

ANNUAL REPORT FY 20

In this issue:

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.....And much, much more



**JULY 1, 2019-JUNE 30,
2020**

SHORE UP!
INC.



Helping People. Changing Lives.

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EXECUTIVE DIRECTOR-FREDDY L. MITCHELL
REPORT WRITTEN & DESIGNED BY TAMEKA KENAN-NORMAN
OFFICE OF DEVELOPMENT & COMMUNICATIONS

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ADMINISTRATORS

Corey Bowen-Head Start/Early Head Start
John Clark-Home Energy Assistance
Elsawi Hamid-Management Information Systems
Keith Davis-Human Resources
Maria Morris, COO-Community & Family Development
Tameka Kenan-Norman-Development & Communications
Elmira Brown-Fiscal
Michael White-General Services

SHORE UP!

ABOUT US

MISSION: *SHORE UP! Inc. is dedicated to revitalizing communities and empowering individuals and families to maintain long-term independence and achieve economic security.*

VISION: *SHORE UP! Inc. envisions a community where individuals and families have the opportunities and resources to live with dignity and achieve their fullest potential.*

****SHORE UP!'s Tripartite Board of Directors is as follows:***

BOARD OFFICERS



Elroy Brittingham, Chair



Craig Mathies, Vice Chair



William Dennis, Treasurer

REPRESENTATIVES OF THE PUBLIC SECTOR

Elroy Brittingham

Troy Brittingham

Josh Hastings

Craig Mathies

Diana Purnell

REPRESENTATIVES OF THE LOW-INCOME SECTOR

Dr. Tyrone Chase

LaTrele Crawford

Lakesha Pinder-Jackson

Nicole Moreno

Tory Wallace

REPRESENTATIVES OF THE PRIVATE SECTOR

William Dennis

Germaine Garner

Dr. Kirkland Hall

Michael Hoy

Dr. Jennifer Jewel

Carroll Mills

Dr. Bernita Sims-Tucker

Agency Goals

In an effort to create an economically self-sufficient community, SHORE UP! Inc. has established six priorities and agency goals. To address these goals, there are seven domains, each with a specific objective. Here's what you should know about each of our agency goals:

1. Education

To promote high-quality early care and educational opportunities for children and families that will ensure school-readiness for young children. SHORE UP! will also help build skills and competencies for youth and adults to achieve lifelong learning and compete in an increasingly global marketplace.

2. Employment

To assist families to prepare for, obtain and maintain stable employment that provides sufficient income and benefits; a reasonable standard of living; and increase their capacity to budget, save for the future and increase family assets.

3. Housing

To help customers find and maintain safe, sanitary, affordable homes with adequate space; to prevent eviction and foreclosure; and to preserve and develop affordable housing.

4. Family Support Services

To provide programs and resources to assist families to obtain stability in the areas of financial literacy, nutrition and transportation. Family support services will also help individuals to address issues such as crime, domestic violence and incarceration and re-entry.

5. Health Care, Nutrition and Disabilities

To help families obtain reliable, affordable, safe and quality health care services; promote accessibility; and provide resources that will aid children and families in achieving and maintaining optimal well-being and a healthy lifestyle.

6. Agency Capacity and Accountability

To implement quality programs that build beyond sustainability to ensure the agency can effectively compete and serve as community needs and resources change.



Alexis Jackson, SHORE UP!'s Health and Disabilities supervisor, pictured with her son, Mason Billie. The agency partnered with the Eastern Shore Oral Health & Outreach Program for dental awareness.

"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT."- PETER DRUCKER

SHORE UP! is working to create a positive future for its clients by setting goals to help them attain economic security.

MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR



Freddy L. Mitchell
Executive Director



Elroy Brittingham
Board Chair

For 55 years, the staff at SHORE UP! Inc. has worked diligently to fulfill the tagline visible in our logo-"Helping People. Changing Lives." While many staff members have transitioned, this agency has continued to persevere, successfully confronting challenges in order to deliver a comprehensive system of services essential in the seven communities that we serve.

This year, I am proud to again say that SHORE UP! has assisted thousands along Maryland's Eastern Shore, providing them with the necessary resources and knowledge pertinent for true economic freedom. This education will not only eliminate their condition of poverty, but will also give them the wherewithal to position their families for success.

Programs like Head Start and Early Head Start have acted as a "lifeline" for low-income families, giving them the resources they need to bridge the gap in school readiness, as well as emotional, social, health, nutritional, educational and psychological needs. The success of Early Head Start and Head Start has resulted in funding for the enrollment of 761 Head Start children and their families, along with 172 in Early Head Start.

Our agency has also assisted clients in improving their credit scores and increasing their savings, often leading to the purchase of an asset. In fact, over 50 of SHORE UP!'s clients participated in Housing Counseling services in Fiscal Year 2020.

Staff works to hone their skills to better serve our clients, resulting in 37 employees who completed management training throughout the year. Additionally, we are enthusiastic about improving our brand and relaying our positive story to media, and thus the citizens in our service area. As a result of this initiative, SHORE UP! implemented a new, more modern website, and has had nearly 20 positive newspaper articles or tv interviews highlighting the tremendous programs and services we offer.

In the last three months of the 2020 Fiscal Year, the agency faced the most daunting obstacle in my 51-year tenure-a pandemic. While this challenge seemed insurmountable and has resulted in the closing of our facilities to the general public, economic volatility, the loss of lives and mental health issues, we are still providing services and remain committed to being steadfast in eradicating poverty one family at a time. We are striving for another 55 years of "Helping People. Changing Lives."

"Education is the most powerful weapon which you can use to change the world."

Nelson Mandela

Education & Employment

Thanks to SHORE UP!'s Two Generation Whole Family Approach program*, partnerships with area community colleges are established to provide the necessary training for clients to ultimately gain economic security. For example, Wor-Wic Community College allows the agency to place individuals into Commercial Driver's License (CDL) and Certified Nursing Assistant (CNA) programs, as well as provide Adult Basic Education and GED classes.



Enroll in SHORE UP!'s Two Generation Whole Family Approach Program for a CDL.

Partnerships with various organizations allows graduates of these programs to receive employment at the center. SHORE UP! also partners with agencies on career assessment, job matching, job search workshops, reemployment services and other avenues for the attainment of gainful employment.

In addition to receiving an education from the local colleges and skills training, SHORE UP!'s foundation for education begins at an early age with the Early Head Start and Head Start programs. With a total of 13 centers, program goals are to prepare children for successful public school readiness and participation while providing them with a means of meeting their developmental and nutritional needs. Head Start programs also partner with families to find effective methods in dealing with issues like single parenting, illiteracy, homelessness, substance abuse, child abuse and neglect, health and nutrition, domestic violence, budget and finances and more.

*The Two Generation Whole Family Approach program assists families in combatting intergenerational poverty. To achieve this goal, the program utilizes education, work, financial literacy and early learning.



Children in the Head Start & Early Head Start programs eat breakfast, lunch and a snack each day.

Results of Education & Employment Services....



Dr. Corey Bowen discusses SHORE UP!'s services during a recruitment fair.

62

**UNEMPLOYED ADULTS GAINED
EMPLOYMENT.**

50

**PARTICIPATED IN THE TWO
GENERATION WHOLE FAMILY
APPROACH PROGRAM.**

Results of Education & Employment Services....



SHORE UP!'s Early Head Start & Head Start programs set the foundation for future success.

761

**CHILDREN AND THEIR FAMILIES
ARE FUNDED FOR ENROLLMENT IN
HEAD START.**

172

**CHILDREN AND THEIR FAMILIES ARE
FUNDED FOR ENROLLMENT IN EARLY
HEAD START.**

Housing



Denise White conducts Financial Literacy training.

SHORE UP! continuously hosts workshops and other training to assist clients with building their income and assets. Financial Literacy workshops, for instance, include training on tracking income and expenses, creating a budget, understanding credit, as well as developing goals and savings.

The agency's Housing Counseling Program aids individuals and families in improving their housing conditions and meeting the responsibilities of owning and/or renting a home. Clients are provided assistance in finding decent and affordable housing; financial literacy, like budget and credit counseling; first-time homebuyer education; post purchase education and default and delinquency education.

The Energy Assistance program provides financial support in the payment of current or delinquent utility bills, while the Weatherization Program offers a number of services to lower energy costs by improving energy efficiency. Examples of Weatherization services include: conducting energy audits on homes to determine the need for weatherization, such as caulking, insulation, installation of windows and doors, furnace replacement and/or retrofit; providing improvements to homes at no cost; and providing repairs to homes at no cost. Weatherization also ensures that housing is safe.

Additionally, SHORE UP! operates subsidized housing units in Somerset County. Loretta Village is comprised of multi-family apartments and apartments for the elderly.



Financial literacy is an important factor leading to economic security.

Results of Housing Services...



SHORE UP!'s Financial Literacy training shows clients how to save money.

54

RECEIVED HOUSING COUNSELING
SERVICES.

32

RESIDED IN LORETTA VILLAGE
MULTI-FAMILY UNITS.

30

RESIDED IN LORETTA VILLAGE
APARTMENTS FOR THE ELDERLY.

Results of Housing Services...



Energy Assistance provides financial support to individuals and families.

7,059

**CLIENTS RECEIVED ENERGY
ASSISTANCE.**

181

**HOMEOWNERS IMPROVED ENERGY
EFFICIENCY.**

HEALTH



Participants in the Adult Day Services program participate in a number of activities.

Health Screenings are provided to participants of our Early Education programs.

Additionally, Health and Social/Behavioral Development are important to participants of the agency's Adult Day Services program. This program offers daily care to individuals with disabilities, ages 16 and up, and the elderly. Adult Day Services (ADS) has been operating since 1975, providing a safe, friendly place for clients to spend the day with well-trained, caring staff who will meet their needs. By offering the chance to make friends and become more active, ADS helps reduce the isolation the disabled and elderly can experience. Adult Day Services staff strive to help participants maintain an independent living situation.

Customers can avoid being admitted in a nursing home or assisted living facility by attending the center during the day, with loved ones caring for them the remainder of the time, or arranging for their care at home. Being at the center helps customers socialize, take part in activities that involve their mental and cognitive processes, and eat healthy food in accordance with the Child and Adult Care Food Program. All of these actions can help prevent dementia and poor health, thus preventing institutionalization.

Adults who attend the Adult Day Care program also participate in a number of activities at the center, as well as field trips and attendance to games.

Residential services are also provided to homebound chronically ill or disabled clients. Personal care and various chores are performed by staff.



Results of Health Services..



A mental health conference was hosted by the AmeriCorps Seniors Foster Grandparents Program. The conference took place at SHORE UP!'s Central Office facility.

35

**PARTICIPATED IN THE ADULT DAY
SERVICES PROGRAM.**

22

**PARTICIPATED IN SHORE UP!'S
RESIDENTIAL SERVICES PROGRAM.**

Clients & Staff Training



Executive Director Freddy L. Mitchell speaks with employees during an Operations Staff meeting.

As a result of the many individuals and families we serve, SHORE UP! staff must be highly competent and qualified to meet client needs. In FY 20, nearly 13,000 clients visited SHORE UP! facilities. This number only represents a portion of those served, as some clients may not need to report to our facilities for assistance. Therefore, staff training and certifications are significant.

12,859

CLIENTS USED THE LOBBY GUARD CHECK-IN SYSTEM WHEN VISITING THE AGENCY.

37

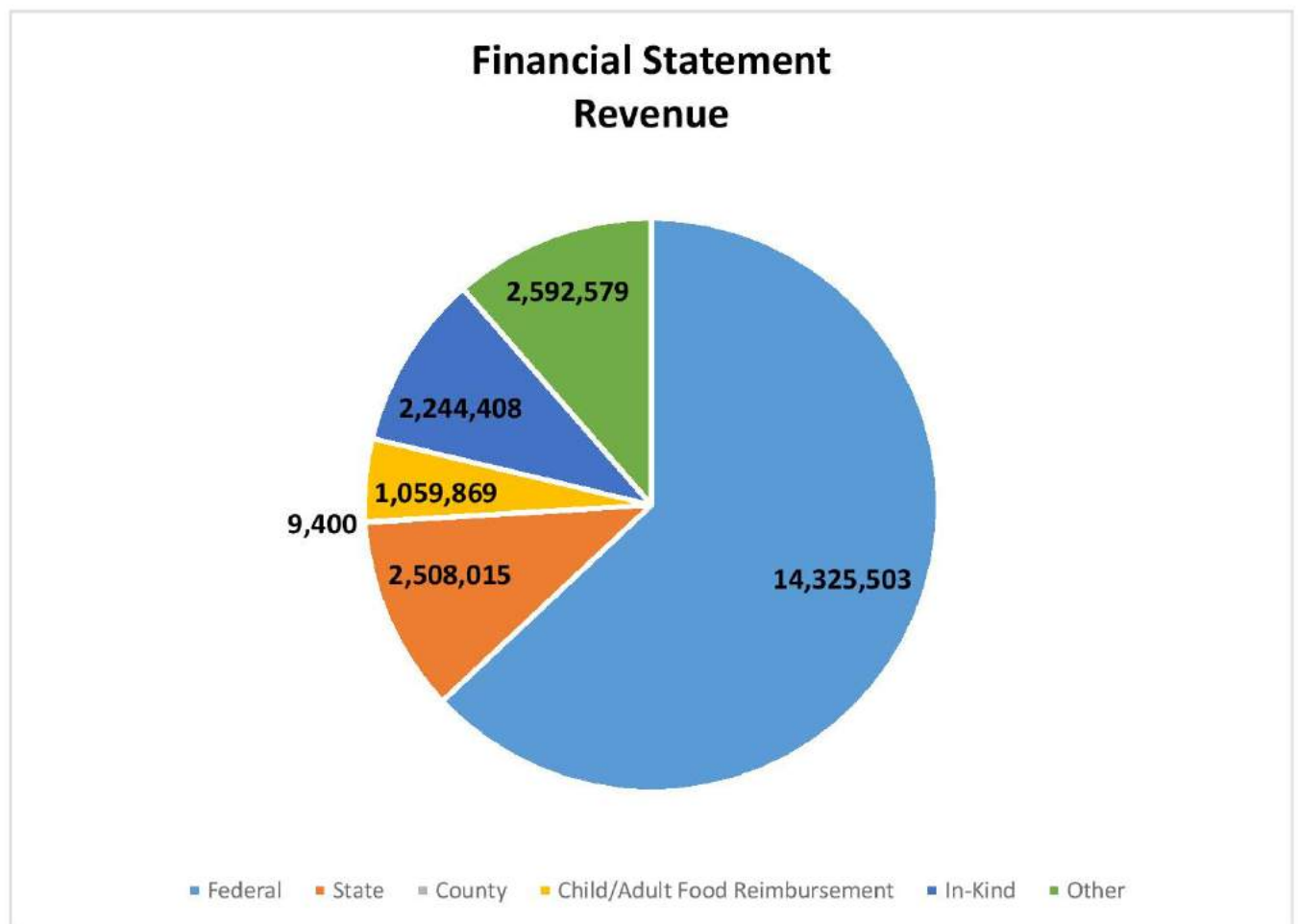
STAFF INCREASED THEIR KNOWLEDGE, SKILLS & ABILITIES TO WORK WITH THE AGENCY.

3

STAFF COMPLETED LEADERSHIP/ROMA CERTIFICATION TRAINING.

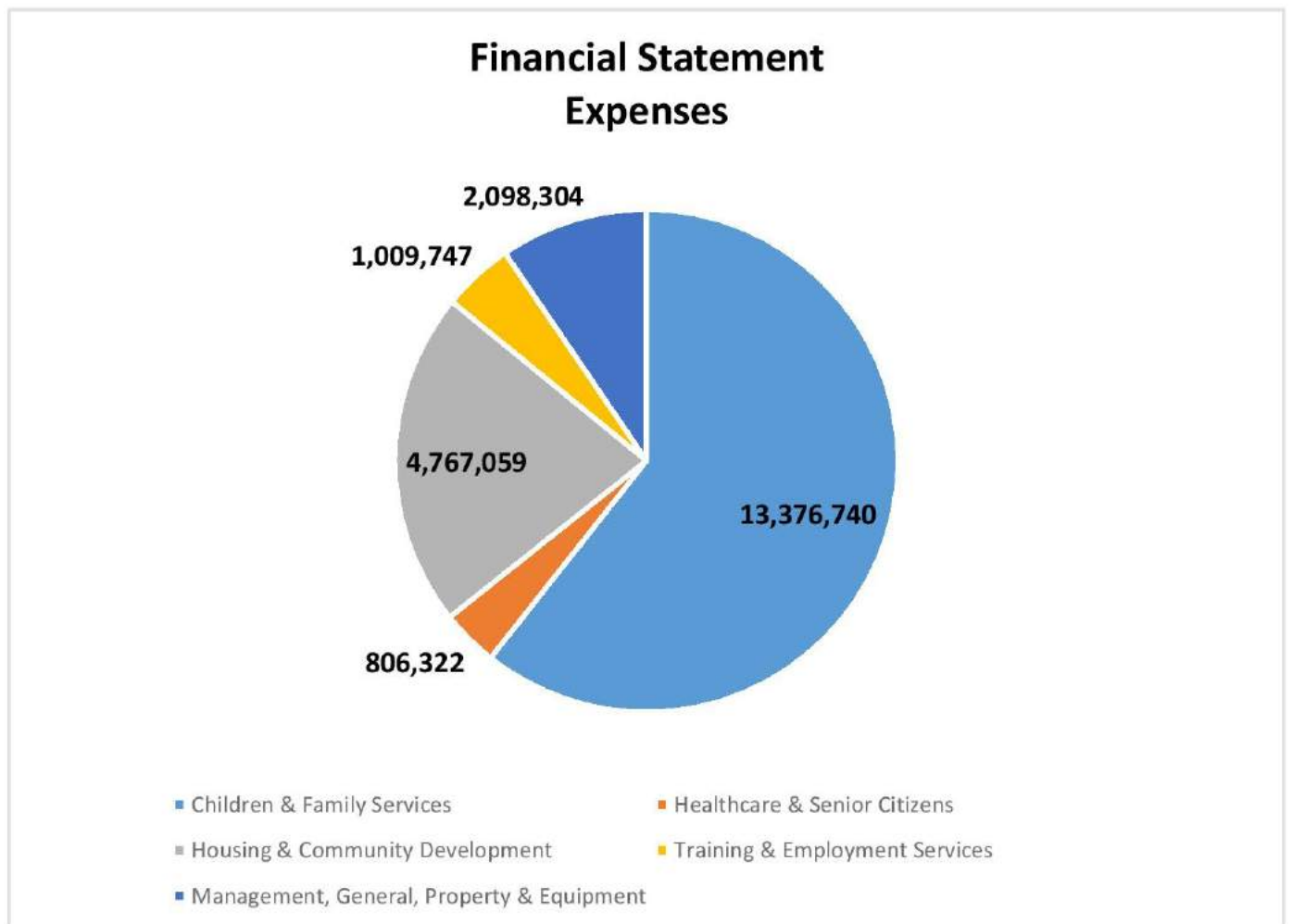
Revenue

TOTAL=\$22,739,774



Expenses

TOTAL=\$22,058,172





SHORE UP! uses grant funds to launch new website

SHORE UP! Inc. was excited to announce its newly redesigned website at www.shoreup.org. The website launched Dec. 2019 and includes a more modern look, easier navigation and information on all of the programs which now assist over 15,000 individuals on Maryland's Eastern Shore.

The website redesign, completed by D3 Corporation in Ocean City, Md., was possible due to a grant the agency received from the Community Foundation of the Eastern Shore. The Technical Assistance and Capacity Building Mini Grant supports 501c3 organizations "for pilot projects, organizational improvement and capacity building, technology and equipment purchases," according to the Foundation's website.

Shoreup.org now includes information on the company's Early Head Start and Head Start programs, Employment Training opportunities, Free Tax Preparation service, Energy Assistance and more. There is a link to SHORE UP!'s social media channels, and visitors can now scroll to the bottom of the homepage to convert the entire website to English, Spanish, Chinese, French or Haitian Creole.

"We designed this website to be user friendly, offering quick and easy access to the information that is important to our clients," said SHORE UP! Executive Director Freddy L. Mitchell. "There is a section where we will add our events, and we also encourage everyone to visit the Join Our Team page under Employment which has the list of current jobs available."



Community Partners

SHORE UP! has established a number of partnerships. Thanks to these community partners, the agency is able to provide additional resources and assistance in helping individuals and families attain long-term independence and achieve economic security.

- Chesapeake College
- Chesapeake Health Care
- Choptank Community Health
- Creative Spaces
- Delmarva Power
- Department of Oral Health
- Departments of Social Services-Somerset, Wicomico, Worcester
- Dorchester County Local Management Board
- Dorchester Public Schools
- Eastern Shore Oral Health and Outreach Program
- Federally Qualified Health Center-Medicaid Dental
- Judy Center
- Marsha Beckett
- Perdue
- PNC Bank
- Project Right Steps
- Salisbury University-Lower Shore Child Care Resource Center
- Univ. of Maryland Cooperative Extension
- Univ. of Maryland Eastern Shore
- WBOC-Bless Our Children
- Wicomico Bookmobile
- Wicomico County (WIC)
- Wicomico County Health Department
- Wor-Wic Community College



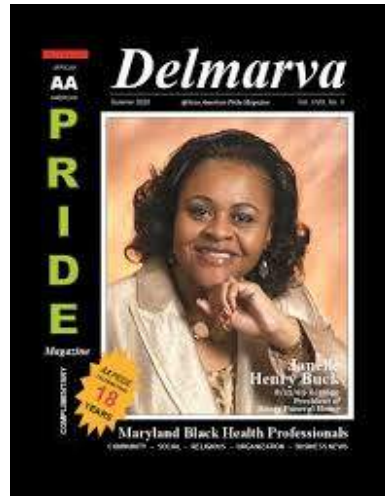
Carolyn Johnson, SHORE UP! bus aide, assembles a donation kit from Delmarva Power.

SHORE UP! is in the news

SHORE UP! Inc. is committed to telling its positive story in a variety of ways. Press releases are disseminated at least twice per month to various media outlets in all service counties, and information is also sent to employees via the agency's monthly newsletter, "Inside SHORE UP!" An external newsletter is also sent to agency partners, the general public and posted to the SHORE UP! website. Additionally, the agency utilizes social media sites like Facebook and Twitter to share positive news. In FY20, SHOREUP! received coverage from the following media outlets:



delmarva now.



The Kent Island
Bay Times

Kent County News
~ A Direct Descendant Of The Chestertown Spy, Established 1793 ~

THE STAR
DEMOCRAT



Nearly \$10M Head Start grant awarded to SHORE UP!

The Administration for Children and Families, a division of the US Department of Health and Human Services has awarded SHORE UP! Inc. a \$9,805,843 grant to continue operating its Head Start Programs in Wicomico, Worcester, Somerset, Talbot, Kent, Queen Anne's and Dorchester counties. Registration is now open.

CARES Act gives additional funding for SHORE UP! Head Start programs

SHORE UP! Inc. has received \$819,928 through the Coronavirus Aid, Relief and Economic Security (CARES) Act. These funds will support Head Start services to low-income children up to age five in Wicomico, Worcester, Somerset, Talbot, Kent, Queen Anne's and Dorchester counties.

Nationally, \$750 million has been designated for Head Start programs to support preventative, preparedness and response activities related to Coronavirus through the CARES Act. To support low-income children who have experienced a disruption of services during this time, programs will provide supplemental summer Head Start programs as they are able. Funding will also provide help for children with Individualized Education Plans, ensuring that a child with an identified disability receives specialized instruction and services. Money will also be utilized for the purchase of tablets, as well as Personal Protective Equipment needed for families, such as masks, gloves, hand sanitizer and more.

"President Trump has secured more than \$6 billion in funding to help supplement human services during this crisis," said U.S. Department of Health and Human Services Secretary Alex Azar. "This \$750 million for Head Start will help ensure that children and families who rely on the program continue receiving services like meals, health screenings and Pre-K education where possible. As we move toward safely reopening, it only grows more important that we support vulnerable families and children whose lives have been disrupted by the virus and its economic effects."

"We know that investing in programs that serve a whole family...



Serenity's Boutique opens on Snow Hill Road in Salisbury

Lena Welton recently opened her new boutique at 428 D Snow Hill Road in Salisbury, Maryland. Serenity's Boutique is its name and it offers her logo brand as well as other merchandise, including Paparazzi since she is also an Independent Representative.

Along with shopping, the boutique provides Unique Rental Space accommodating up to 40 people for baby showers, wedding showers, vendor events, small family gatherings, dinner parties, paint parties, meetings, etc.

During the day, the space is set as café style with a relaxing atmosphere to relax with WiFi available.



CONNECTED

STAY CONNECTED WITH SHORE UP! INC.

Find out more about the services provided by SHORE UP!, including: education, housing, family support services, employment, healthcare, nutrition and disabilities and more. Learn how you can make a difference in the lives of others or how you can benefit from the agency's programs.

See the right column for more info. on how you can stay connected with SHORE UP!



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quarterly newsletter.
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tnorman@shoreup.org

