

# 2024 ANNUAL REPORT



PREPARED BY  
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# Introduction

We are committed to creating meaningful opportunities and support systems for youth ages 12-24. This impact report highlights the successes and growth of our initiatives over the past year, showcasing real data, community feedback, and the tangible difference our programs have made. From the expansion of The Snack Box Program to ongoing outreach efforts, we continue to adapt and grow to meet the needs of those we serve.

As we look ahead to 2025, our priority is to establish a dedicated Youth Center that will serve as a hub for our programs, providing a safe space for mentorship, resources, and community-building. This center will allow us to expand our reach and create sustainable, year-round programming that empowers youth to succeed.



# Mission

Our mission is to help youth thrive academically, emotionally, and socially while promoting community resilience.

# Vision

Our vision is to create a future where every young person, regardless of their background, has access to the resources, mentorship, and opportunities they need to thrive, lead, and positively impact their communities. We focus on teens and young adults from ALICE (Asset Limited, Income Constrained, Employed) households, who are essential to the economic well-being of our communities.

## Key Areas of Impact

**SUSTAINABILITY**

**EDUCATION**

**HUNGER-RELIEF**

**WORKFORCE DEVELOPMENT**

**RESPONSIBILITY**



# Programs

In 2024, donor contributions enabled us to serve 63 students between the ages of 12-24, providing them with essential food resources, guidance, and opportunities to help them thrive. Your generosity allowed us to achieve new milestones in establishing our programs in Hampton Roads, expand our reach, and make a meaningful impact by addressing the immediate needs of these young individuals.

01

## **Youth Mentorship Program**

Provides structured mentorship for at-risk youth ages 12-24. We focus on public speaking, conflict resolution, teamwork, independence, and decision-making skills, preparing participants for leadership roles in school, work, and community initiatives using gardening.

02

## **Snack Box Program**

Launched in 2024, this program ensures that youth facing food insecurity have access to nutritious snacks and fresh produce, particularly during school breaks when meal access is limited. Over 210 students are projected to benefit in 2025.

03

## **Youth Wellness & Mental Support Program**

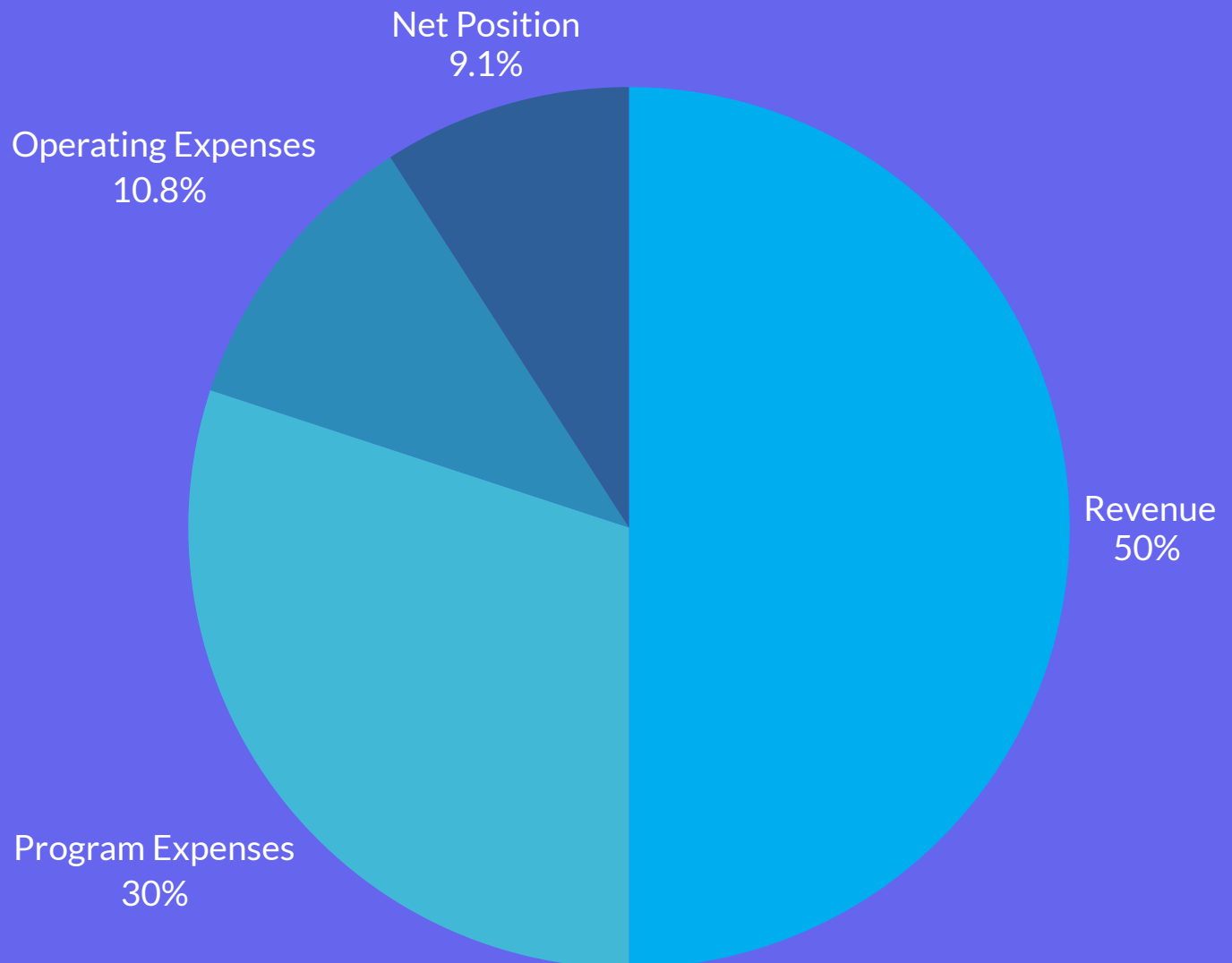
Recognizing the importance of mental well-being, we provide a Licensed Clinical Social Worker (LCSW) and a Certified Virginia Career Coach, we provide individualized career counseling, job readiness training, and personal development workshops.

# FY2024 Financials

**TOTAL REVENUE: \$2,882.00**  
**TOTAL PROGRAM EXPENSES: \$1,732.00**  
**TOTAL OPERATING EXPENSES: \$625.00**  
**TOTAL NET POSITION: \$525.00**

In 2024, we diligently sought opportunities for discounts and additional savings in our planned spending. As a result of these efforts, we achieved a surplus.

During the December board meeting, we voted to adopt a zero-balance system to ensure that all resources are fully utilized.



# Getting Results

## The Snack Box 2024 Program Awareness

The Snack Box program has successfully reached families in need, primarily through social media and word-of-mouth referrals. Here are key insights from the data. Many participants learned about the program through social media, followed by family, friends and VBCPS. This highlights the effectiveness of online outreach and community networks in spreading awareness.

While 9.4% of respondents did not report food insecurity in the past month.

The Snack Box Program continues to meet critical needs in Virginia Beach. Out of 64 participants surveyed, (90.6%) reported worrying about affording healthy food during school breaks.

Social media was the top referral source (49 responses), followed by family and friends (8 responses). We also received 7 referrals from teachers who knew of students in need from their classrooms, highlighting the program's importance in supporting local youth.

The majority of participants preferred pickup (40) over delivery (24), showing accessibility to distribution sites. To keep families informed, most participants requested updates via email (37) or text (27).

Given the high demand, SOA SERVE will expand in 2025 to include a Spring Break Snack Box and a Summer Drop-In Breakfast Bar, ensuring more youth have access to nutritious food year-round.





# Marketing



In 2025, SOA SERVE will enhance its marketing efforts to increase program visibility, engage the community, and attract more sponsors to sustain, and expand our initiatives. Our marketing strategy will focus on digital outreach, community engagement, and strategic partnerships to strengthen our impact and ensure long-term program sustainability.

## **Sponsorship Benefits & Recognition**

To show appreciation for our sponsors and encourage continued investment in our programs, we will implement a sponsorship recognition plan that provides visibility and meaningful engagement opportunities. Sponsors will receive:

- Recognition in all marketing materials (flyers, social media, website, and newsletters).
- Feature stories and logos included in our impact reports and community updates.
- Opportunities for co-branded events at our Youth Center
- Exclusive access to behind-the-scenes content, showing how their support directly impacts youth.
- Customized sponsorship packages, allowing businesses and donors to align their support with specific programs, such as The Snack Box Program, mentorship initiatives, or career development workshops.



# The Future

As we look ahead, SOA SERVE remains dedicated to expanding our impact and creating lasting change for the youth in our community. A significant milestone in our journey is the launch of our first Youth Support Center in May 2025. This center will provide a dedicated space for mentorship, resources, activities, events, and programming designed to support teens and young adults from ALICE (Asset Limited, Income Constrained, Employed) households and beyond.

Our goal is to ensure this center remains a sustainable, long-term resource for the community. To achieve this, we will implement a sliding-scale membership model, ensuring accessibility for all while generating the necessary support to sustain our initiatives. More than just a facility, the Youth Support Center will be a safe, empowering space where young people can build skills, connect with mentors, and access the support they need to thrive.



# Donors & Supporters

*Thank you for supporting our mission !*

In 2024, your contributions enabled us to serve 63 students between the ages of 12-24, providing them with essential food resources, guidance, and opportunities to help them thrive. Your generosity allowed us to achieve new milestones in establishing our programs in Hampton Roads, expand our reach, and make a meaningful impact by addressing the immediate needs of these young individuals.

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