

SHORE UP!
INC.



Helping People. Changing Lives.



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ANNUAL
REPORT
2021-2022

www.shoreup.org



SHORE UP purchased new vehicles and made many facility improvements in FY2022, including updating our Head Start play-grounds.

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Message from Executive Director & Board Chair



Mr. Elroy Brittingham
Board Chair



Mr. Freddy L. Mitchell
Executive Director

During Fiscal Year (FY) 2022, SHORE UP!, Inc. returned to pre-pandemic services and forged ahead with quality programs and services. It is our number one priority to continue to make the necessary adjustments to meet the daily challenges experienced by the families we serve.

Residents on the Eastern Shore suffered personal and financial hardship during the pandemic. As a result, SHORE UP! was one of three agencies chosen to administer Wicomico County's Emergency Rental Assistance Program (ERAP). In FY22, we provided 977 households with \$6.3 million in rental and utility assistance, helping many of those households prevent eviction.

We are proud of the way our programs continued to operate during the pandemic. Fortunately, we are experiencing a return to normal operations for our Head Start and Early Head Start programs. Children are once again enjoying learning and socialization at our centers.

This fiscal year, SHORE UP! completed our strategic planning process with the guidance of the Berneitha McNair Consulting firm. Ms. McNair routinely works with community action agencies. As a result of comprehensive surveys and brainstorming sessions, we updated our Mission Statement, Vision, and Core Values. Our new mission statement reads: *"SHORE UP!, Inc. is dedicated to strengthening communities, achieving goal-driven outcomes, and empowering individuals and families through a comprehensive system of services, resources, and strategic partnerships that charter a path to economic security and long-term independence."*

We believe that this new mission statement accurately reflects the work that SHORE UP! does in the community and highlights our goal of helping program participants achieve independence. The work that we do matters, and this was reflected in our employees' strategic planning survey, where **almost 92%** of those who completed the survey stated that they believe their work is meaningful.

We hope you will enjoy reading about some of our successes over the past year. We look forward to 2023 as we continue to provide quality services to the community and assist families in the achievement of stability as they transition to economic independence and self-sufficiency.

About SHORE UP!, Inc.

OUR MISSION:

SHORE UP!, Inc. is dedicated to strengthening communities, achieving goal-driven outcomes, and empowering individuals and families through a comprehensive system of services, resources, and strategic partnerships that charter a path to economic security and long-term independence.

OUR VISION:

SHORE UP!, Inc. envisions communities on Maryland's Eastern Shore where individuals and families have the opportunities and resources to live with dignity, achieve their fullest potential, and become economically self-sufficient.

Board of Directors 2021-2022

Elroy Brittingham, Chair

Craig Mathies Sr., Vice Chair

Dr. Tyrone Chase, Secretary

William Dennis, Treasurer

Elected Public Officials:

Troy Brittingham, Jr.

Marshall Corbin

Josh Hastings

April Jackson

Dr. Jennifer Jewell

Craig Mathies, Sr.

Diana Purnell

Consumer Representatives:

Dr. Tyrone Chase

Cullina Cornish

Nicole Frantz

Michael Hoy

Nicole Moreno

Lakeisha Pinder-Jackson

Private Sector Representatives:

Elroy Brittingham

William Dennis

Dr. Kirkland Hall

Carroll Mills

Dr. Bernita Sims-Tucker

Ivory Smith

Strategic Priorities & Goals

As part of the strategic planning process this year, and based on the findings of our most recent community needs assessment, SHORE UP! staff identified six strategic priorities on which to focus:

Limited and up-to-date resources	Living wage employment	Comprehensive and holistic service delivery with a whole family approach
Need for safe and affordable housing	Educational attainment from early childhood to post-secondary	Recruitment and retention of a qualified workforce sufficient to achieve agency mission

By defining our priorities, we were able to envision four strategic goals for the agency. They are:

1. SHORE UP! will implement high quality and innovative early childhood education programs that achieve outcomes for the whole family.
2. SHORE UP! will assist individuals and families with achieving economic security and maintaining long-term independence.
3. SHORE UP! will implement intentional strategies to enhance its performance and capacity to achieve outcomes.
4. SHORE UP! will collaborate with low income individuals to revitalize and improve the communities in which they live.

Education & Employment Services

SHORE UP! utilizes partnerships with area universities and businesses to ensure that our program participants secure employment that pays a living wage. Skills training, career assessment, job matching, job search workshops, re-employment services and other mechanisms are used for the attainment of gainful employment. Many of these services are provided through SHORE UP!'s Two Generation Whole Family Approach (2Gen), assisting families in combatting intergenerational poverty through education, work, financial literacy, and early learning.

Programs like Head Start and Early Head Start prepare children for Kindergarten. Utilizing the 2Gen Approach, our staff also works with their parents to find effective methods in dealing with issues such as literacy, single parenting, health, nutrition, budget, financial literacy, and more. Parents may be enrolled in GED Preparation courses, training to receive a Commercial Drivers License (CDL), or Certified Nursing Assistant (CNA) training.

53

Unemployed adults gained employment

91

Participants reported improved financial well being

333

Children and their families enrolled in Early Head Start

196

Children and their families enrolled in Head Start

Child Development Associate Credential Helps Teacher Succeed

In recent years, our Head Start programs have been challenged in the area of recruiting qualified teachers. Because finding and retaining employees for these positions can be difficult, SHORE UP! provides staff with assistance in studying for and obtaining the Child Development Associate (CDA) Credential. The CDA is the most widely recognized credential in early childhood education, and it is a key stepping stone on the path of career advancement. We have had six individuals successfully obtain their CDA credential and another 22 are in the process of doing so.

Harry Byrd, one of our Early Head Start teachers, came to SHORE UP! with a high school diploma and experience working in the school system in Virginia. He was an ideal candidate for the CDA program: eager to learn but possessing limited experience working with preschool age children. Through our CDA Credentialing program, SHORE UP! provided funding for Harry's book, classes, exam and application fee.

Harry said that the idea of working with younger children was a bit intimidating at first, but the work that he did to obtain his CDA credential helped him feel prepared and equipped for the job. He described the course as challenging, but said that it instilled in him the values of discipline and organization. He stated that he would recommend the program for anyone interested in a child care career, especially men, as males are traditionally under-represented in the field.

After successfully completing the course and receiving his CDA credential, Harry received a bump in pay and a bonus. He thoroughly enjoys working with the children and marvels at their different personalities. "As you teach them, they teach you," he commented.



2Gen Approach Helps Woman Achieve Career Dreams

2Gen is an approach to services that addresses multi-generational poverty by looking at the needs of the entire family and providing the necessary supports to allow the family to break free from poverty. If a child is enrolled in Head Start, we make efforts to address the needs of the child's parents. If someone receives energy assistance and states that they cannot find employment because they have preschool-aged children with no daycare, we encourage them to enroll their children in Head Start.

The cycle of poverty cannot be broken until all household members have the necessary supports to encourage independence. The 2Gen Approach seeks to support one or more of the building blocks of a stable family – social capital, postsecondary education & employment, health & well-being, economic assets, K-12 education, or early childhood education. This approach is especially ideal for SHORE UP! because we offer multiple programs to assist families.

Valerie S., a parent whose child was enrolled in the Head Start Program, was already employed when she came to the program. However, she wanted to find employment that was more fulfilling and provided a better income for her family. She had a strong desire to help others and was interested in becoming a Certified Nursing Assistant (CNA). Because of SHORE UP!'s 2Gen Approach, Valerie was able to pursue the education and skills necessary to become a CNA.



With the assistance of Salisbury University and Wor-Wic Community College, Valerie enrolled in the necessary classes and received additional supportive services as she worked to obtain her certification. Today she is a proud employee at Tidal Health working with elderly patients who need assistance with mobility and personal care. She loves her new job, and is earning above the living wage level for the first time.

Housing Services

Each year, SHORE UP! aids individuals in finding decent and affordable housing. In order to accomplish that goal, the agency provides various housing services, like budget and credit counseling, first time homebuyer education, post-purchase education, and default and delinquency education. No matter the service, program participants begin to understand the responsibilities of owning or renting a home.

In addition to the housing counseling services described above, SHORE UP! offers subsidized housing units in Somerset County. Our Loretta Village is a neighborhood of units designed for senior citizens age 62 and above and multi-family housing units for families with a head of household 18 and older.

Weatherization and Housing Preservation are two additional aspects of SHORE UP!'s housing-related services. Weatherization Assistance lowers energy costs by stopping heat loss and offering improvements to make heating systems more efficient. Housing Preservation assists in making important repairs to a home in order to make it more safe and comfortable.

Under Energy Assistance, SHORE UP! provides grants to program participants to help them pay current or delinquent home heating and/or electric bills. Low income families may also be protected from utility shut off for non-payment during the heating season.

This year, SHORE UP! also provided the Emergency Rental Assistance Program (ERAP) in Wicomico County. This program provided households who have suffered a loss of income due to the COVID –19 pandemic with assistance in paying their rent and utilities, thus avoiding eviction.

38

Households experienced energy efficiency and/or reduction of energy burden

5000

Households avoided utility shut off

20

Households improved health & safety due to home improvements

977

Households avoided eviction

1

Individual used their assets to achieve home ownership

Housing Preservation Grant Helps Senior with No Heat

Ms. Charmaine C., age 68, of Marion, lives in an old, poorly insulated house. When she had her furnace serviced for the winter of 2022, the technician told her that parts of it had rusted out and that she needed a new heating system for her home. Additionally, Charmaine’s roof needed to be replaced.



As a senior citizen on a limited income, Charmaine did not have the funds required to purchase a new heating system. She applied for assistance through the Maryland Energy Assistance Program’s (MEAP) Crisis Service for individuals who lack heat. Unfortunately, she did not qualify for that program, which left her wondering how she was going to stay warm over the winter.



Through a Housing Preservation Grant, SHORE UP! was able to provide her with a new ductless heat pump and wall mounted heaters to warm her house. Additionally, SHORE UP! worked in collaboration with Somerset County’s housing rehab program, which replaced Charmaine’s roof.



Charmaine is very pleased with how well the new heater works, and commented that, “It was such an easy process to apply, and everyone was very pleasant to deal with. It’s been a real lifesaver!”

Health Services

SHORE UP! ensures that our program participants understand the significance of good health and works with them on improving health conditions.

Children enrolled in our Head Start and Early Head Start programs receive medical, dental, and mental health assistance. Health and dental screenings are performed annually. Meals provided through the Child and Adult Care Food Program are nutritionally balanced for optimal health. Education and training on health-related issues are also provided for our Head Start families.

Another component of our health-oriented services is SHORE UP!'s Adult Day Services Program and Residential Services. Adult Day Services offers daily assistance to the elderly and individuals age 16+ with disabilities. Located at the Shady Pines Center in Salisbury, program participants are provided with a safe, friendly place to spend the day while their caretakers are working. Well-trained staff are on hand to engage participants in group activities and administer any needed medications. This program reduces isolation and helps participants maintain an independent living situation for a longer period of time, preventing or delaying institutionalization.

Our Residential Services Program includes personal care, laundry, light housekeeping and respite care. These services are provided to homebound chronically ill or disabled program participants.

40

Seniors age 65+ maintained an independent living situation

529

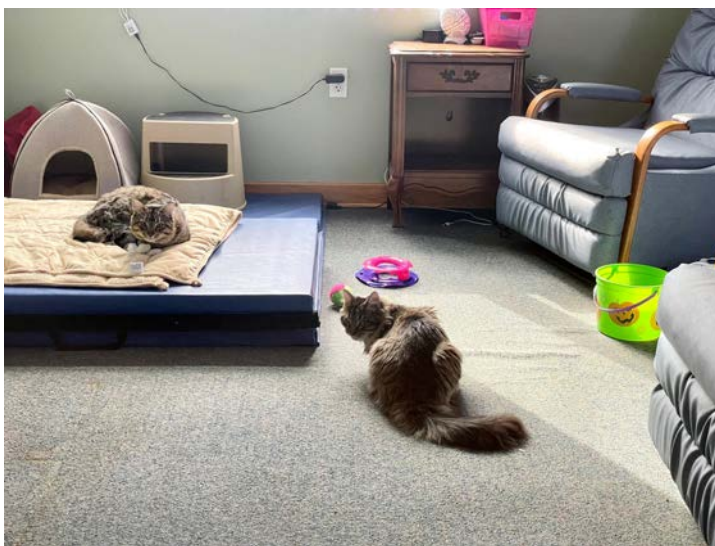
Children received health and dental screenings in our Head Start/Early Head Start programs

Seniors & Their Feline Friends

At SHORE UP!'s Shady Pines Center, individuals who need some supervision and assistance during the day enjoy a fun, friendly atmosphere that now includes some furry friends. Three cats — Kitty, Mittens, and Gatsby — have become a standard part of the center's activities. These felines have become an important part of our program participants' lives. As one Shady Pines participant says, "Animals are your best friends. They keep you company and lay beside you and watch TV with you."

But the cats aren't the only things keeping our Shady Pines participants happy and fulfilled. For many, the mere act of being in a location away from home for a few hours, taking part in games or talking to peers is enough to add a fun new dimension to their daily lives. As one participant said, "Being here helps your mind. Sitting in the house sometimes gets you down."

The Adult Day Services Program provides its participants with social interactions, nutritious meals, games and activities that provide mental stimulation, and many other opportunities to feel independent by avoiding nursing home placement.

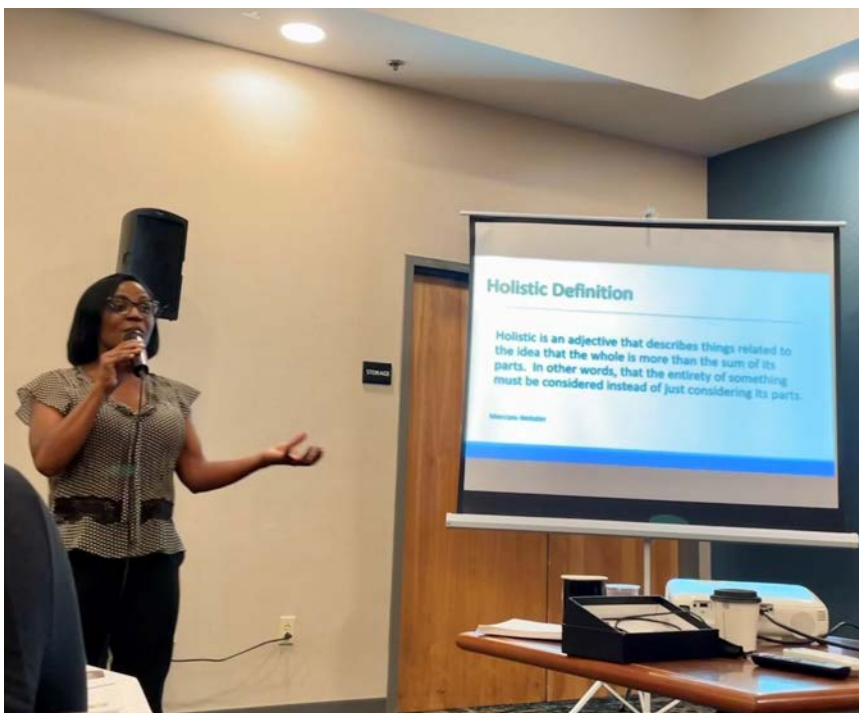


Professional Development

To meet the needs of the approximately 12,000 program participants we serve, our staff must be knowledgeable. In order to equip our staff with the latest techniques and trends, we provide employees with opportunities for professional development.

Our Head Start & Early Head Start programs provided teachers with 35 trainings in FY22, covering a wide range of topics from supporting language and culture in the classroom to lesson planning, from child abuse and neglect to emergent writing and self-expression.

In 2021, we updated our agency's strategic plan. Consultant Berneitha McNair, who specializes in working with community action agencies, led us through the process and conducted two days of leadership retreats in which we discussed topics such as effective case management, holistic approaches, documentation of outputs, and other important topics. We also updated our Mission Statement, Vision, and our Core Values.



We currently have two employees certified in Result-Oriented Management and Accountability (ROMA). ROMA is particularly helpful in focusing on outcomes and understanding how to properly implement programs, services, and strategies for the best results.

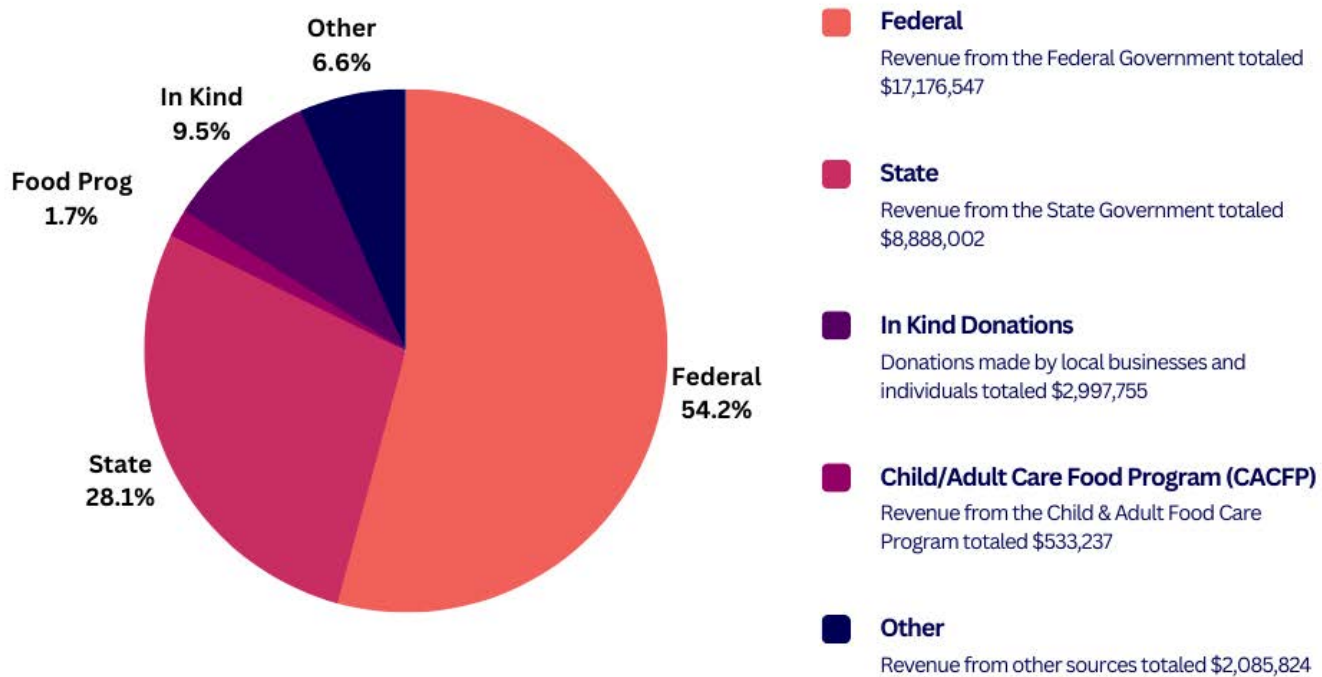
200

Full-time staff increased their knowledge, skills, and abilities

2

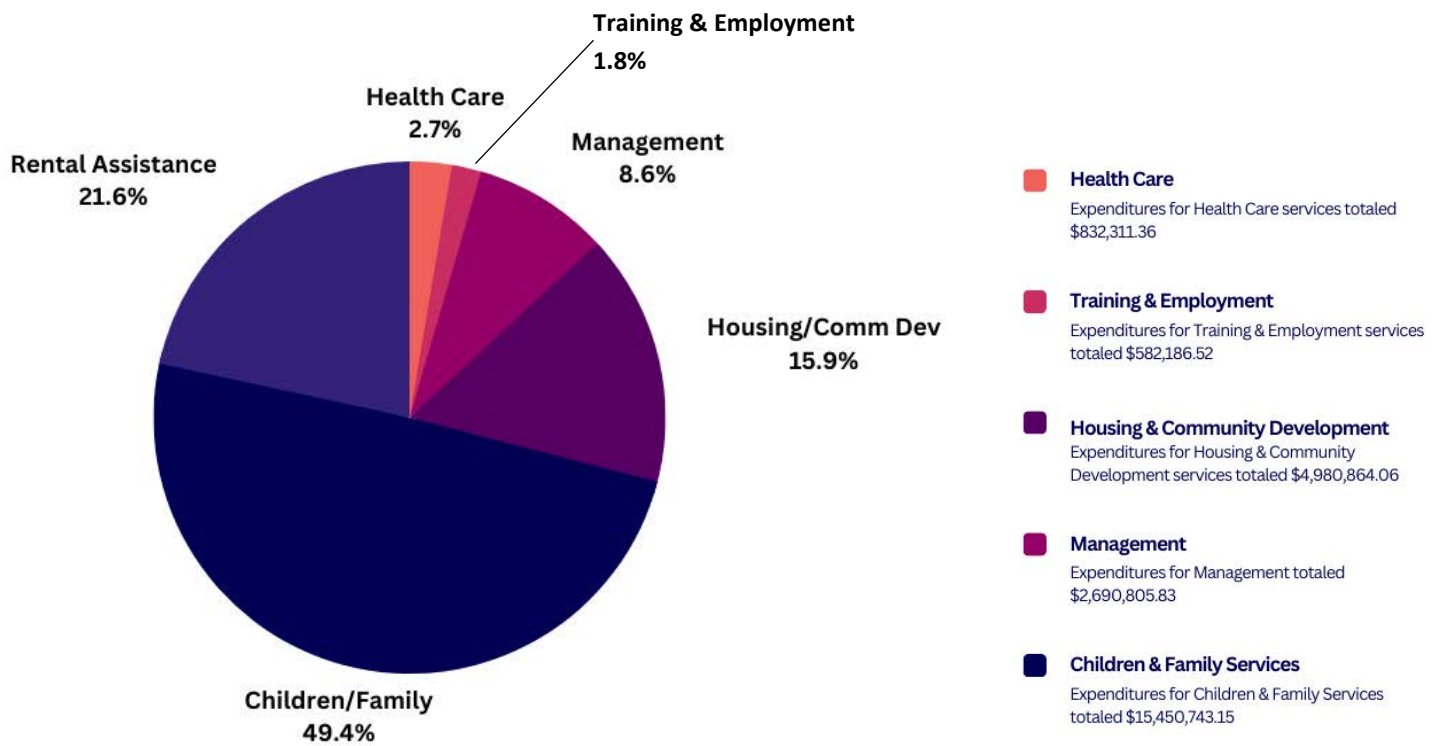
Employees are ROMA-certified

Agency Revenue



The Agency's total revenue in FY 2022 was \$31,681,365.

Agency Expenses



The Agency's expenses in FY 2022 totaled \$31,303,311.30

Thank you!

Thank you to our many community partners who provide the resources and assistance essential in helping us serve low-income populations on the Eastern Shore. Our partners in FY 2022 included:

Chesapeake College	and Community Development/ CSBG	University of Maryland Eastern Shore
Chesapeake Health Care	Maryland Department of Human Services	US Department of Housing & Ur- ban Development
Choptank Community Health	Maryland Department of Oral Health	WBOC—Bless Our Children
Creative Spaces	Maryland Food Bank	WIC—Wicomico County
Delmarva Power	PNC Bank	Wicomico County Council
Departments of Social Services (Somerset, Wicomico, Worcester)	Project Right Steps	Wicomico County Library Book- mobile
Dorchester County Public Schools	Queen Anne’s County Public Schools	Wicomico County Public Schools
Eastern Shore Oral Health and Outreach Program	Salisbury University	Worcester County Council
Faith Based Organizations	Somerset County Commissioners	Worcester County Public Schools
Judy Centers — Kent, Queen Anne’s, Talbot, Wicomico, Worcester Counties	Somerset County Public Schools	Wor-Wic Community College
Kent County Public Schools	Talbot County Public Schools	
Marsha E. Beckett	University of Maryland Coopera- tive Extension	
Maryland Department of Housing		

Need help? Have questions?

If you or someone you know needs assistance, contact SHORE UP! today. We have a wide variety of programs to assist in achieving economic security and long-term independence.



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