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

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
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Cohn Kempnick Foundation / Fidelity Charitable
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FAMILY ($2,500 - $4,999)
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Los Angeles Trial Lawyers’ Charities
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Oath For Good / Yahoo
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Stephanie Delange & David Body
Stephanie Gamper
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
Udask-Joe Ntuk
Vanessa Walker
Vincent Cox
2018 highlights

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.

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!

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.

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.

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.

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!

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.
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.

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.

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

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.

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.

Launching 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.

NBC-TV Spotlights Imagine LA
NBC LA featured Imagine LA on its I Am A Volunteer segment on October 4.

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.
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
- 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 Clinics
- Beauty Board
- Bel Air Presbyterian Church
- Best Start
- Metro LA
- Beyond Meat
- Big Sunday
- Camp Bob Waldorf
- Cedars-Sinai Medical Center
- Chrysals
- 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

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 Baecck Temple
- Little Ethiopia Cultural and Resource Center
- Los Feliz Neighborhood Council
- Kiesel Law LLP
- Mount Tabor Missionary Baptist Church
We continued to build consistent and diverse sources of funding and ended 2018 in our strongest cash position since our founding.

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

mentor

volunteer at one of our family fun or service events

sponsor
a family’s journey through our program

donate

host a fun event or outing for our families

provide an internship or job opportunity

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