



Los Angeles
Mission
® The Crossroads of Hope

2017

YEAR END REPORT



Dear Friend,

As we reflect on 2017, we are more grateful than ever for your generous support. We simply wouldn't exist without you.

Every day we strive to provide help, hope and opportunity to thousands of men, women and children who come through our doors.

In 2017 alone, your donations helped us make a difference in the following ways:

- Served **406,953** warm and healthy meals to homeless men and women
[↑ 8% increase from 2016]
- Provided **124,551** nights of shelter in our beds with a safe environment
[↑ 11% increase from 2016]
- **397** men and women joined our 12-month Fresh Start Program
- Provided **136,122** showers to men and women in the community
[↑ 10% increase from 2016]
- **6,673** volunteers blessed us with their time and completed **36,072** volunteer hours

Homelessness soared 23% in Los Angeles County last year as reported by the Los Angeles Homeless Services Authority (LAHSA). In 2018 the number of those experiencing homelessness is set to keep increasing, and we must do everything we can to help them. Your donations help us serve the growing homeless community who count on us for basic needs and services.

Enclosed you will find an in-depth overview of our 2017 programs.

We thank you again for your commitment and look forward to partnering with you in 2018.

Sincerely,

Herb Smith
President/CEO

PROVIDING HELP, HOPE AND OPPORTUNITY TO MEN, WOMEN AND CHILDREN IN NEED.

303 East 5th Street, Los Angeles, CA 90013 • (213) 629-1227 ext. 400 • losangelesmission.org

REVOLUTIONARY HELP

Anne Douglas Center

We offer women who have suffered abuse and trauma the support they need to break the cycle of self-destruction. During our 12-month intensive rehabilitation program they are provided shelter, meals, and clothing as they are equipped with skills and taught how to accept responsibility that prepares them for a life of independence.

Bridge Program

The Bridge Beds Program provides temporary housing free of charge for those who have graduated from our program, as well as community members who are employed but need our help to prevent becoming homeless. Beds, meals and showers are available, with the goal of creating a safe, supportive environment to help people as they wait for permanent housing. In 2017, **708** stays were provided in our Bridge Beds Program.

Break It, To Make It

This program is a collaboration to help those who were formerly incarcerated to reintegrate with their community and achieve self-sufficiency. We visited more than **1,200** inmates and interviewed **373** of them to join our re-entry program at the Mission.

In 2017, our re-entry program helped **359** men and women through the arts, rehabilitative services, and higher education. Of those, **64** enrolled at Los Angeles City College as full-time students with the assistance of our partners, Strindberg Laboratory and Chrysalis.

Abraham H. Pischevar II Pro-Bono Legal Clinic

Over **350** cases were reviewed through our clinic last year and the Public Defender's office has partnered with us to provide a mobile office on-site once a month.

Community Garden

Our rooftop garden towers provided healthy meals for our community.

Art Therapy

Monthly art classes were held for the men and women in our program, which emphasizes healing through creative expression. Participants are encouraged to take control of their recovery through creative mediums, helping to alleviate stress and provide a healthy outlet.

REAL HOPE

12-Month Life Start Residential Program

397 men and women joined our program last year on their road to recovery.

Mental Health Therapy

On-site Mental Health Therapy is provided year-round by The Chicago School of Professional Psychology for all students enrolled in our program.

Domestic Violence

Ongoing classes were provided for our students through L.A. Christian Health Centers.

Genesis Dorm

5,173 nights of shelter were provided to our friends and neighbors last year.

Health & Wellness

Physical activity and nutrition were provided daily for the men and women enrolled in our program. Our rooftop urban garden provides healthy foods for the students and our community too.

A ROAD HOME

Housing

We provided **618** housing referrals to men and women seeking permanent solutions.

Career Services

101 men and women were provided career guidance and training through on-site services. **175** men and women attended our annual job fair and **31** companies were on-site to provide employment opportunities for them.

College Workshops

Quarterly college workshops were provided to men and women in our program to further their education and secure better income.

Money Smart

Weekly financial management and budget training classes were held for our Fresh Start participants.

On-Site Job Training

All Fresh Start participants benefited from on-site job training through various working environments including kitchen, warehouse, custodial and office duties.

Urban Training Institute

122 men and women were provided with educational courses and training at our on-site learning center with our partner Belmont Adult Education (LAUSD).

SUMMARY



As the number of people living on the streets continues to rise, the Los Angeles Mission is actively responding and improving its programs to meet the growing needs of the community.

Studies show the cure for homelessness includes shelter, housing and supportive services. The Los Angeles Mission is committed to finding long-term solutions for our friends and neighbors.

With your support we can continue to deliver vital services to those who need us most.

12-MONTH LIFE START RESIDENTIAL PROGRAM

Recognizing the need to rehabilitate people rather than just providing a meal and a bed, we provide life-changing outcomes to our friends and neighbors through Life Start, career services and our community outreach: Genesis Program. **40** men and women completed the full 12-month program in 2017. All graduates are expected to have housing upon leaving our program through personal means or with eligible government assistance.



Latoya Tucker | Age 31

After completing the Life Start program at the Anne Douglas Center for Women, Latoya was inspired to work in social services. She now works as a Resident Assistant at Cardinal Manning Center and wants to pursue a Master of Social Work Degree.

Ralph Sutton | Age 53

Ralph was homeless for six months before enrolling in our Life Start program to help him battle addiction. He now works part-time as the Gift-In-Kind Assistant at the Mission to fulfill his desire to give back and help others in need.



Marilyn Diaz | Age 28

While Marilyn was completing the Fresh Start program at the Anne Douglas Center for Women, she completed The Pepperdine Microenterprise Program and launched her own natural skin care line called The Fix.

FINANCIAL OVERVIEW

75%
INDIVIDUALS
\$8,388,397

REVENUES
\$11,187,662

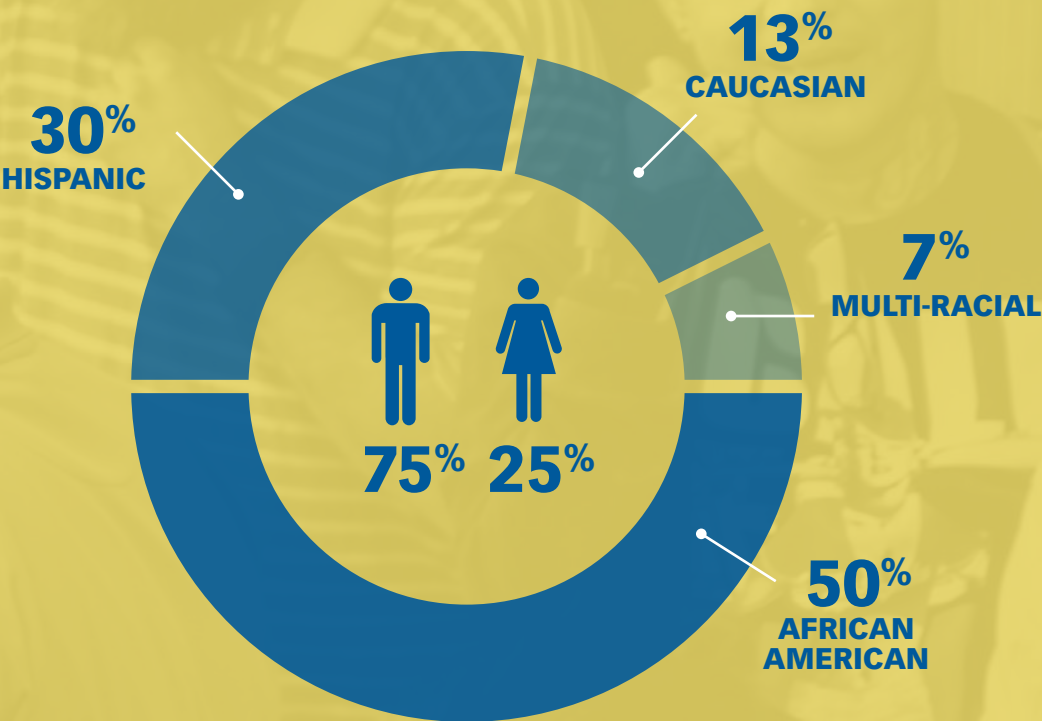
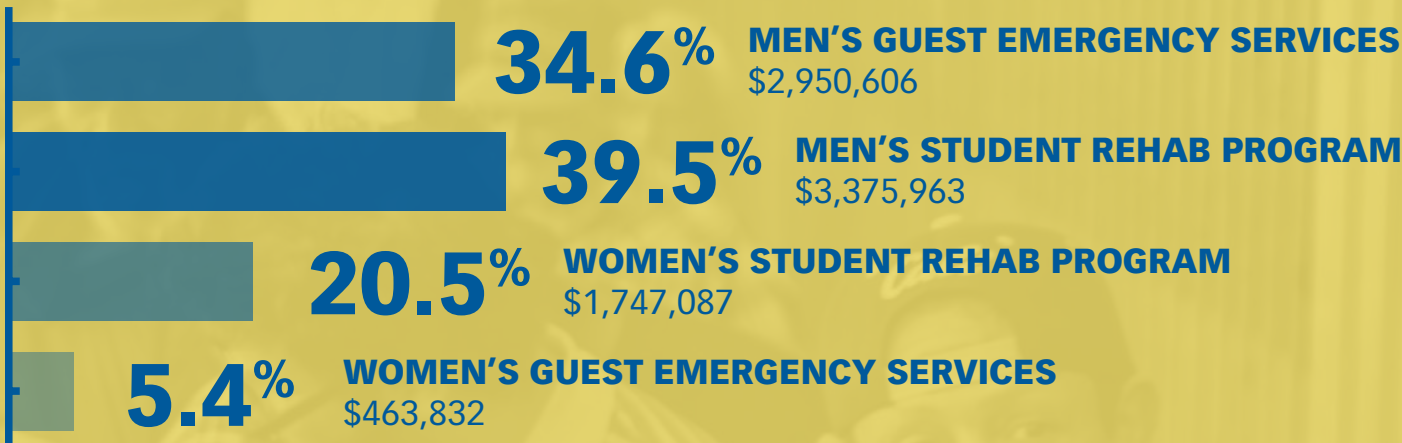
10.5%
FOUNDATIONS
\$1,178,723

10.9%
CORPORATIONS/BUSINESSES
\$1,216,454

3.6%
BEQUESTS/ESTATES/TRUSTS
\$404,088

PROGRAM SERVICES EXPENSES

\$8,537,488



DEMOGRAPHICS

The core constituents are entirely comprised of residents with household incomes under 50% of the area median income. They are generally from the Los Angeles Skid Row and Central City East areas, primarily adults above the age of 18, predominantly men and mostly from minority ethnic groups.

COMMUNITY OUTREACH

EASTER

Almost **2,500** meals, more than **550** Easter baskets and **1,500** pairs of shoes were distributed at our annual Easter event.

END OF SUMMER ARTS & EDUCATION FAIR

Over **2,250** backpacks full of school supplies were handed out to kids on Skid Row in preparation for the new school year. Each child also received an appointment for a well-child exam - a State requirement for school attendance - as we value and promote the importance of education.

THANKSGIVING

Thanksgiving was our largest event with more than **3,000** guests served and hundreds of volunteers, celebrities, sponsors and media members in attendance. **2,250** warm blankets were distributed in preparation for winter.

CHRISTMAS

Our outdoor space was transformed into a Winter Wonderland with a specially prepared Christmas meal for **2,200** people, toys for children and photos with Santa, as well as health care screenings for each person that attended. Over **2,000** gifts were distributed.

Every year, we host four major “street events” outside our facility for the community. All of our holiday events are special for the homeless community on Skid Row. Most of our guests have no family to celebrate with and no place to go.

COMMUNITY PARTNERS

AHMANSON FOUNDATION

AMERICAN AIRLINES

ANGELENO MAGAZINE

ARD REALTY

BABY2BABY

BANK OF AMERICA

CALLIE D. MCGRATH FOUNDATION

CARSON FOUNDATION

CHRYSLIS

CITY NATIONAL BANK

COHEN FAMILY FOUNDATION

DAVID AUGUST

DOUBLETREE BY HILTON IN COMMERCE

DOUGLAS FOUNDATION

DOWNTOWN LA MOTORS

DRESS FOR SUCCESS

DRIER FAMILY FOUNDATION

EILEEN O’LEARY

ERNEST G. HERMAN FOUNDATION

ETNIES/SOLETECHNOLOGY INC.

FESTIVAL OF CHILDREN FOUNDATION

FOX STUDIOS

FRESCO COMMUNITY MARKETS

GO COUNTRY 105

GOLDWIN FOUNDATION

HONDA MOTORS USA

HUGH AND HAZEL DARLING FOUNDATION

IN-N-OUT

JAMES L. STAMPS FOUNDATION

JAMES REINHARDT

JAKKS TOYS

JOHNNY CARSON FOUNDATION

KARI AND DICK CLARK FOUNDATION

KING TACO

LESLY AND PAT SAJAK FOUNDATION

LOS ANGELES CHRISTIAN HEALTH CENTERS

LOS ANGELES LAKERS

LOS ANGELES RAMS

LOS ANGELES TRIAL LAWYERS CHARITIES

MARISLA FUND

MCMASTER-CARR SUPPLY COMPANY

OVERSEAS KOREAN TRADERS ASSOCIATION

PETER LABARBERA

RALPH & HAZEL OSBORN FOUNDATION

ROBERT HENDERSON

SEGERSTROM

THE CROUL FOUNDATION

THE LOS ANGELES REGIONAL FOOD BANK

THE MOSS FOUNDATION

THE NOBBS FAMILY FOUNDATION

THE STANLEY E. HANSON FOUNDATION

UNION BANK OF CALIFORNIA

US BANK

WARNER BROS

WELLS FARGO FOUNDATION

SOCIAL MEDIA

BIG SOCIAL MEDIA REACHING A BIG LOS ANGELES COMMUNITY

Social media is real-time communication with people who share our values. It's one of the powerful tools helping Los Angeles Mission capture and keep our donors' attention, even when they are between mailings and volunteer opportunities. Our social media presence provides a chance for our supporters to rave about the impact of our work. We can show the life-changing nature of our services in dynamic and unique ways that differ from our printed pieces.

The Mission is always looking at ways to steward our resources and take advantage of cost-efficient ways to share, inform, and create awareness about the needs of the community we serve. Our social media platforms allow us to reach and engage with those who care about our work, right where they are!

EXPANDING OUR REACH

Thanks to our social media efforts, the Mission is reaching literally **millions** of people each year! We are able to share current needs and real-time answers to prayer like never before. These channels also provide a way for the Mission to be responsive to our donors and supporters in real time. People are learning about our services and interacting with our stories in a truly organic way.

EXPANDING OUR COMMUNITY

When they engage us online, donors can get deeply involved—even when they're not on our campus. Social media allows the Mission to highlight our many programs and services, providing a peek into the behind-the-scenes world of the work we do. And we love when our donors and supporters share about our work on their own social media pages—it helps our community to grow even more!

EXPANDING OUR SUPPORT

Another benefit of the Mission's online presence is that we can use our platforms to boost awareness and response for the campaigns featured in our newsletters and in-home mailings. This is especially crucial during times of the year when donations to the Mission slow down, but the needs of those we serve continue.



 **14,566**
FOLLOWERS

@LOS ANGELES MISSION



 **6,182**
FOLLOWERS

@THELAMMISSION



 **9,165**
FOLLOWERS

@THELAMMISSION

KEEP THE CONVERSATION GOING...FOLLOW US ONLINE!

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Lema Ministries

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President/CEO



STEVE KENNEDY
Senior VP/CFO



IVAN KLASSEN
Director of Community
Partnerships



MICHELLE TRINH
Director of Development
– Annual Fund



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Senior VP/CFO
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HERB SMITH
President/CEO
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JASON WAHLER
Founder, Actor
Widespread Recovery



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