



INDUSTRIES, INC.

Annual Impact Report 2024

"Imagine what would be possible if we could create meaningful opportunities for our children?"



Letter from the desk of Denise M. Berry

As I reflect on this past year at SVRC Industries, I am reminded of the strength that comes from a shared sense of purpose. Every program, every partnership, and every individual connected to our organization has contributed to a year defined by perseverance, progress, and measurable impact.

Our Empowered Voices program continues to help individuals achieve personal and professional goals through tailored support and opportunity. SVRC Janitorial Services not only delivers high-quality work to our clients, it also provides dependable jobs that promote personal growth and stability. Through Industrial Operations, we've continued to meet the needs of our partners while providing consistent, valued work for our team members. The SVRC Marketplace has strengthened its role as an entrepreneurial hub, nurturing small businesses and increasing access to local goods and services. Westlund Guidance Clinic remains vital in supporting individual well-being and access to care.

Like many organizations, we have faced challenges. Yet through hard work and collaboration, we've reached key milestones and created new opportunities. These successes speak to the commitment of our staff, the determination of those we serve, and the trust of our community partners.

Looking ahead, we are focused on expanding services, building relationships, and continuing to deliver programming that meets the evolving needs of our community. We are grateful to all who continue to support our effort, you make this work possible.

Thank you for joining us in this mission.

Denise M. Berry

President and CEO
SVRC Industries



SVRC INDUSTRIES, INC. THE BIG MISSION IN SAGINAW

SVRC Industries, Inc. through economic development activities, creates and sustains opportunities and supports to empower persons at risk or with barriers to employment and community access.



Elevating experience.
Building leadership.



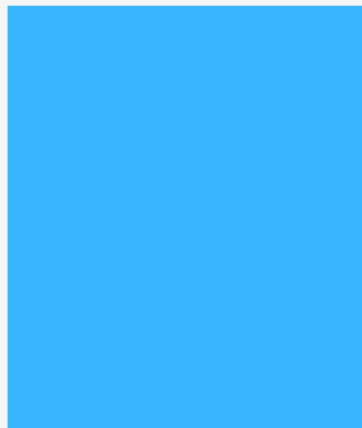
Nurturing entrepreneurs.
Building community.

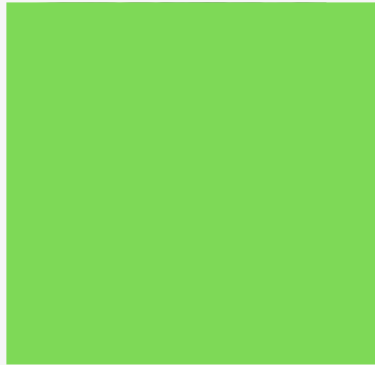


Advancing opportunity.
Strengthening workforce.



Exceptional cleaning.
Meaningful opportunities.

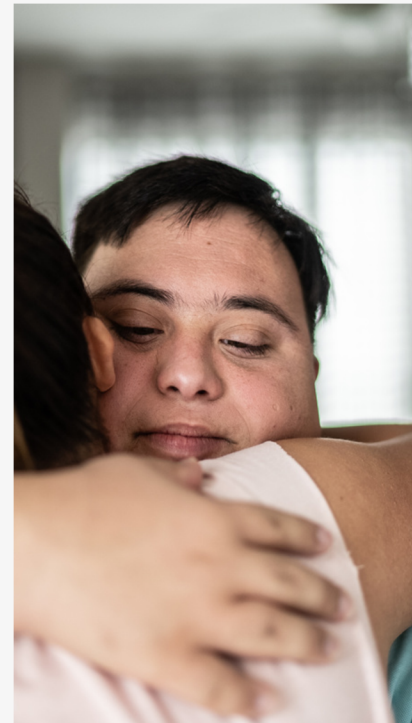




Elevating experience. Building leadership.

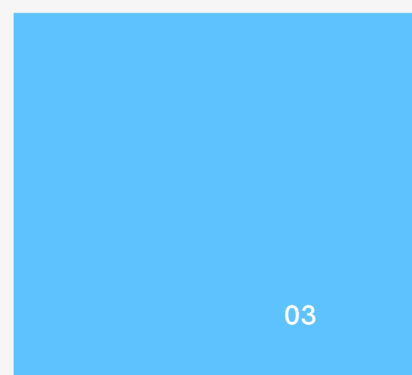
In 2024, Empowered Voices stepped boldly into a new era of identity, growth, and participant-led leadership. Formerly known as My Voice, My Choice, the program underwent a renaming initiative that invited both staff and participants to submit new name ideas, culminating in a community-wide vote. The selected name, Empowered Voices, not only symbolizes ownership and autonomy but now anchors the spirit of a program that is led with purpose by those it serves.

This year also marked a turning point in leadership. With direct oversight transitioning to Chief Clinical Officer Yolanda Bellinger, the program was infused with new energy and direction. Under her guidance, Empowered Voices experienced a sharp increase in engagement, with 67 new referrals and 57 new participants added in 2024. After the setbacks of the pandemic era, the program rebounded with strength and now stands as SVRC's largest and most active offering.



"I get to actually have a voice... I like Empowered Voices because you get to go out into the community."

- Tori





Empowerment in Action: Launch of the *I Have a Voice Group*

Central to that success was the creation of the *I Have a Voice Group*, a monthly peer-led leadership council designed in partnership with student interns. The group offers participants a structured platform to provide feedback, review suggestions from their peers, and actively shape programming decisions. Membership rotates quarterly, ensuring broad participation and fresh perspectives throughout the year.

In addition to internal development, Empowered Voices expanded its visibility and community impact, earning the Volunteer of the Year award from Underground Railroad. This recognition underscores the program's dedication to meaningful civic engagement.

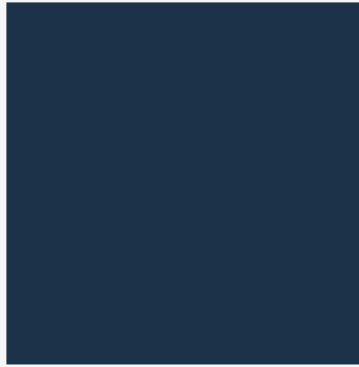
As 2025 approaches, Empowered Voices is preparing to launch several new initiatives aimed at expanding opportunity: financial literacy classes, enhanced skill-building modules, and a renewed focus on community-integrated employment and volunteerism. The foundation is strong, and the vision is growing bolder by the day.

"I love being a part of *I Have A Voice*. We talk about different things. I enjoy it. To me when I come here I am able to make friends."

- Austin

Major Accomplishments

2024 Underground Railroad Volunteer of the Year award
57 new participants
Added new volunteering sites



20

Adults served

Exceptional cleaning. Meaningful opportunities.

In 2024, SVRC Janitorial Services reaffirmed its mission to deliver excellence in custodial care while creating purposeful employment for individuals in our community. With each building we clean, we also build confidence, consistency, and career pathways for the team members behind the work.

This year, the program proudly expanded its service reach by securing a new contract with United Way, adding a new position and growing our workforce to a total of 20 janitors. This addition not only represents business growth, but also affirms our commitment to job creation and economic mobility for those we serve.

As we look to 2025, we are energized by the potential to grow even further, with two new partnerships on the horizon that would expand our workforce and deepen our impact across the region.

“The more clients we serve, the more meaningful jobs we can provide for adults with disabilities, that’s how we keep our mission moving forward.”

Lori Cooper,
Janitorial Program
& SVRC Facilities
Manager





Advancing opportunity. Strengthening workforce.

In 2024, SVRC Industrial Operations navigated a year of recalibration, marked by organizational shifts and a renewed focus on efficiency and purpose. While staffing levels and production schedules were adjusted to meet budget realities, the department continued to operate with resilience and a deep commitment to service.

Throughout these transitions, the team remained focused and flexible, adapting week-to-week and maintaining high standards under changing conditions. We are proud that the employees was a persons served through SVRC programs. Staff retention remained strong, with only one departure due to relocation, further reflecting the team's cohesion and dedication.

Key operational wins defined the year: the team successfully passed its 2024 Surveillance ISO Audit, reaffirming SVRC's commitment to quality and compliance. Strategic shifts in material suppliers resulted in significant cost savings and improved budget alignment. The department also implemented a new revenue strategy by securing agreements to lease warehouse space, marking a forward-thinking step toward long-term financial sustainability.

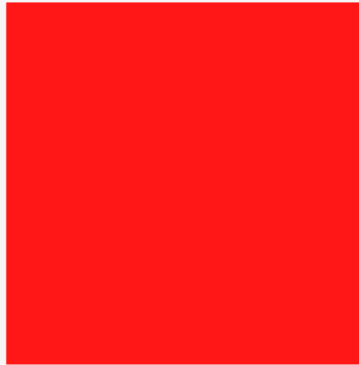
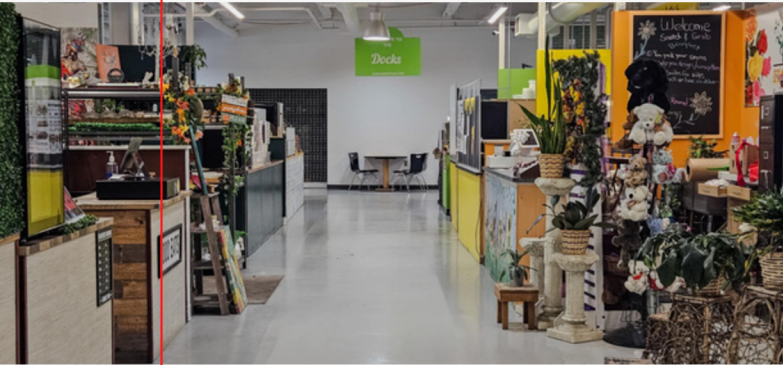
Looking to 2025, Industrial Operations is focused on rebuilding capacity, expanding the workforce, and attracting new contract partnerships, all while maintaining its mission of reliability and economic opportunity for those we serve.

Workforce Milestone

100% of Industrial Operations staff were individuals served through SVRC programs.

“Our mission drives every move we make. In 2025, we’re focused on growing opportunities, expanding our workforce, and creating meaningful pathways for those we serve.”

Chelsy Siemen,
Production Manager



Nurturing entrepreneurs. Building community.

In 2024, the SVRC Marketplace stood proudly at full capacity, housing 32 small businesses across its incubator spaces and establishing itself as a cornerstone of entrepreneurship, culture, and community connection in Downtown Saginaw. With a balanced mix of food and retail vendors, the Marketplace offered something for every visitor.

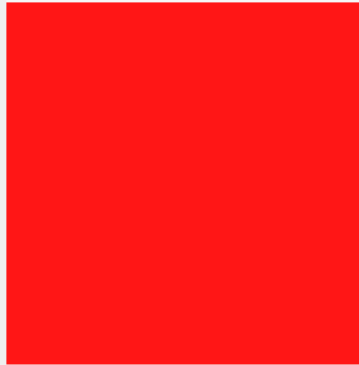
This year marked the Marketplace's 6-year anniversary, a powerful reminder of its ongoing commitment to small business growth in the Great Lakes Bay Region. As a hub for innovation and opportunity, the Marketplace also serves as the seasonal home of the Downtown Saginaw Farmers Market, welcoming shoppers, growers, and makers. Its continued presence connects local producers with the community and reinforces the Marketplace's role as a gathering place that blends tradition, commerce, and culture.

"The growth of the Marketplace and businesses for the year of 2024 was the best yet! These businesses that provide to our community are dedicated, motivated and committed to providing their own unique services and products to our supportive community!"

Rachel Caudy,
Marketplace Director

Major Accomplishments

- Marketplace business incubator reached 100% capacity, supporting 32 small businesses
- Raised \$12,000 through the Riverfront Brew Fest, supporting three local nonprofit organizations
- Launched Shop Sensational Saginaw, a community-wide celebration during the Memorial Cup that attracted regional and international visitors



Throughout 2024, the Marketplace hosted eleven public events and eight community partnerships, highlighted by the resounding success of the Shop Sensational Saginaw celebration during the Memorial Cup. The event welcomed both local and international guests with live music, food trucks, vendor offerings, and an outdoor block-party atmosphere. Other standout events included:

- Riverfront Brew Fest, which raised \$12,000 for three community organizations
- Rides on the Riverfront, in collaboration with Xclusive Car Club, which grew to 92 car registrations (up from 54 in 2023)
- And the expanded Saginaw ComicCon at the Market, which brought in special guests like *Ghostbusters* and Marvel artist Jerry DeCaire, and local talent that drew families from across the region



Looking forward to 2025, the Marketplace plans to invest in hiring a marketing specialist, enhancing outdoor landscaping, and increasing janitorial staffing to ensure the upkeep of its 100,000 sq. ft., seven-day-a-week facility. These efforts aim to elevate the visitor experience, support tenant success, and ensure that the Marketplace continues to grow as a space for family-friendly events and entrepreneurial opportunities across the Great Lakes Bay Region.





Supporting well-being. Transforming lives.

In 2024, Westlund Guidance Clinic remained a vital force in mental health support across the Saginaw community, serving 597 clients with compassion, professionalism, and evidence-based care. Every session reflected the clinic's commitment to healing and empowerment for individuals and families navigating complex emotional challenges.

This year, the clinic strengthened its expertise through advanced training. Clinicians Raquel Braun and Justine Waters both completed certification in Trauma-Focused Cognitive Behavioral Therapy (TFCBT), a nationally recognized approach that improves outcomes for individuals impacted by trauma. Their dedication ensures that Westlund's care remains rooted in the most effective, client-centered practices available.

Beyond the clinic walls, Westlund sustained its strong partnership with Saginaw Public Schools, continuing to provide accessible, school-based therapy services to students. These services play a key role in reaching youth who might otherwise face barriers to consistent mental health support.

Looking ahead to 2025, Westlund is preparing to expand its clinical team, welcoming additional therapists to meet rising community need. The clinic will also deepen its investment in ongoing professional development, ensuring its services remain current and responsive to the changing mental health landscape.

597

Clients Served

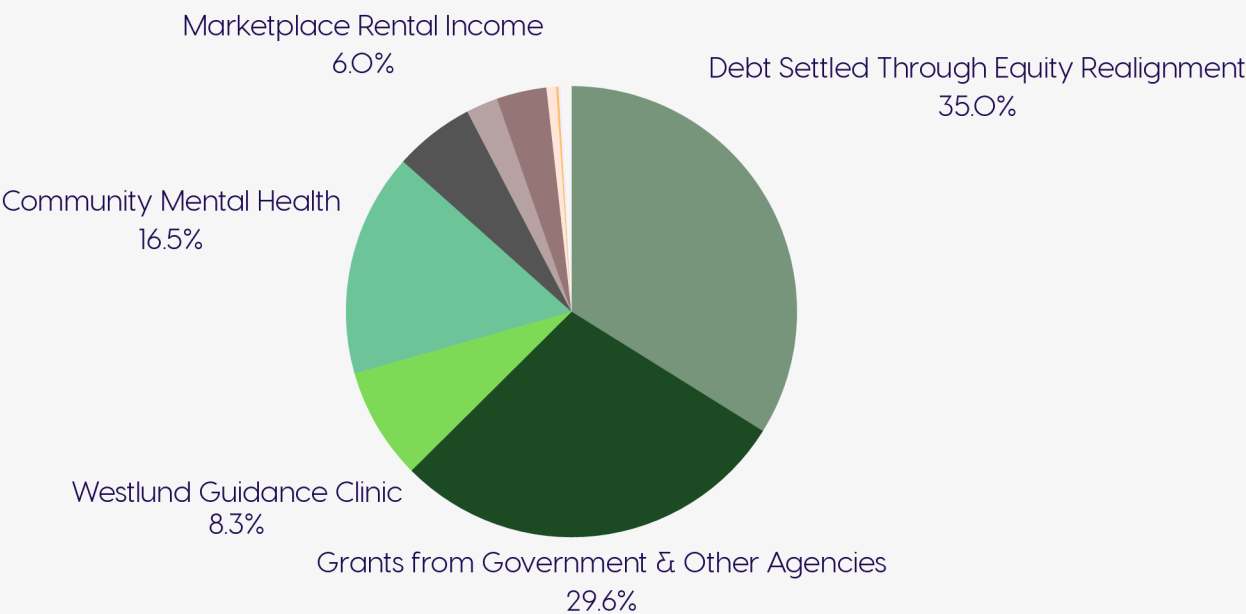
"We are proud of our progress in 2024 and look forward to another year of growth and positive impact in the community."

Raquel Braun, LLMSW
Clinical Supervisor

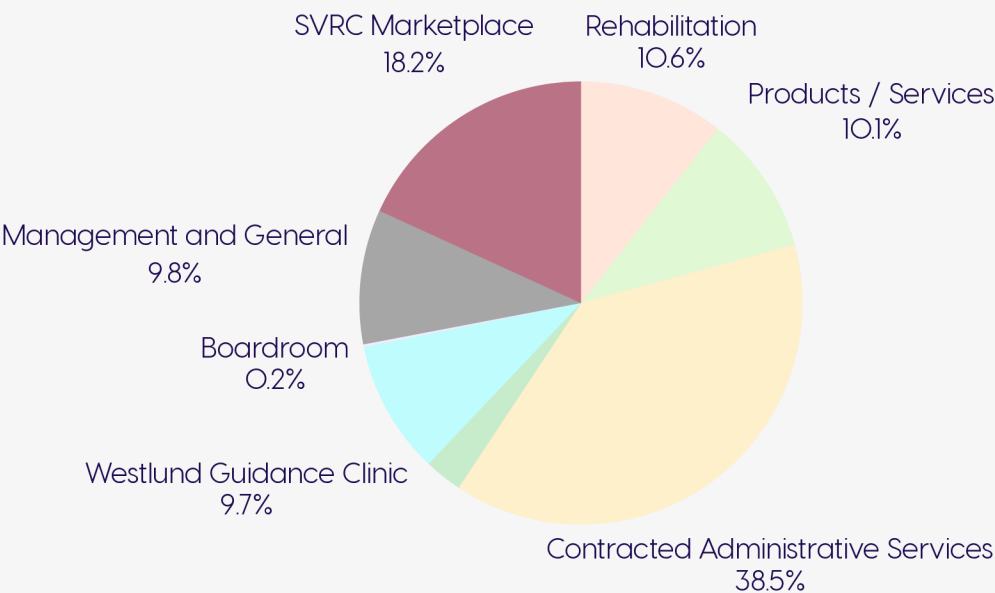
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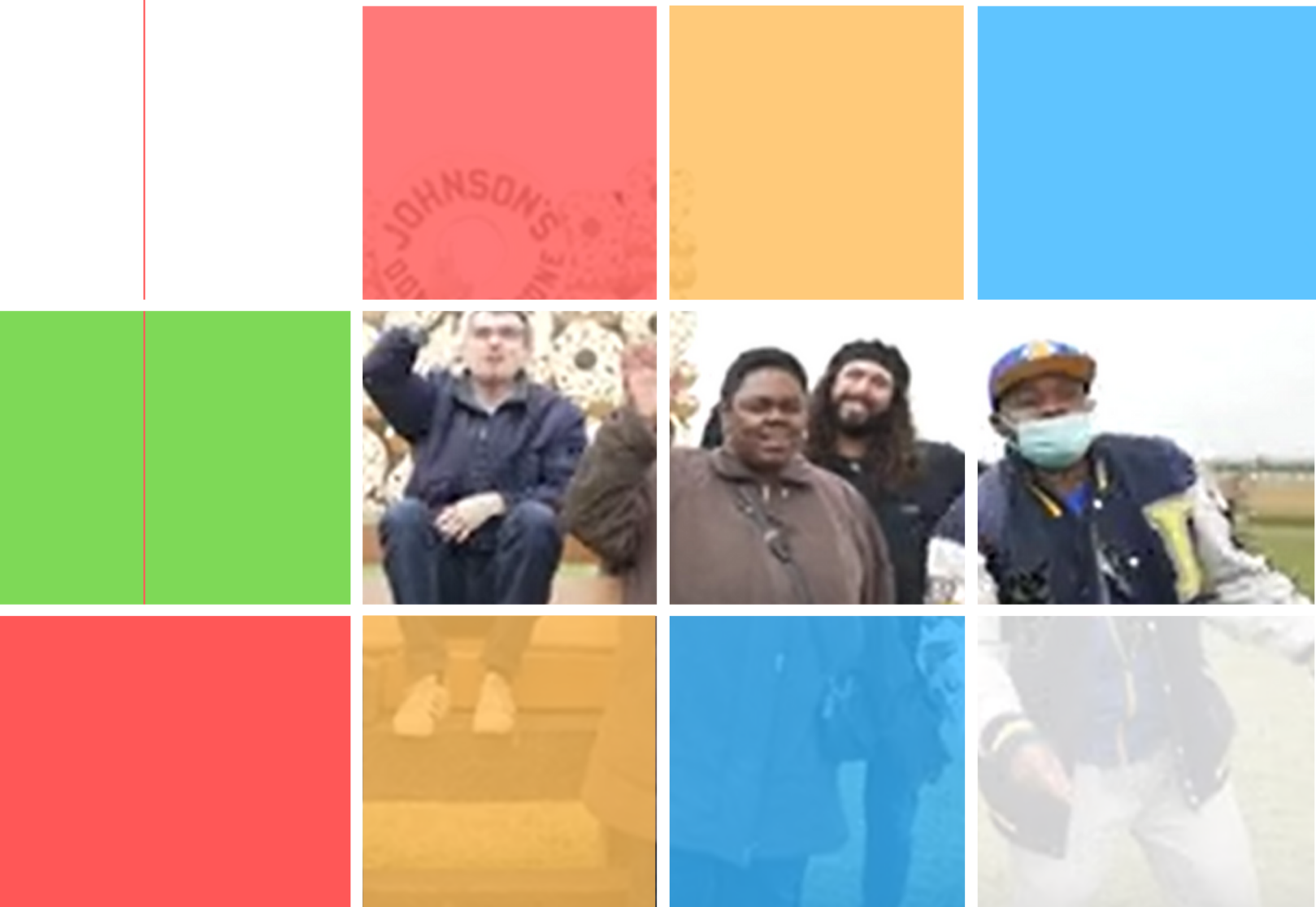
School-based
Clients Served

FINANCES – REVENUE




FINANCES – EXPENSES





Thank You

Thank you for your unwavering support and belief in our mission at SVRC Industries. Together, we are creating opportunities, empowering individuals, and building a stronger community.

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