



ImagineLA

2019 ANNUAL REPORT

Imagine LA's mission is to end the cycle of family homelessness and chronic poverty through an empowering support system of mentors and professional social workers who understand that a roof over one's head is merely the starting point to a better life.

Welcome!

Dear Imagine LA Community,

We are so proud to share this 2019 Annual Report, highlighting last year's growth and accomplishments. Imagine LA expresses deep gratitude to all our partners. Your continued investment has been critical to our success and with it we have **made great strides in our effort to end the cycle of family homelessness and chronic poverty**. We thank you for your generosity and look forward to continued partnership to benefit the families of Los Angeles.

At Imagine LA, we believe that, while housing families is a critical first step, housing must be paired with compassionate relationships and equitable access to resources, financial wellness pathways and childcare – to build solid multi-generational pathways out of poverty.

In 2019, we launched a robust three-year strategic plan to reach more families with our impactful program while ensuring a deep and lasting impact on those we serve. Our strategic plan focuses squarely on continued growth, program enhancement, community engagement, and operational excellence. Our goal is to serve 250 families and engage 750-1,000 mentors by 2022.

In 2019, we **significantly strengthened our capacity to grow and scale our high-impact model**. Through key partnerships, we continued to both deepen and expand our reach geographically in South LA, Mid-City, Southeast LA, and in the San Fernando Valley. We **enhanced our model** (Page 3) to better respond to the needs of our families, strengthened our **information systems** to better track our work, and expanded our **mentor recruiting capabilities**.

At the leadership level, we grew and diversified our **Board of Directors** to better reflect the community we serve. We added strategic expertise to our **fund development team** and secured two large new funders. We built **organizational sustainability** through strong investment in our **capacity and systems**, grew and diversified our **funding sources**, and significantly increased our cash reserves and line of credit.

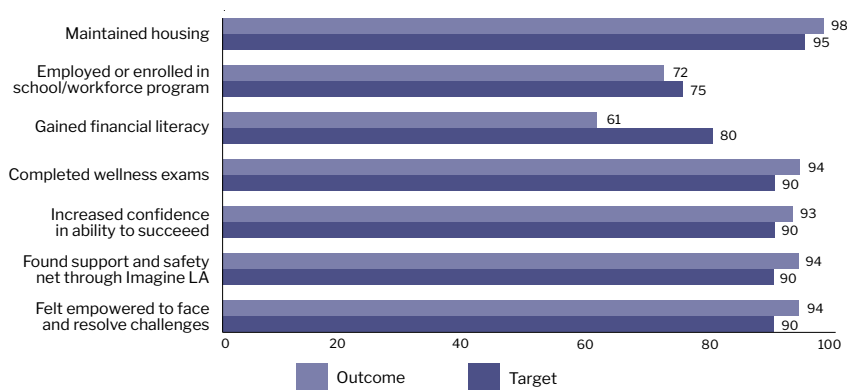
Looking back on 2019, with the knowledge of the tumult that 2020 would bring, we are even more grateful for the stalwart support of our community, which allowed us to end 2019 in a strong position for the coming storm.

Jill Bauman
President & CEO

Teddy Kapur
Board Chair

2019 Family Impact

In 2019 we served a total of 104 families (367 individuals, 89% headed by single mothers) and engaged 158 mentors, achieving the following outcomes:



Board of Directors

Teddy Kapur – Chairman
Partner, Pachulski Stang Ziehl & Jones LLP

Jill Martin – Vice Chair & Treasurer
Chief Operating Officer,
Cedars-Sinai Medical Network

David Goodenough – Secretary, Governance Committee Chair & Past Chairman
Senior Vice President, UBS

Dana Kiesel, PhD – Program Committee Chair & Past Chairman
Clinical Psychologist

Troy Brown – Communications Committee Chair
VP, Director of Recruitment, Enrollment & Marketing, University of West LA

Cristina Carlis – Personnel Committee Chair
General Manager & Executive Director,
US Commercial Centers of Excellence, Amgen

Barbara Bouza
Co-Managing Director, Gensler LA

Pastor Terry Brown
Senior Pastor, Liberty Baptist Church

Lindsay Dunn
Senior Vice President, Real Estate,
City National Bank

Steven Dunst
Associate, Cooley LLP

Shawn Finnie
Associate Director, Member Relations & Outreach, Academy of Motion Pictures (OSCARS)

Gary Hunt
IP Licensing Manager, Cadence Design Systems

Tim McCaffrey
Partner, Chesler McCaffrey LLP

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

George Phillips Jr.
Partner, Phillips Law Partners LLP

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

Cambria Tortorelli
Parish Life Director, Holy Family Church

Program



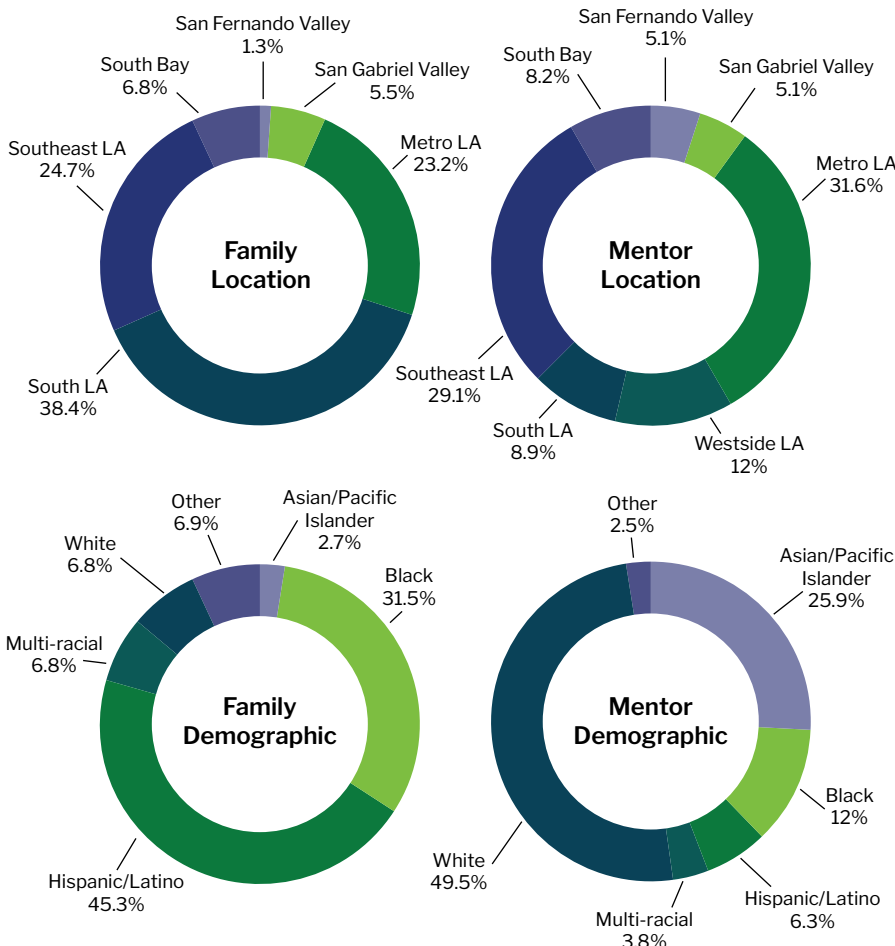
Model

Our unique Family Empowerment & Mentorship (FEM) model disrupts a family's cycle of intergenerational poverty and homelessness to help families flourish. After a family is housed, Imagine LA staff and volunteer mentors (1:1 mentorship for each family member age 5 and up) walk together with families for 18 months or more, building a foundation of trusting relationships as families move toward the future they have envisioned. FEM utilizes an innovative combination of clinical case management, volunteer mentorship, workforce development, and links to valuable health, wellness, education, career, and resources for the whole family.

Program Enhancement

In recent years, we have seen an increase in families enrolling in FEM with a greater level of need. As a response, in 2019 we launched a new initial phase of our program – “Family Stabilization & Mentor Preparation” – when families work solely with Imagine LA’s clinical case managers. The impact of this change has been overwhelmingly positive, with families having more time to acclimate to the rhythms of the program before inviting a whole team of new mentors into their life.

In 2019, we also recognized financial wellness programming as an area ripe for growth. Thanks to generous funding from the Carl & Roberta Deutsch Foundation, we began our new Financial Wellness Pathways (FWP) Initiative, which will create viable pathways to living-wage jobs with childcare, and with financial literacy training, to create long-term financial stability for our families.



Increasing Diversity

In our first few years, 90% of our mentors were White and most lived in West LA. As the graphs show, our efforts to diversify our volunteer base have paid off! Our volunteers increasingly reflect the rich diversity of the Los Angeles community.

Similarly, we have made strides in matching mentors with families who live and/or work nearby.

Donors



STRIVE (\$100,000+)

Carl & Roberta Deutsch Foundation
LA County Department of Health Services
Ralph M. Parsons Foundation
W.M. Keck Foundation

LA's Best Afterschool Enrichment Program*
MUFUG Union Bank
Pathways Foundation
ProSearch Strategies, Inc.
Randall Kaplan
United Way of Greater Los Angeles

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

Dana & Paul Kiesel
Karisma Foundation
Los Angeles Homeless Services Authority (LAHSA)
Imagine LA Mentors*

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

Austin & Raquel Richter
Bill Devlin*†
Bret Parsons
Bryan Berkett
Danielle G. Evanson & Ken McLaughlin
David Foster
David & Raquel Binswanger
Dean Rostovsky
Eric Samek
Fidelity Charitable - Anonymous
Gary & Karen Hunt
Jason & Jessica Amoroso
Jason Illouljian
John Terzian & Loni Polkey
Los Angeles Trial Lawyers' Charities

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

Barbara Bouza / Gensler
Clare Sebenius*
George & Dina Phillips
Marilyn J. Degroot Charitable Trust
Jenny & David Goodenough
Karin L. Larsin Trust
The Lawrence Welk Family Foundation

M&L Sorochinsky Family Trust
Michael Cohanzad
NGA Hancock Park ~ National Giving Alliance*
Niloufar Panahpour
Pacific Union International - Compass
Rueben Robin
Ronnie & Leslie Gul
Steve & Joni Martino
Steven Dunst
Teddy Kapur
The Jeffrey E. Jaeger Trust
Thomas Safran & Associates
Timothy B. McCaffrey, Jr.
Troy Brown
Warren & Amy Wachsberger
Yerba Buena Fund

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

Capital Group Company-Alexander Nicolaou
Carrie Estelle Doheny Foundation
Cedars-Sinai Medical Group & Foundation
City National Bank
Cristina & Scott Carlis
Don Levin Trust
Donald Park
Inna & Steve Mikhov
Jill Martin
John & Marilyn Wells Family Foundation
John Hering
Johnny Carson Foundation
Ken Kahan
LA Care

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

Beverly Hills Rotary Community Foundation
California Community Foundation-John Kobara
Daniel Berdakin & Susana Alberti Family Foundation
Eboni Nichols
James Wiester
Jon Vein
Lindsay & Brad Dunn
Marilyn & David Heebner Foundation
Mary Winterburn
McCaster-Carr Supply Company
Merry Norris
Mitesh N. Patel & Nancy Patel
NewOmni Bank
Peter Prophit
RBC Capital Markets, LLC
Richard Kidd
Riley Drexel
Samuel Ameen*
Sydney Spiller, Esq*
The Weintraub Family Foundation
Wurwand Family Foundation

Temple Emanuel*
Tina Oswald
University of West Los Angeles
Vance Owen
Wells Fargo

\$500 - \$999

Barry Meepos
Brian & Suzanne Selmo
Brianna Gilbert
Candee Morton
Carolyn Giangiacomo
Deborah Shaw
Dustin Davis
Glenn Gottlieb
Howard Wanke
Jerry Kowal
John Hancock
John Lewis & Carrie Towbes
Jose Ramirez
Katie Garrabrant
Layla Nowain
Linda Griego
Marla Kantor
Matthew Miller
Michael Andrews
Michael Burke
Nebenzahl-Offel Family Fund
Paul & Rachelle Miller
Paul Beck
Peymaneh Rothstein
Prosearch*
Rabbi Ken Chasen
Shannon Mcintosh
Stanley Zaks
Steven Fiske
Susan Tick
Susana Comosano
Victor Self
Vivek & Liz Rajkumer

\$1,000 - \$2,499

Baby2Baby*
Brett Sonsma
Carl Golbranson
Carolyn Quach
Cherry Morse
Conrad N. Hilton Foundation
Dayton Foundation - Irene Anderson
First Congregational Church of Glendale
HSMAI
Jalpa Amin Atiquallah
Jamie Tierney
Jane Jelenko & William Norris
Jason Breaker
Keith Baxter*
Lafferty Family Charitable Foundation
Lori & Scott Sale
Martin Porter
Michele Gomes
Michelle Chiou Foundation
Mitchell Kaplan & Marilyn Jones
Norb & Cindy Hackett
Rick Gruber
Robert Stepp
Rosenberg Family Foundation
Sara Qazi & Kenner Cooper
Sasha Morozov
Sasha Zall
Shelter Partnership*
Steven & Laura Mayer Foundation

Up to \$499

Cathleen Hession
Don Swift
JB Long
Jessica Culverhouse
Kenny Ngo*
Linda Frank
Lisa Katz
Piper Kamins
Rosie Jewell*
St. John's*

* Includes in-kind

† A special thank you to Bill Devlin, whose beautiful photography is used throughout this report!



Highlights



◀ Our Moms are Masters!

Two of our Moms crossed a big item off their bucket lists in 2019 by earning their master's degrees!

Huge congratulations to Marilynn (top), who earned her Master of Social Work from Arizona State University, and Que'Ron (left) who earned her Master of Education from the University of Southern California!



Ambassadors ▼

Our families and mentors have powerful stories to tell. In 2019, we recruited and trained 22 program alumni – parents, youth, and mentors – to become Imagine LA Ambassadors: champions for our mission and growth.

Armed with inspiring stories and trained on how to share them persuasively and confidently, Ambassadors now regularly attend program partner meetings to support family recruitment, mentor outreach engagements, and funder meetings to help inspire and activate future supporters.



Community Partnerships ▼

Through strategic partnerships with faith, corporate, and civic groups, we conducted 70 outreach events to raise awareness about our work and recruit mentors to make a difference.



◀ A Little Help from our Friends

Just when we thought the year couldn't get end any stronger, in December world-renowned pop artist and actress JoJo (pictured here at Imagine Ball 2019) used the power of social media to connect Postmates' #BetterThanSanta campaign and Tocaya Organica to provide dozens of free holiday meals to our families! Thanks JoJo!



New Board Members ▶

We welcomed Shawn Finnie, Lindsay Dunn, Cambria Tortorelli, and Pastor Terry Brown to our Board of Directors (pictured here at the annual board social) increasing our board's capacity to champion our work and drive our mission. Check out all our board member bios [here!](#)

Highlights

Meeting Families where they're at ▼

One huge success in 2019 was a fundamental restructuring of our Family Empowerment & Mentorship model, which now prioritizes our families' core needs before adding the exciting mentorship component.

Our new phased approach begins with consistent, intensive clinical case management, then layers on financial wellness programming, and finally introduces mentorship once the family feels ready.

This has allowed our Family Team Managers to provide more targeted support during our families' initial transition out of homelessness and ensures that when mentors enter the picture, they are able to truly meet each family where they're at.



Imagine Ball ►

Our 6th annual Imagine Ball in October did not disappoint! Headlined by Nas, David Foster, JoJo, Pia Toscana (right), DJ Zack Bia, and Ray Parker, Jr., it was hosted by fitness evangelist Angela Davis. Thank you to all our supporters and attendees for making it a night to remember. Check out the video [here!](#)



◀ TEDxCrenshaw

Our former youth participant and Youth Ambassador Kawika Smith captivated the crowd at TEDx Crenshaw on October 5, sharing his story of how he advocated to change his school's hair policy.

[Click here](#) to check out his fro and his incredible speech, "The 3-Inch Compromise!"

Game Changing Funders ►

With the generous support of the W.M. Keck Foundation and Carl & Roberta Deutsch Foundation, we were able to expand and enhance our work to help more families like Olivia's. Thank you to each and every one of our funders for your commitment!



New Staff

Our staff grew by leaps and bounds in 2019. We welcomed Associate Executive Director Sasha Morozov, Community Engagement Director Brian Rosenbaum, and Family Team Manager Vanessa Monroy onto the team.

Promotions included Ciera Thornton to Family Program Associate, Michelle Roberts to Program Director, Lorie Nguyen to Lead FTM & Program Development Associate, and Monet Bagneris Tolbert to Community Engagement Manager.



Partners

FAMILY REFERRAL PARTNERS

Alexandria House
Alliance for Children's Rights
Coalition for Responsible
Community Development (CRCDD)
Department of Children & Family
Services (DCFS)
First Place for Youth
Friends LA
Los Angeles County Development
Authority (LACDA)
Homeless Outreach Program
Integrated Care System (HOPICS)

LA Family Housing
Partners for Children South LA
(PCSLA)
People Assisting the Homeless
(PATH)
SoLa Impact
St. Anne's
St. Joseph Center
Upward Bound House
Watts Labor Community Action
Committee

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)
Alliance for Children's Rights
Assistance League LA
Bel Air Presbyterian Church
Big Sunday
Blank Rome
CARES Mentoring
Catholic Charities
Cedars-Sinai Medical Center
Center for Nonprofit Management
City National Bank
Children's Movement of California
Church of the City Network
Churchome
Community of Christ
Church Temple City
Cornerstone West LA
Covenant Presbyterian
Department of Mental Health -
Faith-Based Advocacy Council
East Hollywood Neighborhood
Council
Ebell of Los Angeles
Emmanuel HM Turner AME Church
Everyone In
Faith and Community
Empowerment (FACE)
Faithful Central Bible Church
Faith Harvest Church
Fellowship Monrovia
First AME Church
First Congressional Church of Los
Angeles
Founders Metropolitan Church
Gensler
GLAR Health Network
Golden
Greater Emanuel Temple

Greater Los Angeles African
American Chamber of Commerce
Hollywood Forward
Hollywood Seventh Day Adventist
Church
Holy Family Catholic Church
Holy Trinity AME Church
Inner City Law Center
Institute for Multicultural
Counseling & Educational Services
Interfaith Solidarity Network
Interfaith Study Group
Islamic Center of Southern California
Kehillat Israel
Kiwanis
LA Archdiocese African American
Catholic Center
LA Care
LA County Library
LA County Parks & Recreation
LA Works
LA5 Rotary Club of Los Angeles
Lake Avenue Church
Leo Baeck Temple
Little Ethiopia Cultural & Resource
Center
Los Angeles Homeless Services
Authority (LAHSA)
Los Angeles Trial Lawyers Charities
Los Angeles Unified School District
Los Feliz Neighborhood Council
Kiesel Law LLP
Mount Tabor
Missionary Baptist Church
Mayor's Office for Public
Engagement
Mayor's Office for Volunteer
Engagement (MOVE)
Mayor's Small Business Summit
Mentor: The National Mentoring
Partnership
National Association of Hispanic
Real Estate Professionals
Neighborhood Unitarian
Universalist Church
Newstory
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
OneGeneration
Pacific Crossroads Church
Peace Chapel
Plaza de la Raza
Project Giving Kids
ProSearch Strategies, LLC.
Rotary Club of Beverly Hills
San Fernando Valley Homeless
Coalition
Shomrei Torah Synagogue
St. Edmund's Episcopal Church
St. James' Church
St. Vincent de Paul
Stories from the Frontline
Tangram
Temple Beth Am
Temple City Homelessness Coalition
Temple Emanuel

Thad's Church
The Jewish Federation
The United State of Women
This is About Humanity
Together LA
UCLA Center for Community
Learning
UCLA Data Science Union
UCLA Volunteer Center
United Methodist Church
United Way of Greater Los Angeles
USC Initiative to Eliminate
Homelessness
Valley Beth Shalom
Vintage Church
VolunteerMatch
Volunteers of America Los
Angeles Wilshire Rotary
WARD AME Church
West Los Angeles United
Methodist Church
Westwood United Methodist Church
WeWork
Wilshire Rotary Club
Word of Encouragement Church
Work for Good
YEBies

RESOURCE PARTNERS

20th Century Fox
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
JVS Health Works
LA Trial Lawyers Charity
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
NGA Hancock Park ~ National
Giving Alliance*
Para Los Niños
Phillips Lerner, A Law Corporation
Public Counsel
Shelter Partnership
St. Vincent De Paul Thrift Store
Starbucks
Tangram
Target
The Giving Keys
The Goodman Center
The h.wood Group
Trader Joe's
Valley Food Bank
The Wallis
Whole Foods
Yetunde Price Resource Center
Zimmer Children's Museum

Financials

STATEMENT OF FINANCIAL POSITION

	2019
Assets	
Cash	\$ 569,998
Accounts & grants receivable	92,429
Pledges receivable	11,000
Prepaid expenses	27,918
Property & equipment	73,631
Total Assets	\$ 774,976
Liabilities & Net Assets	
Accounts payable	\$ 28,981
Accrued liabilities	79,841
Line of credit	-
Total Liabilities	\$ 108,822
Net Assets	
Without donor restrictions	\$ 306,752
With donor restrictions	359,402
Total Net Assets	\$ 666,154
TOTAL LIABILITIES & NET ASSETS	\$ 774,976

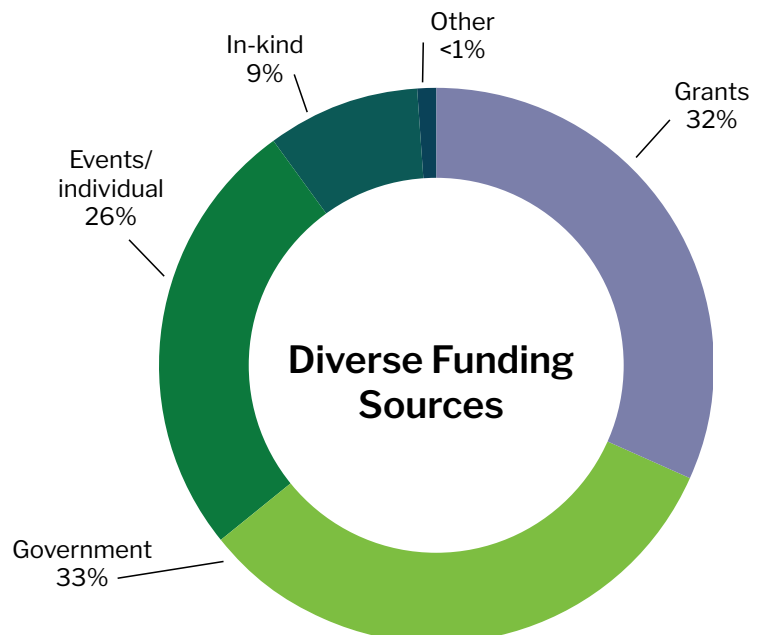
STATEMENT OF ACTIVITIES

	2019
Revenues	
Contributions and grants	\$ 789,912
Contracts	590,815
Special event, net of expenses	203,828
In-kind contributions*	157,402
Other income	289
Total Revenue & Support	\$ 1,742,246
Expenses	
Family mentorship	\$ 1,045,487
Management & general	303,042
Development	195,221
Total Expenses	\$ 1,543,750
TOTAL CHANGES IN ASSETS	\$ 198,496
NET ASSETS, START OF YEAR	\$ 467,658
NET ASSETS, END OF YEAR	\$ 666,154

*mentor hours, goods, and professional services



In 2019 we tripled our cash reserves!



Our team

GET IN TOUCH!

The Historic Granada Buildings
672 S. Lafayette Park Place, #28
Los Angeles, CA 90057

323.944.0210 | imagineLA.org



Pictured: Lorie Nguyen, MSW; Ciera Thornton; Val Vogt; Andy Cordon; Michelle Roberts, LCSW; Jill Govan Bauman; Jackie Fierros, MSW, ASW; Monet Bagneris Tolbert; Kim Kirui; Sasha Morozov, MSW; Rebecca Hutchinson. Not pictured: Brian Rosenbaum, MSSW; Emilee Palau; Karinn Cologne; Vanessa Monroy, MSW

GET INVOLVED!

Link us to your corporate, faith, or civic group



Provide jobs or internships for our families



Join our mailing list



Become a mentor

Volunteer at a family fun or service event



Follow us on Facebook, Twitter or Instagram

DONATE HERE