Our Mission

To change the way the world sees and serves our unhoused neighbors.
Radical Hospitality®

Meeting our unhoused neighbors wherever they are with extraordinary care.
It’s been three years since LavaMae® pivoted and set an ambitious new impact goal to teach and support organizations across the globe to launch and sustain their own LavaMae®-designed programs and serve 100,000 people by 2024.

And in 2022 we reached a huge milestone: **54,000 guests served!**

Crossing that halfway point was just one of the many milestones we’ve celebrated in 2022, and we could not have done it without our passionate supporters, phenomenal team, and dozens of dedicated partners.

This work takes a village!

The joy and commitment I’ve seen in our team this past year has been truly rewarding. You’ll never meet a bigger group of cheerleaders and advocates who invest hours of their time training, mentoring, and rooting for changemakers who are doing this challenging work.

Core to everything we do is how we deliver services to people experiencing homelessness. It’s the exceptional level of care, love, and respect we give to our guests and instill in our training curriculum that makes the difference. Because sadly, our unhoused neighbors rarely receive it.

This Radical Hospitality is what ignites the sense of dignity and humanity in our guests to live life to the fullest. Especially through the tough times.

We believe that with Radical Hospitality, we’ll strengthen our shared humanity and proactively change the way we see and serve our unhoused neighbors.

Because with every new affiliate launch, every smile from a guest, every volunteer and service partner we recruit, and every supporter who gives their generosity, we all take one giant step toward progress.

Our impact in 2022 could not have been possible without our incredible community of donors, volunteers, service partners, affiliates, and staff. It’s our shared commitment that’s changed the lives of so many, and what has built a powerful movement to serve tens of thousands more people worldwide.

Thank you, from the bottom of my heart, for such an amazing year. We hope this report makes you feel proud to be part of our community.

Together, we’ll continue to build a world where hygiene is a human right—where communities everywhere mobilize to deliver Radical Hospitality.

Kris Kepler
LavaMae® CEO
TO OUR NEIGHBORS EXPERIENCING HOMELESSNESS
YOU DON'T DESERVE THIS. NO ONE DOES. THIS ISN'T A
PUNISHMENT, IT'S A TEMPORARY CONDITION. AND
YOU'LL GET THROUGH IT. WE KNOW THAT YOU WILL.
THERE ARE THOSE OUT THERE WHO THINK YOU'RE
LAZY, NOT WORKING HARD ENOUGH. THEY WORRY
THAT IF YOU'RE TOO COMFORTABLE YOU'LL NEVER
WANT TO LEAVE. (YEAH, RIGHT.) BUT THEY'VE NEVER
BEEN IN YOUR SHOES. MANY OF US HAVE. SO WHEN WE
SAY YOUR NAME, LOOK YOU IN THE EYE, OFFER YOU A
HOT SHOWER AND A WARM TOWEL, IT'S BECAUSE WE
CONSIDER YOU TO BE OUR GUEST. IT'S OUR HONOR TO
SERVE YOU. IT MAKES US PROUD. THANK YOU FOR
THAT. BECAUSE WE LOVE OUR CITY, AND YOU'RE A BIG
PART OF IT. TOGETHER WE'LL MAKE IT BETTER.
#RADICALHOSPITALITY

lava mae x
www.lavamae.org

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2022

PROGRAM SUMMARY

1:1 Mentorship
We spent 1,500+ hours consulting with people and organizations across the globe replicating our innovative programs.

Hygiene for Humanity Fund
In partnership with Unilever and Kohler, we invested $140,000 into mobile hygiene initiatives across the United States. We also secured $110,000 in grant funding from The Starbucks Foundation to award in 2023.

LavaMae\textsuperscript{x} Connect
Our global community support platform reached 1,100 active members from 30 countries.

Mobile Hygiene
We provided nearly 1,200 showers at four partner sites in San Francisco, Oakland, and Los Angeles.

Pop-Up Care Village
We hosted five events in Downtown Oakland meeting multiple needs, boosting spirits, and fostering a positive sense of community.
Program Scaling
LavaMae® trains, advises, or funds people and organizations around the world to launch and sustain their own LavaMae®-designed programs with our Radical Hospitality® approach.

- 55 Affiliates Received Consulting
- 15 New Programs Launched in 14 Cities
- 11,650 Guests Served by Our Affiliates
- 10,093 Showers Provided by Our Affiliates
- 1,505 Consulting Hours Sponsored
- $140,000 Grant Funding Allocated

Direct Services
LavaMae® delivers weekly shower services in the San Francisco Bay Area and Los Angeles and hosts Pop-Up Care Village events in the Bay Area every year.

- 1,269 Guests Served
- 1,198 Showers Provided
- 5 Pop-Up Care Villages Hosted
- 43 Service Partners Engaged
- 73 Volunteers Recruited
- 578 Volunteer Hours Credited
1:1 Mentorship

PROVIDING EXPERT CONSULTING AND BUILDING LASTING RELATIONSHIPS

Our 1:1 Mentorship program is a personalized consulting model where our team partners with dedicated people and organizations who are at all stages of bringing mobile hygiene and Pop-Up Care Village programs to their communities.

We provide in-depth training, we cheerlead and celebrate milestones, and we overcome some big hurdles. It’s our relationship-building and expert support that brings these essential services to the streets faster with Radical Hospitality.

- In 2022, we worked with 55 people and organizations and celebrated the launch of 15 new mobile hygiene and Pop-Up Care Village programs from 14 organizations in 14 cities worldwide
- All of our launched affiliates served 11,650 people with 10,093 showers and other care services
- We sponsored 1,505 consulting hours with our affiliates—a value of $112,875—thanks to our generous supporters
2022
NEW MOBILE HYGIENE PROGRAMS

New York
Helping Hands of Rockland
Nyack, NY – Jan 2022
Mobile Community Shower & Wellness Services, Inc.
NYC Bronx, NY – Aug 2022

New Jersey
POWER Changes Lives
Morris Plains, NJ – Mar 2022

Massachusetts
Merrimack Valley Dream Center
Haverhill & Lawrence, MA – Jul 2022

California
Community Action Partnership
San Bernadino, CA – Feb 2022
Hearts of Rescue
Houston, TX – Jul 2022

Arkansas
Every Soul Matters Ministries
Fayetteville, AR – Jul 2022

Texas
Hearts of Rescue
Houston, TX – Jul 2022

Georgia
Project Refresh
Augusta, GA – Feb 2022

South Africa
Cape Town
The Nina Manzi Project
Cape Town, South Africa – Jul 2022

United States

Cape Town
The Nina Manzi Project
Cape Town, South Africa – Jul 2022

New Mobile Hygiene Programs

9

Every Soul Matters Ministries
Fayetteville, AR – Jul 2022
MOBILE COMMUNITY SHOWER & WELLNESS SERVICES, INC. (MCSWS)
NYC BRONX, NY

COURTESY OF MCSWS
lavamaeX
One of our guests is living on the streets but does not let her circumstance impede her hygiene practices. She comes every day we’re giving showers with a huge smile and vivacious attitude and says, “I would like to take a shower today.” When she exits the shower she has clean clothes, fresh lipstick, and a smile that could melt the sun.

Samuel Cabassa
Founder of MCSWS
2022

NEW POP-UP CARE VILLAGE EVENTS

United States

- California
  GLIDE
  San Francisco, CA — May 2022
  Cardea Health
  Oakland, CA — Dec 2022

- Arkansas
  Every Soul Matters Ministries
  Fayetteville, AR — Jul 2022

- Oklahoma
  BeHeard Movement
  Tulsa, OK — Jul 2022

- Nebraska
  Aspire of Life
  Omaha, NE — Aug 2022

Canada

- Alberta
  BeTheChangeYYC
  Calgary, Alberta — Aug 2022
“In my last job as a security guard, I met an unhoused person who told me about his cancer diagnosis. It hurt my heart to hear this. A month later I got a new job and didn't see him anymore. But about a year later at the BeHeard Pop-Up Care Village, I saw him there and gave him the biggest hug ever! I was so glad to know that he was okay. Thank you BeHeard for giving me this reunion!

Anonymous Partner DJ
BeHeard Movement Pop-Up Care Village
Hygiene for Humanity Fund

A GRANT PROGRAM THAT INVESTS IN MOBILE HYGIENE PROGRAMS ACROSS THE UNITED STATES

The Hygiene for Humanity Fund invests critical dollars into mobile hygiene solutions developed by local organizations that provide water, sanitation, and hygiene (WASH) access to people experiencing homelessness.

The fund is powered by corporate and foundation partners who believe that hygiene is a human right.

- In 2022, we partnered with Unilever and Kohler to invest $140,000 from the fund to 14 organizations serving 36 cities to launch or sustain their programs

- All of our Hygiene for Humanity Fund grantees served 9,626 people with 29,183 showers

- We partnered with The Starbucks Foundation to invest $110,000 into eight mobile hygiene programs in 2023
2022 NEW MOBILE HYGIENE GRANT INVESTMENTS

United States

New York
- Shower Power NYC
  - NYC Manhattan, NY - $10,000
- Mobile Community Shower & Wellness Services, Inc.
  - NYC Bronx, NY - $10,000

Massachusetts
- Merrimack Valley Dream Center
  - Haverhill & Lawrence, MA - $10,000
- Shower Up Boston, MA

Connecticut
- Shower Up Hartford, CT

Michigan
- WAVE Project
  - Detroit, Royal Oak, Warren, Mt. Clemens, MI - $10,000

Illinois
- Shower Up Chicago, IL

Tennessee
- Shower Up (HQ)
  - Nashville & Chattanooga, TN - $10,000

Alabama
- Shower Up Huntsville, AL

Florida
- Streetside Showers
  - Orlando, Titusville, & Cocoa, FL
- Showering Love
  - Fort Lauderdale, Pompano Beach, & Miami, FL - $10,000

Connecticut
- Shower Up Hartford, CT

United States
- Shower Up Boston, MA

Arizona
- Could Covered Streets (HQ)
  - Phoenix & Mesa, AZ - $10,000

California
- S.H.A.R.E Community
  - Antioch, CA - $10,000
- Restoration Community Development Corporation
  - Los Angeles, CA - $10,000
- Humanity Showers
  - Oceanside & Encinitas, CA - $10,000

New York
- Shower Power NYC
  - NYC Manhattan, NY - $10,000
- Mobile Community Shower & Wellness Services, Inc.
  - NYC Bronx, NY - $10,000

Connecticut
- Shower Up Hartford, CT

Texas
- Lighter Loads ATX
  - Austin, TX - $10,000
- Hearts of Rescue
  - Houston, TX - $10,000
- Streetside Showers (HQ)
  - Dallas, McKinney, Plano, Denton, Denison, Garland, & Irving, TX - $10,000
- Could Covered Streets
  - Fort Worth & Grand Prairie, TX

Ohio
- Showering Love
  - Fort Lauderdale, Pompano Beach, & Miami, FL - $10,000

Connecticut
- Shower Up Hartford, CT

United States
- Shower Up Boston, MA

Wisconsin
- Street Angels MKE
  - Milwaukee, WI - $10,000

S.H.A.R.E Community
- Antioch, CA - $10,000

Restoration Community Development Corporation
- Los Angeles, CA - $10,000

Humanity Showers
- Oceanside & Encinitas, CA - $10,000

Could Covered Streets
- Phoenix & Mesa, AZ - $10,000

2022 NEW MOBILE HYGIENE GRANT INVESTMENTS

$140K In New Grant Investments
After not taking a shower for a while, our guest Charles took a shower with us and we asked him how it made him feel. He said, “I feel like a brand new person—back to the land of the living. Thanks, y’all!” He was smiling from ear to ear and walked away with so much more confidence.

Paul Schmitz
Co-Founder and Executive Director
ShowerUp
LavaMae Connect

A GLOBAL COMMUNITY SUPPORT PLATFORM FOR DIRECT SERVICE PROVIDERS

LavaMae Connect provides the space for people at all stages of bringing mobile hygiene, Pop-Up Care Villages, and other care services to their communities.

It's a place to access online events, download do-it-yourself toolkits, take part in open discussions, and troubleshoot issues with other organizations and social entrepreneurs in our field.

• At the end of 2022, the platform reached 1,137 active members from 675 cities across 30 countries

• Our DIY toolkits, which provide in-depth information on replicating any of our direct service programs, reached 2,611 downloads

• We hosted 16 online events that brought dozens of people together to learn about Radical Hospitality, budgeting, safety, marketing, fundraising, and much more
Community Spotlight

IMMORTALITING FOUNDER VICKY ARALI BRINGS VALUABLE INSIGHT TO LAVAMAE® CONNECT COMMUNITY

Throughout the week, Vicky Arali brings Immortaliting's Metamorphosis mobile hygiene van to the unhoused and refugee communities of Athens, Greece. Since March 2021, her program has brought showers, haircuts, food, and more to nearly 1,500 people.

Vicky joined the Connect platform in 2022 and has since used our in-depth toolkits and resources to enhance her program and provide valuable insight to other community members during our online workshops.

Vicky's story is just one example of many how our Connect platform is a valuable tool not only for its resources but its powerful sense of community and support.

COURTESY OF IMMORALITING
Direct Services

STAYING CONNECTED TO OUR LOCAL COMMUNITIES WITH RADICAL HOSPITALITY®

LavaMae® brings showers and toilets on wheels to the streets of San Francisco, Oakland, and Los Angeles to help our unhoused neighbors rekindle dignity, restore hope, and unlock the opportunity that comes with being clean.

We also host Pop-Up Care Villages (PUCVs) in the San Francisco Bay Area to bring showers, case management, healthcare, clothing, haircuts, and more to the street.

- In 2022, we had the joy of bringing our Radical Hospitality to 1,269 guests
- We recruited 73 volunteers who dedicated 573 hours to support our guests, staff, and service partners
- We teamed up with 43 service partners to deliver a variety of essential care services to our guests alongside our staff and volunteers
Mobile Hygiene

RESTORING DIGNITY, REKINDLING OPTIMISM, AND FUELING A SENSE OF OPPORTUNITY

In 2022, our mobile hygiene program provided 1,198 showers to 524 guests across three partner sites and at our Pop-Up Care Villages.

San Francisco & Oakland
- We partnered with the San Francisco Community Health Center (SFCHC) to serve the Tenderloin/Polk community. The SFCHC provided harm reduction services, wound care, and advanced health screening referrals alongside us.
- We provided showers at five Pop-Up Care Villages in Downtown Oakland throughout the year.

Los Angeles
- We partnered with the Weingart East LA YMCA to serve the Boyle Heights community every 2nd, 4th, & 5th Thursday of the month. Project Ropa brought its mobile clothing van every 2nd Thursday, and Western University of Health Sciences provided temporary dental partials every week.
- We partnered with USC Keck School of Medicine to serve the Lincoln Heights community at Lincoln Park every 1st and 3rd Thursday of the month.
John and Antionette, a couple we’ve provided showers to since 2019 while living in an Oakland navigation center, just got union security jobs at a big Bay Area company! John came to our last Pop-Up Care Village of 2022 to share the news in his brand-new suit. Big hugs were shared all around!

Adam Vera
LavaMae Operations & IT Director
Pop-Up Care Villages

MOBILIZING DOZENS OF PARTNERS AND VOLUNTEERS TO BRING MULTIPLE CARE SERVICES TO THE STREET

We designed Pop-Up Care Villages to not only increase access to services, but to create a joyous setting with the goal of creating a cohesive, positive sense of community.

In 2022, we hosted five Pop-Up Care Villages in Downtown Oakland that brought dozens of care services to 717 guests.

We brought more than 600 outfits and shoes, haircuts, showers, or massages to our guests including more than 530 referrals to housing, mental and physical healthcare, or employment aid.

This impact could not have been accomplished without the dedication of our volunteers and service partners who made our events a huge success. We Lava you!
Press Highlights

OUR WORK IN THE HEADLINES

- Grassroots initiatives need more than seed money to thrive >>
  Inside Philanthropy

- Why street-level services for unhoused people should be part of funder strategies >>
  Candid.

- How a small business owner brought mobile showers to the streets >>
Thank You!

OUR GENEROUS SUPPORTERS ARE WHAT KEEP US MOVING FORWARD

$1,278,017
Fundraising Revenue

$332,272
In-Kind Revenue

See 2022 Supporters >>
# Financials

**Fiscal Year 2022**

01.01.2022 - 12.31.2022

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| Net Assets | $1,120,192 |

Statement of Activities and Financial Position
As of December 31, 2022.
Board of Directors

Board Chairs
Fran Heller
Nick Kozlak

Secretary
Trey Graham

Treasurer
Andy Chen

Directors
Debra Schoenberg, Esq.
Fernando Domínguez Panuaga
Gabriella Makstman
Kenneth Wun
Patrick Steele
Scott Armanini
Shobeir Shobeiri

LavaMae Board of Directors as of Dec 31, 2022