.



POP-UP PANTRY

- PROVIDES FREE GROCERIES AT NO COST TO ANYONE IN NEED, REMOVING ALL BARRIERS TO FOOD AND NUTRITION.



COMMUNITY POP-UP EVENTS

- PROVIDES ACCESS TO BASIC NECESSITIES INCLUDING FOOD, CLOTHING, HYGIENE, EDUCATIONAL, AND CREATIVE RESOURCES WHILE DEEPENING COMMUNITY RELATIONSHIPS AND PROMOTING POSITIVE ACTIVITIES.



LITERACY PROGRAM

- PROVIDES ONE ON ONE TUTORING, HOMEWORK HELP, TRANSPORTATION, AND FOOD FOR STUDENTS EXPERIENCING HOMELESSNESS, LOW-INCOME, AND AT-RISK SITUATIONS WITH THE END GOAL TO HELP ALL STUDENTS READ ON GRADE LEVEL BY THIRD GRADE.



TIMELINE SNAPSHOTS

2016

Our Charity was formed as a side-passion project providing clothing and haircuts to those experiencing homelessness.

2019

Our first major seed funder donated enough for Alexia to be a full-time Executive Director for the organization.

2020

COVID 19 allowed us to launch our billing and rental assistance programming to further prevent homelessness. In total we contributed \$70,000 towards prevention efforts.

2021

We were tasked with our first re-housing project by The Community Foundation of Tampa Bay & City of St.Petersburg and were successful in re-housing Stanton Apartment & Stanton Motel residents. This entailed 44 residents who had 15-30 days to vacate the low-income housing. We were successful in doing so.

2021

We successfully obtained a donated PSTA City bus to transform into a mobile grocery store to further our food efforts in food deserts and low-income areas. Additionally we earned a 3 year partnership as a United Way Suncoast Strategic Partner for our Literacy Program.



8,927

Hygiene items distributed

6,043

Families & Individuals helped

\$115,122

Distributed direct to clients to prevent and alleviate homelessness

43,558

Pounds of food distributed





YOUTH & FAMILIES

We provide a shared meal, snacks for the remainder of the week, and dry goods to youth and families experiencing homelessness who lack access to microwaves, fridges, and stovetops. These services range from weekly to quarterly events.



POP-UP PANTRY

Our Pop-Up Pantry is a decommissioned PSTA bus transformed into a Mobile Grocery Store we call “The Pop-Up Pantry.” It pops up in high need areas that are considered food deserts, low-income areas, or areas of need. It operates every second and fourth Thursday of the month providing fresh groceries at no cost. There are no eligibility requirements making it as easy as possible to get access to fresh food. We serve up to 350 households each operation.



NUTRITION

We provide access to basic food groups while helping to foster better nutritional options while being mindful of different cultural upbringings. This includes dinners, groceries, and snacks for individuals, families, and children.

1,811

This is the average amount of hygiene items we distribute every quarter to those experiencing homelessness, low-income, and at-risk situations.

HYGIENE

WHAT TYPE OF HYGIENE ITEMS ARE REQUESTED?

- SHAMPOO
- BODY WASH
- RAZORS
- SHAVING CREAM
- DEODORANT
- TOOTHPASTE
- TOOTHBRUSH
- MOUTHWASH



Collectively we serve men, women, and children.

\$296

Inflation is costing the average U.S. household an additional \$296 per month, a Moody's Analytics analysis found.

WHY DOES HYGIENE MATTER?

- Basic cleanliness practices are necessary for general health, disease prevention, and confidence.
- Affects mental and physical health.
- Poor hygiene may cause issues in social settings
- Often people are forced to choose food or housing over hygiene.

SPONSORSHIP TIER

\$5

HYGIENE ITEM ESSENTIALS BAG FOR SOMEONE IN NEED.

- SHAMPOO
- BODY WASH
- DEODORANT

\$10

STAPLE GROCERY ITEMS FOR SOMEONE IN NEED.

- MILK
- BREAD
- EGGS

\$25

INFANT NEEDS FOR A PARENT/GUARDIAN IN NEED.

- DIAPERS
- WIPES
- FORMULA

\$50

GROCERIES FOR AN INDIVIDUAL IN NEED FOR ONE WEEK.

- 1 HALF GALLON OF MILK
- 1 CARTON OF EGGS
- 1 LOAF OF BREAD
- 4 DRY GOODS
- 2 PROTEINS
- FRESH PRODUCE

\$100

GROCERIES FOR A FAMILY IN NEED FOR ONE WEEK.

- 2 HALF GALLONS OF MILK
- 2 CARTONS OF EGGS
- 2 LOAF OF BREAD
- 8 DRY GOODS
- 4 PROTEINS
- FRESH PRODUCE

\$250

PREVENTION OF LOSING POWER, WATER, OR CAR FOR SOMEONE IN NEED.

- BILL ASSISTANCE FOR WATER, ELECTRIC, OR CAR PAYMENT FOR ONE TIME EMERGENCY ASSISTANCE WITH PROOF OF INCOME, SITUATION, AND VERIFICATION.

\$500

EMERGENCY SHELTER FOR SOMEONE WHO HAS TO SLEEP ON THE STREETS DUE TO SHELTERS BEING FULL.

- EMERGENCY MOTEL STAY FOR UP TO 7 DAYS AFTER VERIFICATION OF NEXT STEPS THAT LEAD TO A MORE PERMANENT HOUSING SOLUTION.

\$1,000

HOMELESSNESS PREVENTION VIA RENTAL ASSISTANCE.

- RENTAL ASSISTANCE FOR SOMEONE WHO IS IN GOOD STANDING WITH LANDLORD, NO MORE THAN ONE MONTH BEHIND ON RENT, AND VERIFICATION THAT THIS ONE TIME ASSISTANCE WILL HELP THEM REMAIN IN THEIR HOUSING LONG TERM.

\$2,500

HELP MEET ONE MONTH OF INDIVIDUAL NEEDS VIA THE DROP-IN CENTER.

- PROVIDES FOOD, HYGIENE ITEMS, BILLING ASSISTANCE, AND CORE WRAP-AROUND SERVICES TO THOSE EXPERIENCING HOMELESSNESS, LOW-INCOME, AND AT-RISK SITUATIONS.

\$5,000

PROVIDE FOOD, TUTORING, TRANSPORTATION, AND EDUCATIONAL MATERIALS TO 15 STUDENTS FOR AN ENTIRE MONTH.

- HEALTHY SNACK-PACKS EVERY WEEK
- TRANSPORTATION TO AND FROM TUTORING
- BOOKS, WRITING UTENSILS, ASSESSMENTS
- ONE HOUR TUTORING SESSION



\$7,500

PROVIDE ALL 4 QUARTERLY COMMUNITY POP-UP EVENTS FOR FAMILIES & INDIVIDUALS


- MEALS FOR 450 INDIVIDUALS
- HYGIENE ITEMS
- EDUCATIONAL ACTIVITIES
- ARTS & CRAFTS
- CLOTHING
- FOSTERING POSITIVE FAMILY ACTIVITIES
- RESOURCE TENT



\$15,000

HOMELESSNESS PREVENTION FOR 10 FAMILIES WITH CHILDREN.

- \$1,500 WORTH OF ASSISTANCE FOR 10 FAMILIES WITH CHILDREN TO AVOID LOSING THEIR CURRENT HOUSING SITUATION. SPECIFICALLY FOR FAMILIES WHO ARE IN GOOD STANDING WITH LANDLORD, HAVE NO MORE THAN ONE MONTH BEHIND ON RENT, AND VERIFICATION THIS ONE TIME ASSISTANCE WILL HELP THEM REMAIN IN THEIR HOUSING LONG TERM.



\$20,000

ONGOING OPERATIONAL SUPPORT TO CONTINUE TO SUSTAIN PROGRAMMING.

- POP-UP PANTRY
- LITERACY PROGRAM
- COMMUNITY POP-UP EVENTS
- DROP-IN CENTER

FISCAL YEAR 22-23

\$578,329

NEEDED FUNDS



2021 STATISTICS

113,978

IN PINELLAS COUNTY

LIVE IN POVERTY



READY TO GIVE?

GIVE ONLINE: WWW.REACHSTPETE.ORG/DONATE

GIVE VIA CHECK: MADE PAYABLE TO REACH ST.PETE VIA OUR MAILING ADDRESS 721 DR MLK JR ST S ST.PETERSBURG, FL, 33705

GIVE VIA IN-KIND GOODS: E-MAIL INFO@REACHSTPETE.ORG TO SCHEDULE AN APPOINTMENT

GIVE VIA OUR AMAZON WISHLIST: VISIT WWW.REACHSTPETE.ORG AND HOVER OVER THE "SHOP OUR AMAZON WISHLIST" TAB.

**Thank you for partnering
with us to bring innovative
change to Pinellas County.**

-REACH ST.PETE TEAM

**FOR MORE INFORMATION VISIT US
AT WWW.REACHSTPETE.ORG**

EIN# 82-4672063

