

Imagine LA: 2023 Fact Sheet



Imagine LA (ILA, www.imaginela.org) is an LA-based nonprofit organization founded in 2006 to break the cycle of family poverty and homelessness. Since its inception, ILA has walked alongside more than 500 families as they've reached for their dreams and achieved housing and financial stability.

We do this through our innovative Family Partnership Model, which provides whole-family case management and mentorship, while also offering economic mobility through Financial Fitness and Living-Wage Career Pathways programming and access to affordable childcare.



Why we exist:

- LA has the nation's largest population of unhoused residents: 65,111. 16% of these are families.
- Families are the "hidden unhoused." They often try to hide their situations. And traditional homelessness services don't address their problems.
- Multi-generational poverty is the core driver behind family homelessness. It's a cycle that must be broken.
- Women of color bear the brunt of this societal issue, and are faced with gaps in wages and economic mobility.



Profile:

- \$3.0 million operating budget
- 269 families and 616 individuals served in 2022
- Offices in Central LA, West LA and licensed affiliate in Whittier.
- 86% of families are women-led.
- 84% of families identify as Black, Indigenous, and People of Color



Our Impact

In 2021:

- 100%** | of families maintained housing stability
- 70%** | of able-bodied family members were employed, enrolled in school or a workforce development program
- 78%** | of family members have had a wellness exam in the last 12 months
- 100%** | of children are enrolled in school or on a post-secondary pathway
- 99%** | of children age 0-5 receive semi-annual development assessments and linkage to appropriate services
- 100%** | of children ages 6-18 with neurodiversity are receiving necessary support and services

More than 500 families served since 2008



To learn more about Imagine LA visit our website: www.imaginela.org


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www.imaginela.org



Family Partnership Model

We walk alongside the entire family to build the skills, confidence and relationships to thrive long-term

First Steps

Landlords and agencies serving vulnerable families across LA can refer families to Imagine LA. These families tap into critical supports and services to address their immediate needs and reinforce their inherent strengths.



Economic Mobility Pathways

Families work to break the cycle of poverty through access to living-wage jobs and training, safe and affordable childcare solutions, and financial fitness tools and skills to navigate the banking and social benefits systems.



Imagine Tomorrow

Graduates of Imagine LA programs can be part of our family forever. The connection stays strong through continued participation in economic mobility programming, family fun events, and lasting relationships with staff and mentors.

Imagine C.A.R.E.



Compassion. Advocacy. Resilience. Equity. A Masters-level social worker partners with the entire family to understand their needs and help them achieve their goals. Caring, clinical case management identifies and clears barriers to parenting success, educational and career achievement, childrens' development, health and wellness, and more.

Mentorship



Transformative mentorship begins when families feel prepared to welcome new relationships into their lives. Volunteer mentors are matched with each family member age 5 and up and walk alongside them as friends and allies.



Social Benefit Navigator

In 2021, Imagine LA and the USC Price Center for Social Innovation conducted a study that identified one of the primary challenges for families seeking economic mobility: the lack of information to navigate the complex social safety net, particularly as members of a family became more stable and secured higher wages. Nightmare scenarios where a pay raise leads to a loss of benefits equal to or greater than the raise – called “benefits cliffs” – are frequent.



In response, ILA founded a sister organization, Social Benefit, co-led by former ILA CEO Jill Bauman and Brit Moore Gilmore, to incubate and pilot the innovative Social Benefit Navigator (SBN). The SBN is an online tool for individuals and case managers seeking to access available public benefits and tax credits and forecast changes to those benefits with changes to income. The goal is to bring transparency to the complex social benefits system, which is often one of the biggest roadblocks to overcoming generational poverty and homelessness.

The SBN will provide:

- A comprehensive knowledge base of benefits and tax credits for LA County
- Online/mobile functionality showing users available benefits and how they change given changes to income
- Scalability via modular design allowing for user in other counties/states
- User data to inform policy change



A \$1MM grant from the Conrad N. Hilton Foundation will allow for SBN beta testing and the launch of pilot over the next two years with LA-area agency partners. The SBN will then be extended throughout LA County and offered to other agencies.



Rise Together Award



On October 9, 2022 at the 7th Annual Imagine Ball, Imagine LA presented its inaugural RISE TOGETHER Award to LA icon and philanthropist Earvin "Magic" Johnson for his deep commitment to lifting up communities and creating opportunities for all.

The award is a reflection of Imagine LA's RISE TOGETHER movement, which is an evergreen campaign to remind us all that in lifting others, we rise. The award will be presented annually to other community members who personify the values endemic to the work done by Imagine LA.

People RISE when they believe in tomorrow.

-Samantha James



Key Staff



TuLynn Smylie, Chief Executive Officer - As CEO of Imagine LA, TuLynn oversees all agency operations, staffing, programming, and mobilizing community support toward the agency's mission of ending the cycle of family poverty and homelessness.

Prior to joining Imagine LA in November, 2022, TuLynn served as Chief Program Officer for The People Concern, where she supervised eight of the agency's major programs and served on the organization's executive management team. [Complete bio.](#)



Jill Govan Bauman, Co-founder, Social Benefit, and CEO Emeritus
Jill served as President and CEO of Imagine LA for 14+ years, becoming an expert in family poverty and homelessness, and leading the organization through great growth. She oversaw the development and scaling of ILA's Family Partnership Model, a powerful, holistic combination of programs that has helped more than 500 families achieve their dreams. She is now co-leader of Social Benefit, an ILA "sister organization" that is developing the groundbreaking Social Benefit Navigator. [Complete bio.](#)



Andrea LaBoeuf, MSW, Program Director - Andrea LeBeouf serves as Imagine LA's Program Director. In this role, she oversees program design and implementation, operations, partnerships, program effectiveness, and growth. She also leads Imagine LA's Program Team, consisting of a Program Manager, multiple, Family Team Managers, and a Program Associate.

Andrea joined Imagine LA in 2021, driven by the organization's commitment to addressing one of the most challenging social determinants of health: housing stability. [Complete bio.](#)



Brian Rosenbaum, MSSW, CVA - Community Engagement Director
Brian oversees strategy and execution of Imagine LA's individual, corporate, and event fundraising; community and strategic partnerships; volunteerism; communications and marketing; annual family fun & fundraising events; systems optimization and management; and advocacy efforts. He co-led the organization's 2020 rebrand and 2022-2024 Strategic Planning process, leads the Community Champions group, and co-leads Imagine LA's Equity, Diversity, and Inclusion initiatives. [Complete bio.](#)



Brit Moore Gilmore, co-founder, Social Benefit. Brit is the former President of The Giving Keys, a company that employs people transitioning out of homelessness in Los Angeles to make jewelry and accessories. After 7 years leading Giving Keys, she turned her focus to systems change work and getting people with barriers to employment into the workforce across a variety of industries. Brit is passionate about job creation for community transformation and inclusive economic development that break cycles of poverty. Brit made the Forbes 30 Under 30 list in 2017.



Brand and Logo

Boilerplate

Imagine LA (www.imaginela.org), headquartered in Los Angeles, is a 501(c)(3) nonprofit dedicated to breaking the cycle of family poverty and homelessness. Throughout its 16-year history, Imagine LA has created a reputation for success through its innovative Family Partnership Model, in which Imagine LA staff walk alongside families to help them build the skills and relationships to succeed.

Imagine LA Logo Horizontal



Imagine LA Logo Vertical



Rise Together Logo

