

A YEAR IN REVIEW

Dear Friends of Urban Dreams,

As we close out another remarkable year, I'm filled with gratitude for all we've achieved together. This year holds special significance as we celebrate **Urban Dreams' 40th anniversary**—four decades of empowering individuals, strengthening families, and fostering growth in our community.

This year, we've witnessed extraordinary progress. From expanding our programs to serve more families to deepening our partnerships across the region, our impact has grown in ways that truly matter.

Each year, our events entertain, educate, and bring together over 20,000 people. Whether by volunteering, donating, or spreading the word, you are an integral part of Urban Dreams. We look forward to seeing you there in 2025 to help us celebrate our 40th anniversary.



- Izaah Knox, *Executive Director*

Celebrating **40 years** of
uplifting **underserved** and
underrepresented people.





2024 STATISTICS AT A GLANCE

23,150
total people
reached at events

22,795
total people served
at our food pantry



average
household size



270,823 lbs
of food donated

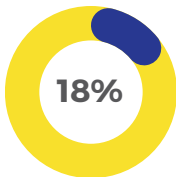
DEMOGRAPHICS WE SERVED IN 2024



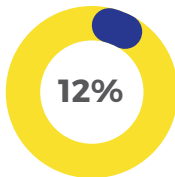
White



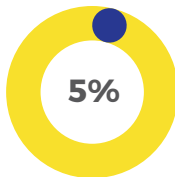
Black/African
American



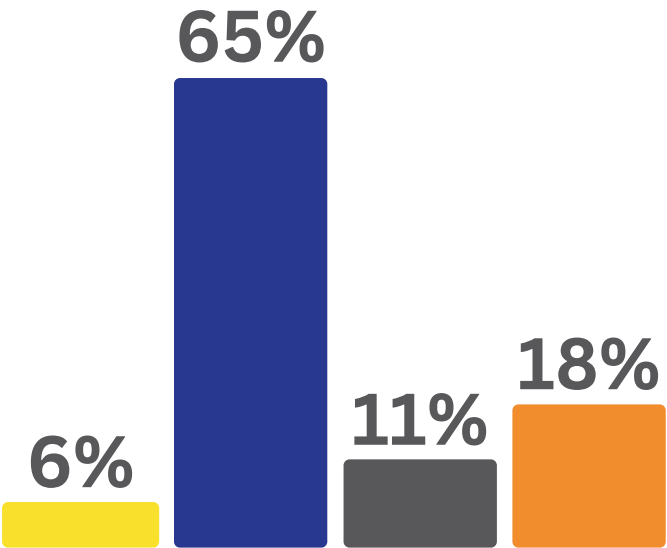
Other



Hispanic/Latino



Asian



AGES WE SERVED

- 0-18 YEARS OLD
- 60+ YEARS OLD
- 19-59 YEARS OLD
- UNKNOWN

SOME EVENTS IN 2024



MLK Jr. Day of Service

In honor of **Martin Luther King Jr. Day**, we hosted a day of service. Volunteers joined board and staff members in spending the day doing work for the community.



Sweetheart Dance

Our annual Valentine's Day dance was a joyful evening that brought the community together to celebrate. Guests enjoyed a free night of **dancing, creative crafts, delicious food, and fun games.**



Summer City Hoops

This basketball program fosters healthier relationships among youth, adults, neighbors, businesses, community leaders, and government. This **11-week program** runs from **5 pm - 10 pm** on Thursdays.



Rendezvous on Riverview

Students from our **Summer Youth Employment Program** truly went above and beyond during the free concerts at RoR! These hardworking students assisted with event concessions and clean up afterward.

SOME EVENTS IN 2024



Summer on Sixth

Primarily run by our Summer Youth Employment Students, Summer on Sixth is a **free community event** at our Community Courtyard. The students organize free food, music, and games.



Topgolf Driving for Dreams

Raising **over \$20,000** benefiting our Youth Employment Program, we hosted the first fundraiser at the new WDM Topgolf location.



Community Car Check-Up

Serving **300-400 cars** with free windshield wipers, lights, fluid and tire checks, and even flu shots, this event provided essential services to keep our community safe and prepared.



Roast & Toast - Phillip Hall

Our annual event honoring an influential leader in Des Moines. Raising **over \$20,000** for our Youth Employment Program.

SOME EVENTS IN 2024



Thanksgiving Bag Giveaway

Thanks to the generous donations of over **\$8,000** in food and gift cards, we were able to provide **200** free Thanksgiving Bags to families in need.



Monthly Lunch & Learns

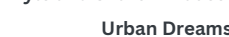
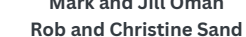
Our **monthly** Lunch & Learns allowed attendees to explore our facilities, learn about the programs and services we offer, and enjoy a free lunch.

EVENT AND PROGRAM SPONSORS

The support of our donors and sponsors enables us to bring our programs and events to life while creating meaningful experiences that inspire and uplift our community members.

Through their contributions, they demonstrate a shared commitment to our vision and a belief in the power of coming together to make a difference. We are deeply grateful for their partnership and dedication to **Helping Us Help Others**.

Thank you to our top sponsors for donating \$5000 or more this year!



Urban Dreams Board of Directors

NEW BOARD MEMBERS

This year, we welcomed several outstanding new members to our Board of Directors. Each brings valuable expertise and a deep commitment to our mission. We're excited to collaborate with them to drive meaningful progress forward.



Chris Espersen
Health Equity Consultant
Espersen Consulting



Jim O'Halloran
Regional Vice President
Ascendance Trucking



Jon Augspurger
Retired
Insurance Agency Owner



Patrick Kelly
Financial Advisor
DM Kelly Co.



Sheila Mason
Human Resources
Des Moines Public Schools

Current Board of Directors

EXECUTIVE COMMITTEE

Rona Berinobis, VP of Corporate Social Responsibility and Organizational Development, Athene - **Chair**

Dennis Zachary, MD, Family Physician - **Vice Chair**

Matt Juffer, CPA, Managing Director, Andersen Tax - **Treasurer**

Erin Knupp, Director of Business Development, Beal Derkenne Construction - **Secretary**

Ahmed Agyeman, Ph.D.

Jon Augspurger, Retired, Insurance Agency Owner

Mary Chapman, Ed.D., Retired Provost, DMACC

Chris Conetzkey, CEO & President, Business Publications Corporation, Inc.

Chris Espersen, Health Equity Consultant, Espersen Consulting

Ben Graeber, Principal, Capitol View

Sara Hopkins, Realtor, Sara Hopkins Real Estate

Elizabeth Huebsch, Mobile Crisis Counselor, UnityPoint Health

Patrick Kelly, Financial Advisor, DM Kelly Co.

Jeffrey Klein, GM, Choice Creative Solutions

Sheila Mason, Human Resources, Des Moines Public Schools

Beatriz Mate-Kodjo, Attorney, BMK Law Firm

Julian Neely, Director of Advancement & Community

Jim O'Halloran Jr., CEO, Ascendance Truck Centers

Craig Owens, Professor of English & Dean, The John Dee Bright College

Board Transitions

Congratulations, Rona and Erin, on their new positions on the Urban Dreams Board!

Rona Berinobis will serve as our **Chair**, and Erin Knupp will take on the role of **Secretary**.



Rona Berinobis
Vice President
Athene



Erin Knupp
Director of Business Development
Beal Derkenne Construction

TESTIMONIALS

At the heart of our work are the incredible people who make our mission possible—our dedicated staff, passionate volunteers, and inspiring community service partners. Their testimonials reflect not only the impact of our programs but also why they love being part of our organization. We are grateful to have such dedicated employees.



Urban Dreams is an awesome place to work at. The staff is nice and we all get to help the neighborhood together.

Jackie

Food Pantry Staff, 3 months



“I love to help others and working here allows me to help others. I've learned never to judge another person. You never know what someone may be going through.”

Summer

Volunteer, 6 months



“I am able and willing to share years of work skills to be part of the positive impact Urban Dreams has on the community.”

Diane

OWI Program Coordinator, 2 years



“Urban Dreams does everything it can to help those in need and to take care of the community.”

Blake

Community Service, 1 month



“I enjoyed the amount of people we were able to serve and I enjoyed helping the community.”

Hannah

Volunteer, 1 month



VOLUNTEER OF THE YEAR

Our Volunteer of the Year is Awarded to Jane Krogh!

We are thrilled to recognize Jane as Urban Dreams' **Volunteer of the Year**! Throughout this year, Jane has gone above and beyond, generously dedicating her time, energy, and talents to support our events and programs.

Whether lending a hand at community gatherings, mentoring participants, or stepping in whenever needed, Jane embodies the spirit of selflessness and commitment that makes Urban Dreams thrive. Her unwavering dedication has positively impacted countless lives and inspired everyone around her.



“As an Urban Dreams volunteer, there are many reasons why I appreciate what Urban Dreams is doing for the community. The distribution of excess food benefits both businesses and the individuals receiving food. Thank you for the opportunity to give back.”

Jane Krogh, Volunteer

BECOME A VOLUNTEER AT URBAN DREAMS

Whether you're using your VTO, volunteering with family, or earning silver cord hours, this is a meaningful way to make an impact in our community!

Scan the QR code or click the link above the newsletter to sign up to volunteer! Volunteers will be emailed with opportunities as they are available.





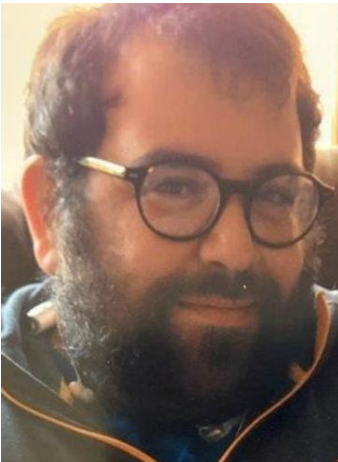
DES MOINES PUBLIC SCHOOLS

Urban Dreams is proud to partner with Des Moines Public Schools to support students facing significant challenges. Through our case management program, we work with at-risk and expelled students—often due to issues involving drugs or weapons—helping them navigate their way back into public school and toward earning their diplomas.

This important work would not be possible without the incredible dedication of the teachers at Urban Dreams who inspire and guide these students every step of the way. Thank you to the teachers who worked with us this year.

| | | | |
|-------------------------|------------------------|----------------------|-----------------------|
| Michael Morehead | Michael Sciurba | Sarah Dilling | Shannan Beldon |
| Science | Math | English | Social Studies |
| 6 months | 2 years | 2 months | 1 year |

IN LOVING MEMORY OF ZACH



Zach made a profound impact as an educator, specializing in English Language Learning (ELL). His work helped countless students and teachers, and he was honored this year as the Des Moines Public School Educator of the Year from the Rotary Club.

For the past two years, Zach brought his passion for teaching to Urban Dreams, where he helped students build confidence and find their voice through the power of language. His dedication and warmth touched everyone who had the privilege of working with him. We will deeply miss Zach and the lasting impact he made on our community.

March 10, 1985 – November 2, 2024



LOOKING TO THE FUTURE

The Future of Urban Dreams

As we wrap up 2024, Urban Dreams remains steadfast in our mission to create lasting, positive change in the communities we serve.

As we look ahead, our goals for the new year are focused on further strengthening our impact, expanding our reach, and ensuring our programs continue to meet the evolving needs of those we serve.

Below are some of the key initiatives shaping our future success.

1. Expand and Enhance Programs and Services

2. Greater Organizational Awareness

3. Build Organizational Resiliency

THANK YOU

As we reflect on all we've achieved this year, we are deeply grateful for the generosity, time, and energy that each of you has contributed to our mission.

Whether through your donations, volunteer work, or spreading the word about our programs, your support has been instrumental in making a lasting impact. Together, we have built stronger communities and brighter futures for so many.

Thank you for being an essential part of the Urban Dreams family—we couldn't do this work without you, and we look forward to continuing this journey to **Help Us Help Others** with you in the year ahead.



UPCOMING EVENTS

We're excited to kick off another year filled with incredible events! Here's a sneak peek at what's coming up in 2025. Stay connected by following us on social media and watching for updates in our upcoming newsletters. Don't miss out on the latest event news and announcements!

DAY OF SERVICE

Monday, January 20th, 2025
9:00 am - 5:00 pm

Urban Dreams Community Center
1615 2nd Ave. Des Moines, IA 50314

SCAN TO SIGN UP FOR A
VOLUNTEER SHIFT



SWEETHEART DANCE

Saturday, February 22nd, 2025
2:00 pm - 4:00 pm

Urban Dreams Community Center
1615 2nd Ave. Des Moines, IA 50314

SCAN TO RSVP



HONORABLE HELEN MILLER'S BOOK LAUNCH "I DON'T SWIM" A MEMOIR

Friday, February 28th, 2025
12:00 pm - 1:30 pm

Urban Dreams Community Center
1615 2nd Ave. Des Moines, IA 50314

SCAN TO RSVP





2024 A YEAR IN REVIEW

MISSION STATEMENT

Urban Dreams advocates for **all members of the community**, breaking down barriers to success and collaborating with key stakeholders to overcome obstacles and uplift **underserved** and **underrepresented** people.

VISION STATEMENT

Our Urban Dream is to create **equal opportunity and access** for people to pursue their Dreams.

FOLLOW US TO STAY UP TO DATE ON CURRENT EVENTS



Urban Dreams – Iowa
Facebook



urban.dreams.dsm
Instagram



urbandreamsdsm
Snapchat



@UrbanDreams
Twitter



Urban-Dreams
LinkedIn



www.urbandreams.org
Website



SCAN OUR LINK TREE TO
ADD US ON SOCIALS