

2018 Imagine LA Annual Report



our mission

Mobilize the community to end the cycle of family homelessness, neglect and chronic poverty through mentoring.

ImagineLA.org

f @ in

greetings!

It is with joy that we share with you our 2018 Annual Report. The year marked the 10th birthday of Imagine LA's model: empowering families to transition from homelessness onto solid pathways out of poverty through our unique blend of intensive case management and volunteer mentoring. It was a year of remarkable growth — we served 105 families compared to 42 in 2017. This growth was fueled by funding provided by LA County Department of Health Services Housing for Health via Measure H and licensing our model to The Whole Child to form Imagine Whittier.

We honored Serena Williams at our 5th annual Imagine Ball, which was star-studded and hilarious! With help from Dave Chappelle, Chris Rock, Michelle Williams and Busta Rhymes, it sold out and the funds raised hit record highs. We continued to build consistent and diverse sources of funding and ended 2018 in the strongest cash position since our founding; plus, our cost per family served decreased significantly.

Our impact is strong — all 2018 graduates maintained housing, are utilizing regular health care and have increased their financial wellness — with 40% of adults increasing their earned income, and everyone either working or on school or workforce development pathways. Our youth are progressing wonderfully with the youngest reaching development milestones, children attending school, finding passions and, if applicable, graduating and pursuing college or trade tech.

In the later part of 2018, we undertook a robust strategic planning process, chaired by incoming Board Chair Teddy Kapur. What emerged is a three-year blueprint for program enhancement, capacity building and continued growth in South LA, Mid-City, San Fernando Valley and West LA. Program enhancements include building systematic workforce development and living wage job pathways with childcare for our families, technical and staff infrastructure to support growth, vibrant community engagement, and fund development capacity — plus exploring further opportunities to train and license our model to others.

Thank you for your generosity in helping Imagine LA get to this point. We hope you will continue to engage in this life-changing journey with us!

David Goodenough
Board Chair 2018

Jill Bauman
President & CEO

Teddy Kapur
Board Chair 2019

board of directors

David Goodenough - Chair
Senior Vice President, UBS

Teddy Kapur - Vice Chair, Chair 2019
Attorney - Partner, Pachulski Stang Ziehl & Jones LLP

Jill Martin - Treasurer
Chief Operating Officer, Cedars-Sinai Medical Network

Dana Kiesel, PhD - Secretary & Past Chair
Clinical Psychologist

Barbara Bouza
Co-Managing Director, Gensler LA

Troy Brown (*beginning 2019*)
VP, Director of Recruitment, Enrollment and Marketing, University of West LA

Cristina Carlis
General Manager/Executive Director, US Commercial Centers of Excellence, Amgen

Steven Dunst (*beginning 2019*)
Attorney - Associate, Cooley LLP

Shawn Finnie (*beginning 2019*)
Associate Director, Member Relations and Outreach, Academy of Motion Picture Arts and Sciences

Gary Hunt
IP Licensing Manager, Cadence Design Systems

Tim McCaffrey
Attorney - Partner, Chesler McCaffrey LLP

Bret Parsons
Associate Manager, Founder & Executive Director, Architectural Division, Compass

George Phillips Jr.
Attorney - Partner, Phillips Law Partners LLP

John Terzian
Nightlife Entrepreneur - Founding Partner, The h.wood Group

Cambria Tortorelli (*beginning 2019*)
Parish Life Director, Holy Family Church



growth

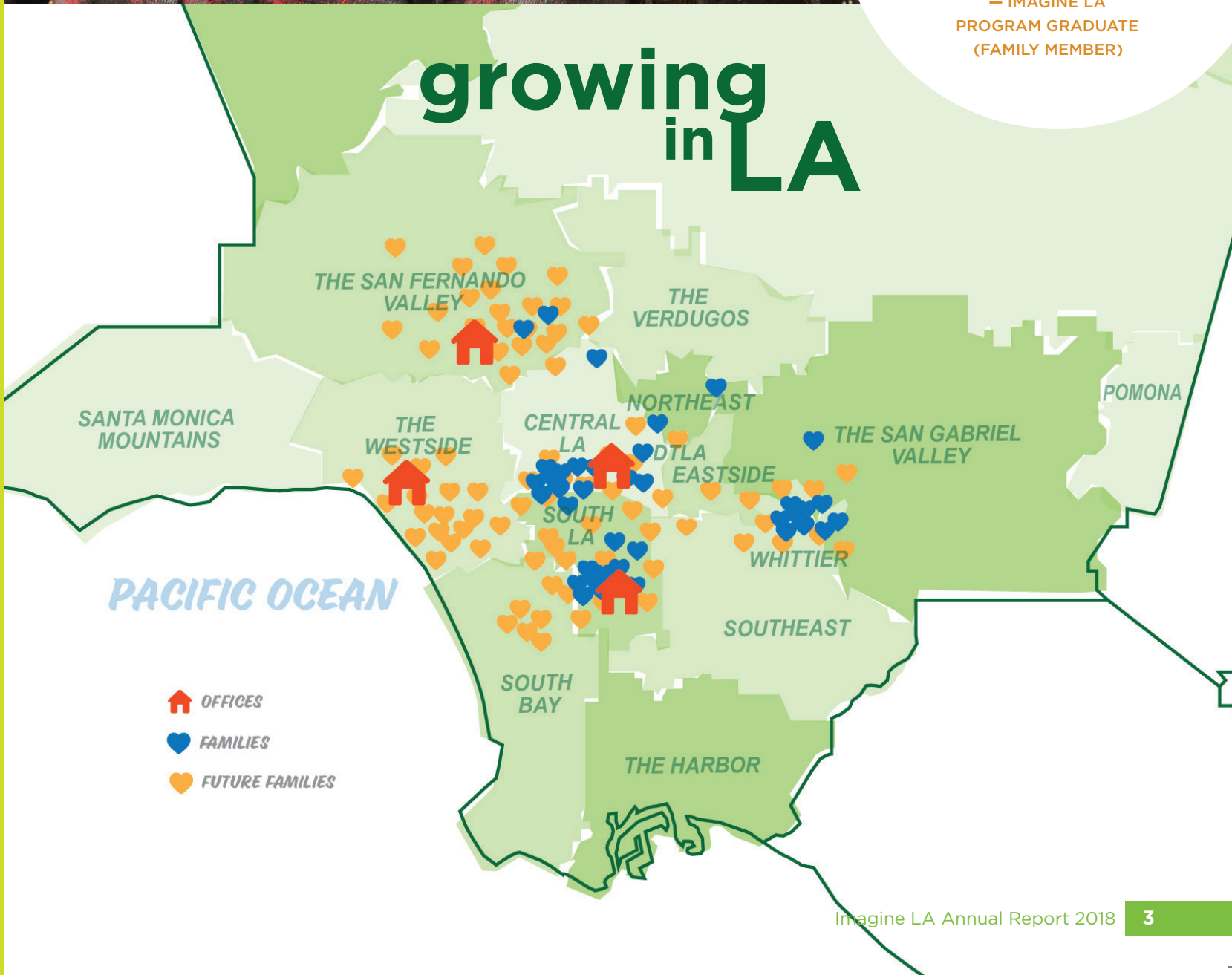
In 2017, we worked with 42 families and had worked with 125+ families and 500 volunteers cumulatively since the inception of the program in 2008. In 2018 alone, we worked with 105 families (including the 15 families served by our new licensed affiliate, Imagine Whittier). We increased our staff by 25%, doubled our work in South LA and mid-City, and set the stage to grow in the San Fernando Valley and West LA. We aim to be empowering 250 families and 750-1,000 mentors by 2022.



“ Imagine LA has helped me restore what had been lost throughout my journey, while also helping me reimagine my journey.”

— IMAGINE LA PROGRAM GRADUATE (FAMILY MEMBER)

growing in LA



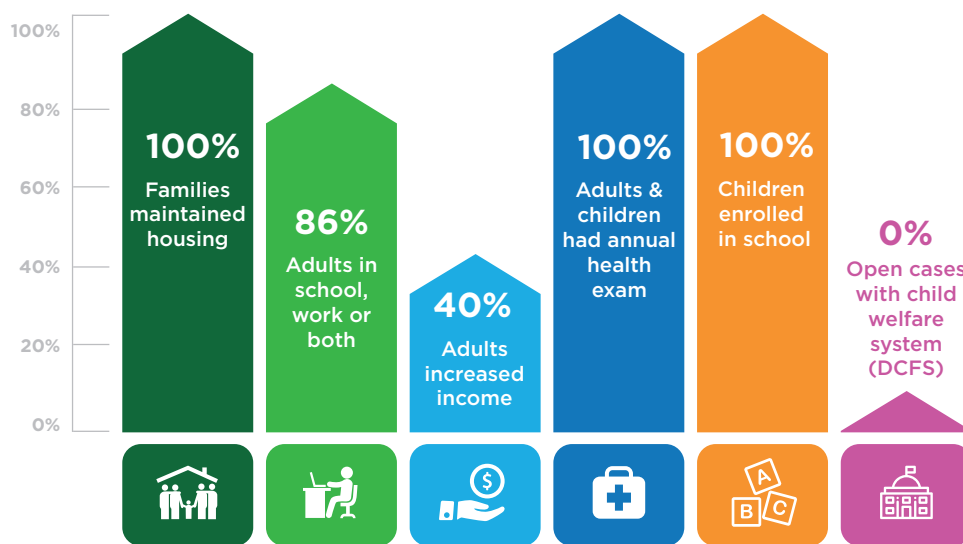
model

Imagine LA's unique Family Empowerment & Mentorship (FEM) model provides families who have experienced homelessness (and are now in housing) with intensive case management, volunteer mentorship, workforce development, and resource linkages over a minimum 12- to 18-month period.

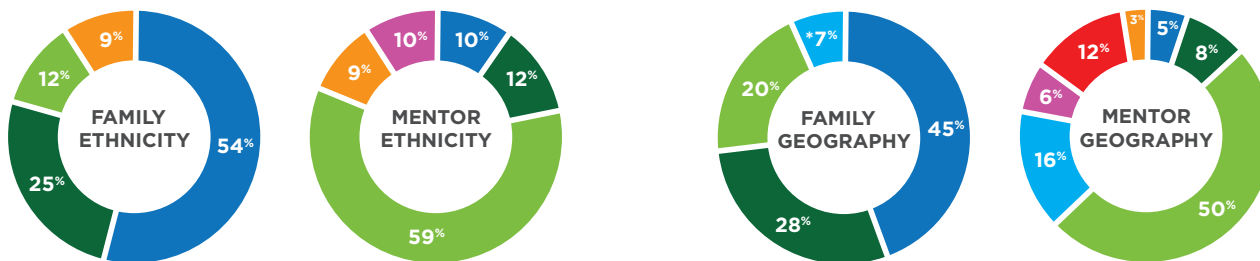
Our program staff helps families set goals and access private and public resources; our community engagement team joins in to recruit and train volunteers to offer 1:1 mentorship to each member of the family (over age 5) and provide a financial wellness mentor to the head of household.

While most other homeless housing case management services focus their support on the adult head of household, Imagine LA effectively works with whole families both in permanent supportive housing and scattered site apartments. Our model empowers the whole family to stabilize, build relationships, habits and skills, increase income, and integrate into their communities so they are set up to thrive long term and break their cycle of poverty and homelessness.

2018 PROGRAM GRADUATES



2018 FAMILY & MENTOR DEMOGRAPHICS



In our first few years, 90% of our mentors were Caucasian and most lived on the West side. As these graphs show, we have diversified the make-up of our volunteer base. We have purposefully diversified our volunteer mentor base to better reflect the rich diversity of cultures living in LA. Similarly, we have made strides in matching mentors with families who live and/or work nearby.

| ETHNICITY | |
|------------------|----------|
| African American | Latino/a |
| Asian | Other |
| Caucasian | |

| GEOGRAPHY | |
|---------------------|----------------|
| Inglewood | South LA |
| Metro LA | West LA |
| San Fernando Valley | Other |
| San Gabriel Valley | *SF+SG Valleys |

For more details, read our 2018 Funders Report at ImagineLA.org



2018 donors



STRIVE (\$100,000+)

County of Los Angeles
Department of Health
Services
Ralph M. Parsons
Foundation

INSPIRE (\$50,000 - \$99,999)

Dana & Paul Kiesel /
Kiesel Law
Karisma Foundation
United Way of Greater
Los Angeles

IMAGINE (\$25,000 - \$49,999)

Alexis Ohanian &
Serena Williams
Carl & Roberta
Deutsch Foundation
Department of
Children & Family
Services
George & Dina Phillips/
Marilyn J. Degroot
Charitable Trust
Green Foundation
Karin L. Larson Trust
Maria Bianca Rosso &
Thomas Dwan

THRIVE (\$10,000 - \$24,999)

Alexander Nicolaou /
Capital Group
Company
Barbara Bouza /
Gensler
Carrie Estelle Doheny
Foundation
Caryn Alpert
Cedars-Sinai Medical
Center
Chris Rock
Colin Kaepernick
Foundation /
Fidelity Charitable
Cristina Carlis /
Amgen Foundation
Dave Chapelle /
Pilot Boy
Productions, Inc.
David & Jenny
Goodenough / UBS
Don Levin Trust
Donald Park

Jill Martin
John & Marilyn Wells
Family Foundation
Johnny Carson
Foundation
Knight Law Group,
LLP
Lawrence Welk
Foundation
Los Angeles Trial
Lawyers' Charities
MUFG Union Bank
Oath For Good /
Yahoo
Pathways Foundation
Pfaffinger Foundation
Lori & Scott Sale, MD
Teddy Kapur

EMPOWER (\$5,000 - \$9,999)

Bret Parsons
Brian & Leslie
Matthews
Cordelia Sweatland
Discovery Land
Elizabeth Morehead
Gary & Karen Hunt
James Lippman
Jan Dyer
Jerome's
Jill Smoller
John Terzian
Norbert Allen Hackett /
The Entrust Group, Inc.
Northrop Grumman
Peter Dion-Kindem
Rotary Club of
Beverly Hills
Seltzer Doren
Company & Affiliates
Steve & Joni Martino
The Whole Child
Timothy B. McCaffrey, Jr.
Timothy Weatherspoon
& Kelly Rowland
Tomy & Lacy Joy
Drissi / Drissi
Advertising

FAMILY (\$2,500 - \$4,999)

Charles Berens
Charles Ortner

City National Bank
Colton Haynes
Irene Anderson /
William & Janice
Anderson Foundation
Jose Ramirez
McMaster-Carr
Supply Co.
Needlework Guild of
America Hancock
Park (NGA)
Niloufar Panahpour &
Chris Mundy
Randall Kaplan
Stephen Cha
Vance J. Owen
Wurwand Family
Foundation

\$1,000 - \$2,500

Aileen Adams /
Adams Fund
Amanda Lew / Orange
County Community
Foundation
Andy Goodman &
Carolyn Ramsay
Anne Loveland
Baby 2 Baby
Bank of America
Charitable Foundation
Brad Rosenberg
Brit Moore &
Ryan Gilmore
California Community
Foundation
Danone Simpson
Insurance, LLC
Dustin Davis
Helen Grusd
James Wiester
James Worth
Jane Jelenko
January Arnall
Jatin Chowdhury
Jennifer Bucksey
Justin Demko
Lafferty Family
Charitable Foundation
Liberty Worth
Lori Wyard
Lorna Little
Marci Henkoff
Marla Kantor

Martin & Linda Frank
Matthew Palmer
Michele Gomes
Nebenzahl-Offel
Family Fund /
Jewish Community
Federation
Peter Steinfeld
Rabbi Ken Chasen
Randi Levine
Richard Kidd
Rick Gruber
Shelley Cooper
Shelter Partnership
Stephen M Kane
Temple Emanuel

\$500 - \$999

Andrew Cushnir
Ann Blanchard
Brienne Gilbert
Cynthia Deculus
Debora Vrana
Deborah Shaw
Elliot Schwartz
Glenn Gottlieb
Howard J. Wanke
Immie & Nugroho
Soeharto
Jean Lim
Joanne Nadel
Linda Griego
Matthew Miller
Merry Norris
Monica Kelson
Negin Yassini
Paul Beck
Raymond Boucher
Ron Sanders
Roy and Doris
Longman
Somalwar Reddy
Stacy D. Phillips /
Blank Rome LLP
Stanley & Ronda
Breitbart
Trella Hughes
Valerie Vogt
Warren Riley / NPO
Solutions

Under \$499

Abdullah Mourad
Adity Khanna
Adrianna Saenz
Amanda Wilson-
Rappaport
Amazon Smile
Andrew Katz
Angela Camilleri
Arienne Neumark
Arthur & Sheila
Perrone
Asmaa Mourad
Barbara Smith
Ben Cohn
Bergman & Allderdice
Berta Davis
Bobbie Rich Fine Art
Brandon Hall
Brittany Matt
Carlos Loera
Carrie Frash
Christina Liao
Cocobella Creamery
Daniel Shin
Deborah Light-
Pacheco
Donald Collier
Eddie Mauldin
Edison International
Eduardo Ruiz
Elizabeth Malloy
Ellen Smith Graff
Erica Pfeiffer
Ethan L. Bauman
Eucelfa Inocentes
Harvey Slater
Isabel San Vargas
James Adler
Jane Bersin
Jeff Beha
Jerry Yamashita
Jimmy Brodacki
Josh Kamensky
Josie Sandler
Judianne & Kenneth
Jaffe
Julie Seltzer
Karl J. Spire
Katherine Cadigan
Kathy Nason Corso
KFA LLP
Laurel Davidson
Leslie Adler
Liza Marquardt
Lola Benavidez
Mae Taylor
Maritza Baca

Mark Smith
Mary Lou Belli
Matthew Pearce
Megan Rose
Mel Taylor
Melanie Palmer
Michael Andrews
Michael Arlen
Michael Salama
Michael Slipyan &
Robyn Goldberg
Michele Mendelsohn
Mitch Landau
Natania Meeker
Network for Good
Nikhil Sivakumaran
Paul & Shelley Miller
Piper Kamins
Rabbi Neil
Comess-Daniels
Rachel Karu
Rebecca Hutchinson
Remy Smith
Rhonda Lawrence /
Schwab Charitable
Fund
Robert Gottlieb
Robyn Leff
Roger Sherman
Rosa Muniz
Sara Hattenbach
Sasha Shokrian
Scott Heines
Shahbaz Hydari
Sharon Young
Stacey Raskin
Stella King
Stephanie DeLange &
David Body
Stephanie Gampper
Stephen Phillips
Steven & Julie Karic
Steven Yi
Steven Zimmerman
Susan & Robert
Rosenberg
Susan Grimes
Sweetland
Suzanne Horenstein
Segal
Suzanne Robinson
Terry Feinberg
Thomas Gillette
Todd Beck
Trevor Eliot
Uduak-Joe Ntuk
Vanessa Walker
Vincent Cox

2018 highlights



Imagine Ball Honored Serena Williams

Back at the Peppermint Club for our 5th annual fundraiser, we honored the incomparable Serena Williams on September 23. Serena accepted on behalf of her late sister and her namesake charity, the Yetunde Price Resource Center (YPRC), an Imagine LA partner in Compton that provides families with trauma-informed healing resources. Epic surprise guests Dave Chappelle, Chris Rock, Busta Rhymes and Michelle Williams entertained, Good Day LA's Rita Garcia emceed, and we raised a whopping \$390,000!



Happy Birthday Imagine LA!

We celebrated our 10th birthday with our favorite people — some of the hundreds of families, partners, mentors and volunteers we've worked with over this decade. Everyone enjoyed music, cinnamon rolls, rock climbing, caricature drawing, face painting, good cheer and, of course, cake at the Robertson Art Space on April 28.

Celebrating a New School Year

Nothing says "back to school" like a new backpack and a haircut! On August 11 Imagine LA, Oasis Kids and Alexandria House families celebrated at Oasis Church's indoor/outdoor space with thanks to LA Works and Beauty Board.



Special Salons

Board members Cristina Carlis and Bret Parsons hosted salons: a Sip & Learn with Christina Miller, who oversees homelessness strategies in Mayor Garcetti's office on July 19, and a February 28 tour and discussion at L.A.'s architectural gem, The Stahl House.



It's Fun to Work at Imagine LA

This year our team bonded over bowling, painting, hiking, an escape room and participating in the annual homeless count and 911 day of service. Livey Beha, Rebecca Hutchinson and Jackie Fierros joined us and we're hiring four positions before year-end!



Advocating for Youth & Families

On August 15, we channeled our families' collective voices in front of LA City Council's Committee on Homelessness & Poverty.



Wish Lists Fulfilled at Winter Wonderland

Thanks to generous donors, families left our annual holiday celebration with full hearts and armloads of gifts. Everyone enjoyed carolers, crafts, food, fun and a visit from Santa.



Recognized by Mayor's Office

On June 15, Mayor Garcetti publicly recognized Imagine LA as an Activate LA top 20 volunteer engagement organization — one of a few addressing the homelessness crisis.



Storytelling to Fight NIMBYism

We co-hosted a Community Conversation at the Ebell on February 27 with the Corporation for Supportive Housing and Stories from the Frontline. Imagine LA family member Sam and his mentor, Scott, told their stories to humanize the power of supportive housing. In November, we hosted another Community Conversation, this time focused on LA's child welfare system.



San Fernando Valley Here we Come!

Supervisor Sheila Kuehl awarded us funds this summer to bring our model to the San Fernando Valley in partnership with LA Family Housing.

LA FAMILY HOUSING





Homeless to Homeowner

One of our first family members, Maria, is now a proud homeowner. With Imagine LA's program, community support, and her own profound dedication and hard work, Maria went from homelessness to homeownership this spring — an inspiration to us all.



Imagine Whittier Thriving

Imagine Whittier, our first training and licensing partnership with The Whole Child agency, is thriving. Fifteen families and their mentors growing together — with more to come.

Focus on Parenting Foster Youth

Thanks to partnerships with St. Anne's/Beverly Terrace and Alliance for Children's Right's/Alliance of Moms, we continue our work with vulnerable parenting foster youth as they age out of the system.



Loving Our Families

Our families and mentors work so hard and we love to take moments to pamper them. Each year on Valentine's Day and over the winter holidays, we turn our office into a crafting station, pampering beauty salon, and gift shop.



George Phillips Joins Board

George Phillips joined our Board in September. A native Angeleno, CPA, attorney, and community advocate, he's practiced law in DTLA for more than 25 years and started the Wilshire Girls Softball League.



Williams Kaepernick #10 for 10

Serena Williams joined Colin Kaepernick's Million Dollar Pledge in January, going #10for10 to match his \$10k donation to Imagine LA with Serena's \$10K as well.

Launched Ambassador Program

Invoking the power of storytelling, the Community Engagement team created our Ambassador program in August thanks to funding from Cedar-Sinai. We train alumni families and mentors in public speaking to describe their personal experience with Imagine LA at events across the city.



Growing in South LA

More than 60% of our families live in South Los Angeles and that number is growing quickly due to our new partnership with the Housing Authority of the County of LA (HACOLA) South LA Scattered Sites and support from Supervisor Mark Ridley-Thomas.



Volunteer & Mentor Recruiting is on Fire!

Growth means we need mentors. Our Community Engagement team and Ambassadors are recruiting mentors in targeted regions across LA County. Are you interested in mentoring? Do you have a friend group, workplace, faith or community group that might be? **Contact us! 323.944.0410 x1007 or monet@imaginela.org**



NBC-TV Spotlights Imagine LA

NBC LA featured Imagine LA on its *I Am A Volunteer* segment on October 4.





partners

Our partners include: permanent supportive housing providers, developers, companies, social service agencies, transitional housing resource providers, faith communities, donors, volunteers and community groups.

FAMILY REFERRAL PARTNERS

A Community of Friends
 Alexandria House
 Alliance for Children's Rights
 Department of Children and Family Services (DCFS)
 Door of Hope
 First Place for Youth
 Good Shepherd Center
 Harvest Home
 Housing Authority of the County of Los Angeles (HACOLA)
 Hollywood Community Housing
 Homeless Outreach Program Integrated Care System (HOPICS)
 Koreatown Youth and Community Center
 L.A. Family Housing
 Partners for Children South LA (PCSLA)
 People Assisting the Homeless (PATH)
 San Fernando Valley Rescue Mission
 St. Anne's
 St. Joseph Center
 Upward Bound House
 Union Station Homeless Services
 Watts Labor Community Action Committee
 West Hollywood Community Housing Corporation
 Westwood Transitional Village/
 The Salvation Army

COMMUNITY/VOLUNTEER PARTNERS

All Saints Episcopal Church Beverly Hills
 All Saints Episcopal Church Pasadena
 Alliance of Moms (a membership group of Alliance for Children's Rights)
 Bel Air Presbyterian Church
 Blank Rome
 Cedars-Sinai Medical Center
 City National Bank
 Church of the City Network
 Community of Christ Church Temple City
 Cornerstone West LA
 Ebell of Los Angeles
 Emmanuel HM Turner AME Church
 Faithful Central Bible Church
 Faith Harvest Church
 Fellowship Monrovia
 Gensler
 Greater Emanuel Temple
 Hollywood Forward
 Hollywood Seventh Day Adventist Church
 Holy Family Catholic Church
 Holy Trinity AME Church
 Kehillat Israel
 LA5 Rotary Club of Los Angeles
 LA Works
 Lake Avenue Church
 Leo Baeck Temple
 Little Ethiopia Cultural and Resource Center
 Los Feliz Neighborhood Council
 Kiesel Law LLP
 Mount Tabor Missionary Baptist Church

Mayor Eric Garcetti's Office for Volunteer Engagement (MOVE)
 Mayor Eric Garcetti's Small Business Summit
 Neighborhood Unitarian Universalist Church
 Normandie Church of Christ
 North Hollywood Neighborhood Council
 Northrop Grumman
 Oasis Church
 Office of Supervisor Mark Ridley-Thomas
 Office of Supervisor Sheila Kuehl
 Office of Assemblyman Reggie Jones-Sawyer
 Pacific Crossroads Church
 Peace Chapel
 Plaza de la Raza
 Rotary Club of Beverly Hills
 San Fernando Valley Homeless Coalition
 St. Edmund's Episcopal Church
 Tangram
 Temple Beth Am
 Temple City Homelessness Coalition
 Temple Emanuel
 Thad's
 The Jewish Federation
 The United State of Women
 UCLA Volunteer Center
 United Way
 USC Initiative to Eliminate Homelessness
 Valley Beth Shalom
 Vintage Church
 West Los Angeles United Methodist Church

Westwood United Methodist Church
 WeWork
 Wilshire Rotary Club
 YEBies

RESOURCE PARTNERS

20th Century Fox
 Allegro Creative Design
 Baby2Baby
 Behavior Therapy Clinic
 Beauty Board
 Bel Air Presbyterian Church
 Best Start
 Metro LA
 Beyond Meat
 Big Sunday
 Camp Bob Waldorf
 Cedars-Sinai Medical Center
 Chrysalis
 Coffee Bean & Tea Leaf
 Cocobella Creamery
 Create Now
 Crete Academy
 Crystal Stairs, Inc.
 Didi Hirsch Mental Health Services
 Dress for Success
 Elks Lodge
 First 5 LA
 Gensler
 Giving Tree
 Guadalupe Community Center
 Guess? Inc.
 Inner City Law Center
 Jerome's Furniture
 JVS Health Works
 LA Trial Lawyers
 Levitt & Quinn Family Law Center
 Lido Bakery
 Los Angeles County Department of Health Services

Los Angeles County Department of Mental Health
 Los Angeles Homeless Services Authority (LAHSA)
 Los Angeles Public Library
 Manatt Phelps & Phillips, LLC
 Miriam's House
 Moving Families Forward
 Needlework Guild of America Hancock Park (NGA)
 Para Los Niños
 Phillips Lerner, A Law Corporation
 Public Counsel
 Ralphs
 Shelter Partnership
 St. Vincent De Paul Thrift Store
 Starbucks
 Tangram
 Target
 The Giving Keys
 The Goodman Center
 The h.wood Group
 TOMS
 Trader Joe's
 Valley Food Bank
 Vons
 The Wallis
 Whole Foods
 Yetunde Price Resource Center
 Zimmer Children's Museum





financial summary

STATEMENT OF FINANCIAL POSITION FISCAL YEAR ENDED 12/31/2018

| ASSETS | |
|---|----------------|
| Cash and Cash Equivalents | 385,025 |
| Accounts & Grants Receivables | 58,510 |
| Pledges Receivable (net) | 2,050 |
| Prepaid Expenses, Deposits and Other Assets | 27,338 |
| Property and Equipment (net) | 86,581 |
| Total Assets | 559,504 |
| LIABILITIES & NET ASSETS | |
| Accounts Payable | 27,547 |
| Accrued Liabilities | 64,299 |
| Line of Credit | - |
| Total Liabilities | 91,846 |
| NET ASSETS | |
| Unrestricted | 339,410 |
| Temporarily Restricted | 128,248 |
| Total Net Assets | 467,658 |
| TOTAL LIABILITIES AND NET ASSETS | 559,504 |

STATEMENT OF ACTIVITIES FISCAL YEAR ENDED 12/31/2018

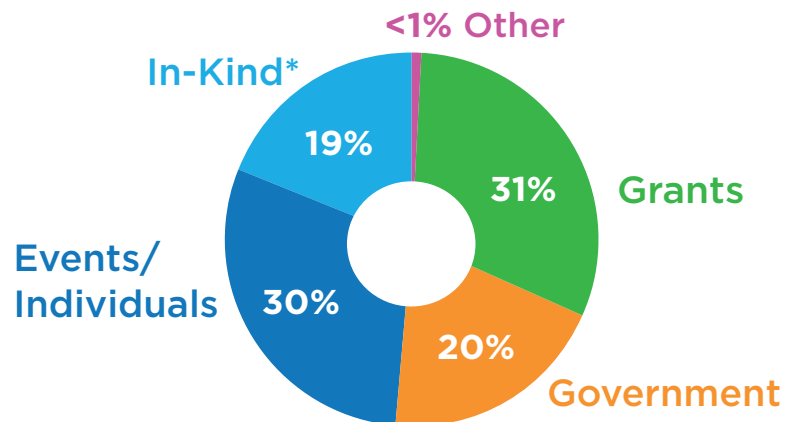
| REVENUES | |
|-----------------------------------|------------------|
| Program Partners | 8,863 |
| Individuals & Board Contributions | 131,207 |
| Events (net of expenses) | 355,190 |
| Foundations/Corporations | 505,073 |
| Government | 324,890 |
| Other Income | 1,507 |
| In-kind* | 305,547 |
| Total Revenues | 1,632,277 |
| EXPENSES | |
| Program Services | 1,011,961 |
| Management and General | 268,051 |
| Development | 213,079 |
| Total Expenses | 1,493,091 |
| TOTAL CHANGE IN NET ASSETS | 139,186 |

*mentor hours, goods and professional services

Notably, our cost per family served decreased more than 30% between 2017 and 2018.

REVENUE STREAMS

We continued to build consistent and diverse sources of funding and ended 2018 in our strongest cash position since our founding.





“The best part about working with my mentee is just knowing her, knowing her little boy, and seeing her progress. I have every confidence that she’s going to have a good life. And I know we’ll be in touch always.”

— LOUISE SPEAR,
IMAGINE LA MENTOR

get involved

For more information,
visit imaginela.org

sponsor
a family’s
journey through
our program

mentor

volunteer
at one of our
family fun or
service events

donate

provide
an internship or
job opportunity

host
a fun event
or outing for
our families



ImagineLA

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www.imaginela.org