2020 ANNUAL REPORT
ONWARD TOGETHER


Never before have our flexibility, creativity, patience, tech-savviness (hah!), and overall sanity been more tested.

While our leadership worked hard to keep the ship pointed in the right direction, our families, staff, board, mentors, partners, funders, and donors banded together to continue rowing in pursuit of our North Star: ending the cycle of family poverty and homelessness.

As we navigated the storm, propelled by our passion and necessity (ever the mother of invention), we kept families stable and moving forward while venturing into promising waters of living-wage careers, homelessness prevention, housing, economic mobility, and reaffirming our values and why we do what we do.

Among our achievements were:
• A 54% increase in families served – from 104 to 165 families (616 individuals)
• Preventing homelessness for 45 severely COVID-19-impacted families
• Innovating to bring families living-wage careers and housing options
• A full organizational rebrand
• Doubling down on building Equity, Diversity, and Inclusion
• Receiving critical PPP CARES ACT funding
• Raising more than $160,000 to directly support our families

We are deeply proud of our commitment to equity, resilience, innovation, and results, and the stage we set for even more adaptation, impact, and growth.

Thank you for your support, your engagement, and your love for what we do. We are an organization that thrives on togetherness.

Onward Together!

Jill Govan Bauman
President & CEO

Teddy Kapur
Board Chair

Pastor Terry Lovell Brown
Senior Pastor, Liberty Baptist Church

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

Troy Brown
Secretary, Community Engagement Committee Chair
VP, Director of Recruitment, Enrollment & Marketing, University of West Los Angeles

Dana Kiesel, PhD
Chair Emeritus, Program Committee Chair
Clinical Psychologist

George Phillips, Jr.
Governance Committee Chair
Attorney - Partner, Phillips Law Partners LLP

Cambria Tortorelli
Human Resources Committee Chair
Parish Life Director, Holy Family Church

Barbara Bouza, FAIA
President, Business Operations, Design & Delivery, Walt Disney Imagineering

*Previous Imagine LA mentors
INTRODUCTION

2020 Highlights

This year we were able to innovate and create more impact than ever before. As COVID-19 became the predominant factor for our families, we forged ahead together.

- Increased number of families from 104 to 165 — a 54% increase! Read more
- We pivoted online, grew our Family Emergency and Investment Fund from $35,000 to $160,000, and modularized our Family Partnership Model to provide more flexible services to help our families weather the pandemic.
- Developed COVID-19 Relief Homeless Prevention Services. We first targeted alumni families, then launched a partnership with landlords to help severely COVID-19-impacted families stabilize.
- Launched Economic Mobility Pathways with living-wage career tracks, new processes to secure needed childcare, and our enhanced financial fitness curriculum.
- Partnered with California Landmark Group to create Family Inspiration Housing, where we master lease low-income rental units for our families in new luxury housing developments.
- Broke ground on Missouri Place Apartments: Thomas Safran & Associates’ beautiful 73-unit Permanent Supportive Housing and low-income complex for families in West LA. Imagine LA will be the on-site service provider. Opening August 2021.
- Partnered with the USC Price Center for Social Innovation on a groundbreaking research report on the “benefits cliffs” and poverty traps created by the social safety net.
- Completed a deep strategic rebranding and doubled down on our commitment to Equity, Diversity, and Inclusion.
- Helped ensure 100% of our resilient families maintained their housing.
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How do we build a just world?

We ask ourselves that question every day. The pursuit of a society in which each fellow human is safe, healthy, and prosperous is what drives us. Thus, we commit to our collective purpose: building equity together.

- Brand Manifesto, 2020
A YEAR OF IMPACT
COVID-19

Global pandemic. Local impact.

As our community faces unprecedented circumstances, Imagine LA’s work supporting families to maintain stability and thrive is even more essential. Over the past 12 years, we have helped to change the life trajectories of hundreds of families in L.A.

The COVID-19 pandemic and economic downturn devastated our families, all of whom are working hard to break the cycle of poverty. They are navigating the challenges of having children at home as schools and many daycare centers remain closed.

In 2020, Imagine LA embraced our responsibility to ensure that our families stay in their homes, survive the pandemic, and emerge from this period on solid footing and prepared for the future.

COVID-19 CHALLENGES FOR OUR FAMILIES:

- Roughly 90% of those we serve are single-parent families particularly affected by the challenge of working and ensuring safe care of their children
- Many families work “essential” jobs, putting themselves and their families at risk
- More than 20% have lost their jobs
- 10% have seen work hours significantly reduced

Learn more on how we responded to COVID-19 challenges
COVID-19 Meeting Families’ Basic Needs

GRAB AND GO SUPPLY DISTRIBUTION
Hosted 11 COVID-safe pickup events that provided hundreds of boxes of crucial basic supplies, personal protective equipment (PPE), non-perishable food, and fun activity kits to families during lockdown.

FAMILY FUN DRIVE-THRU EVENTS
Safe and socially-distanced events that provided families much-needed support, hope, and connection.
COVID-19 Economic Mobility Support

$160,000+ IN FINANCIAL ASSISTANCE

Housing, Rental & Utilities Assistance | Food & Household Supplies | Equipment & Technology | Other Family Needs

FAMILY EMERGENCY & INVESTMENT FUND

Purpose: To stabilize families and prevent repeat homelessness.

Financial relief to address short-term needs, such as missed rent or utilities payments, illness, food and medicine, technology needs, or support to set their children up for distance learning.

In response to COVID-19, we raised the FEIF per-family spending limit and broadened eligibility to include alumni, current participants, and severely COVID-19-impacted families referred by partner landlords.

ECONOMIC MOBILITY PATHWAYS WAYS

Provided support and services to families facing job loss and decreased work hours.

Helped our families start or continue stable careers through our newly-developed living-wage careers pathways with childcare and enhanced financial literacy curriculum to help families sustain these trajectories.

We are currently focusing on four pathways where remote training or work is possible: Healthcare, Logistics, Early Childhood & Education, and Social Services.
COVID-19
Going Virtual

We helped all children and parents get and stay connected to distance learning and employment.

Moved all mentorship activities online, including recruitment, screening, training, and mentor-mentee interactions.

Staff adjusted to working independently and together remotely with technology tools, including SharePoint and Microsoft Teams.

TAKING CARE OF EACH OTHER

Throughout 2020, we didn’t just support our families; we supported each other by ensuring our team, our mentors, and our volunteers benefited from Imagine LA Togetherness. We hosted an all-staff mental health day, virtual staff lunches, and biweekly health and wellness pauses. Even though we had to stand apart, we stood together.

A YEAR OF IMPACT
Worked With 165 Families & 616 Individuals – a 54% Increase!

- **57** Families in the Family Empowerment & Mentorship Program
- **45** Alumni Families Facing COVID-19-Related Challenges
- **18** Families Engaged Through Imagine Whittier
- **45** Families Served Through our New Homelessness Prevention Pilot
- **21** Imagine LA Families Started New Living-Wage Careers Pathways with Needed Childcare
- **2,615** Total Volunteer Service Hours

Grew Our Mentor Program

- **91** Total Outreaches
- **445** Interested in Becoming a Mentor
- **198** Mentor Applications
- **166** Phone Interviews
- **91** Mentors Trained
- **51** Mentors Matched
**Family & Mentor Demographics**

Mentor diversity continues to grow towards reflecting the diversity of our families.

### FAMILY DEMOGRAPHICS 2019 * 2020

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<thead>
<tr>
<th>Demographic</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Black or African American</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Latino</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>White</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Asian/Other Pacific Islander</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>5%</td>
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</table>

*2019 data not depicted in graph.

### MENTOR DEMOGRAPHICS 2019 * 2020

<table>
<thead>
<tr>
<th>Demographic</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Latino</td>
<td>6%</td>
<td>24%</td>
</tr>
<tr>
<td>White</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Asian/Other Pacific Islander</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*2019 data not depicted in graph.
A YEAR OF IMPACT

Family & Mentor Locations

Continued growth in South LA, Central LA, Southeast LA, and The San Fernando Valley.

FAMILIES BY SPA | 2019* | 2020
--- | --- | ---
Antelope Valley (SPA 1) | 0% | 0%
The San Fernando Valley (SPA 2) | 1% | 10%
San Gabriel Valley (SPA 3) | 6% | 2%
Metro LA (SPA 4) | 23% | 16%
West LA (SPA 5) | 0% | 4%
South LA (SPA 6) | 38% | 53%
Southeast LA (SPA 7) | 25% | 14%
South Bay (SPA 8) | 7% | 1%

*2019 data not depicted in graph.

MENTORS BY SPA | 2019* | 2020
--- | --- | ---
Antelope Valley (SPA 1) | 0% | 0%
The San Fernando Valley (SPA 2) | 5% | 11%
San Gabriel Valley (SPA 3) | 5% | 3%
Metro LA (SPA 4) | 32% | 27%
West LA (SPA 5) | 12% | 13%
South LA (SPA 6) | 9% | 7%
Southeast LA (SPA 7) | 29% | 28%
South Bay (SPA 8) | 8% | 9%
Other | 2%*

*2019 data not depicted in graph.
## Family & Mentor Performance Metrics

Even during the pandemic, our mighty families, staff, and mentors worked hard and nearly met or exceeded targeted performance measures.

<table>
<thead>
<tr>
<th>FAMILY METRICS</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintained housing stability</td>
<td>95%</td>
<td>100%</td>
</tr>
<tr>
<td>Able-bodied heads of household are employed, enrolled in school, or enrolled in workforce development program</td>
<td>75%</td>
<td>64%</td>
</tr>
<tr>
<td>Family has financial wellness mentor who has helped them gain financial literacy as evidenced by improved household budgeting</td>
<td>80%</td>
<td>78%</td>
</tr>
<tr>
<td>Family members received wellness exam in past 12 months</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>Families report that Imagine LA is attentive and responsive to their needs</td>
<td>90%</td>
<td>100%</td>
</tr>
<tr>
<td>Families report that Imagine LA helps them build confidence in ability to achieve future goals</td>
<td>90%</td>
<td>86%</td>
</tr>
<tr>
<td>Families report feeling empowered to face and resolve life challenges</td>
<td>90%</td>
<td>90%</td>
</tr>
</tbody>
</table>
Family & Mentor Performance Metrics

**CHILDREN METRICS**

- School-aged children are enrolled in school and/or on a post-secondary pathway (education, employment, etc.)
- Children ages 0-5 receive semi-annual developmental assessments & resulting linkage to appropriate services
- Children ages 6-18 with neurodiversity are receiving necessary support and advocacy (around IEPs, 504 plans, etc.)

**MENTOR METRICS**

- Mentors self-report feeling they made a positive impact on their mentee’s life
- Mentors self-report that they were able to bring at least one resource to the family
- Mentors self-report increased knowledge of challenges associated with poverty
Equity, Diversity, and Inclusion

Imagine LA’s work is deeply rooted in racial and social equity, as inequity is made plain to us every day in our work with families.

Across the US, race is a strong predictor of poverty. The vast majority (86%) of the families we serve are led by single women of color; 86% of our families identify as Black, Indigenous, and People of Color. These mothers have encountered lifetimes of racial bias that put them at greater risk of experiencing homelessness than their white peers. These are the families we partner with to build pathways to stability and well-being.

As we all grappled with the social and political turmoil following the killing of George Floyd, and with the nation’s long history of institutional racism and our role in this history, it became clear that through our model, Imagine LA has a unique imperative and responsibility to both dig deep, and step up to boldly demonstrate the practice and impact of embracing Equity, Diversity, and Inclusion.

“overcoming poverty is not a task of charity. It is an act of justice.”
NELSON MANDELA
A YEAR OF IMPACT

We took action.

Assembled an EDI Taskforce within our Human Resources Committee to look critically at every internal practice and policy, and adjusted several processes to advance equity rather than maintain the status quo.

Conducted a staff survey in the summer of 2020 to establish a baseline of Imagine LA’s awareness and key competencies around issues of Equity, Diversity, and Inclusion.

Collaboratively developed a plan to advance racial equity internally within our organization, equip mentors and mentees to confront systemic and individual racism, and center racial justice in our work in the community.

Paused our year-long strategic branding efforts to thoughtfully contemplate our mission and vision through the lens of equity, resulting in bolder and clearer language.

Hosted a virtual conversation, “Systemic Racism and Intergenerational Poverty in the Black Community” in August 2020, attended by more than a hundred community members.

Developed “Embodying Equity,” a resource for mentors and families to navigate implicit bias, micro-aggressions, and other racial tensions, including interactive exercises and discussions in our revamped mentor training to help candidates learn about power and privilege as we prepare them for the unique relationships they’ll enter with their mentees.

In 2021 we are engaging Living Unapologetically to conduct an EDI assessment with our staff, leadership, and Board and together create our full EDI Strategic Plan.

Equity, Diversity, and Inclusion became a centerpiece of our Strategic Plan.
A YEAR OF INNOVATION
An innovative approach:
**Whole-Family Partnership**
formerly Family Empowerment and Mentorship Model

At the heart of our organizational mission is partnering with the whole family. Together.

In 2020, in order to best meet the unique challenges of COVID-19-impacted families, and maximize the use of our enhanced financial fitness pathways and unique mentorship capabilities, we modularized our program model into five components:

- **First Steps**
- **Imagine C.A.R.E.**
- **Economic Mobility Pathways**
- **Mentorship**
- **Imagine Tomorrow**

This allowed us to better meet the needs of families — especially our alumni families — and ultimately prevent new families from becoming homeless.
A YEAR OF INNOVATION

Family Partnership Model
FIVE MODULES

Landlords and social service agencies serving vulnerable families across Los Angeles can refer families to Imagine LA. Affiliated families gain access to financial assistance, linkages and referrals, and other opportunities to get involved in the Imagine LA network.

Families work with us to identify and achieve their goals and thrive. A dedicated Masters-level social worker partners with the entire family to understand their unique needs and help them identify and achieve their goals. Caring, clinical case management identifies and clears barriers to parenting success, educational and career achievement, children’s development, health and wellness, and more.

Families work towards financial independence by focusing on: living-wage jobs and training, safe affordable childcare, the knowledge to navigate the social benefits and financial systems, and financial management tools and skills via group and individual coaching. Careers pathways feature top-tier corporate and community partnerships and trained professionals at every level.
Transformative mentorship begins in conjunction with Imagine C.A.R.E. when families feel prepared to welcome new relationships into their lives. Volunteer mentors are matched with all family members ages 5 and up; each mentor serves as an one-on-one friend and ally to a parent, teen, or youth in our program. Mentors honor each families’ goals and strengths.

Graduates of Imagine LA programs can be part of our family forever. The connection stays strong through continued participation in economic mobility programming, event attendance, and lasting relationships with staff and mentors. Alumni families shine with confidence, determination, and self-advocacy skills.
A Year of Innovation

Financial Wellness Pathways Initiative created living-wage careers pathways and helped families with enhanced ability to secure needed childcare; partnered with Operation HOPE to enhance financial literacy training and coaching. Funding generously provided by The Carl & Roberta Deutsch Foundation and MUFG Union Bank.

Launched COVID-19 Family Homeless Prevention Services utilizing our model to prevent families from experiencing homelessness in the first place. Successes during the turbulence of 2020 revealed our model was actually preventing future homelessness.

Groundbreaking research with USC Price Center for Social Innovation on navigating the social benefits for working families. Research revealed challenges in navigating complex social benefits, including benefit cliffs that act as barriers to families achieving financial independence.

Launched Family Inspiration Housing for families after identifying an inspiring win-win opportunity to help developers and families by master leasing low-income units for our families. In partnership with California Landmark Group, we piloted the program at G8 in Marina Del Rey.
Imagine LA will be on-site service provider for Missouri Place Apartments, a new West LA supportive and affordable housing complex. The 73-unit building, being developed by Thomas Safran & Associates, broke ground in January, 2020. We are excited to scale this innovative and affordable model.

Increased mentor diversity by 22% and revamped mentor training with deep focus on issues of equity and bias. Plus, first-ever surplus of mentors waiting for match, allowing us to serve more families.

New family referral partners, including North Valley Caring Services, Salvation Army, SoLA Impact, Thomas Safran & Associates.

14 Imagine LA Ambassadors trained by Writers Guild Foundation Storytelling Coaches learned how to tell their stories of hope and resilience with confidence. Stories become an increasingly important tool in changing hearts and minds about homelessness.
A Year of Innovation

New corporate partnerships with Hulu, McKinsey & Company, and Walt Disney Imagineering yielded business and communications counsel, experiential expertise, and an expanded network of talent, prospective mentors, and strategic brand partnerships.

Collaboration and partnership with donor and volunteer organizations including NGA Hancock Park, Big Sunday, and LA Trial Lawyers Charities to expand community engagement with our family initiatives.

Six new videos of Ambassadors who tell powerful stories of their own journeys, their courage in embracing change, and the love they have felt being a part of the Imagine LA family.

Launched Imagine Hope year-long blog series; thank you mentor Caitlin Newby for telling the intimate and authentic story of a positive developing mentor and family relationship.
A YEAR OF INNOVATION

BRAND. NEW.

With love at the heart of everything.

When we began the work of re-imagining our brand, we committed to love, equity, and togetherness as foundational to our approach to ending the cycle of family poverty and homelessness.

Today, our new brand identity celebrates the strengths and resilience of our families, the persistence and compassion of our team, and the wisdom and commitment of our mentors.

Person-to-person connections — true symbiotic relationships — are the essence of our mission.

Together with families, we transform lives by building relationships, well-being, and economic mobility.

When we began the work of re-imagining our brand, we committed to love, equity, and togetherness as foundational to our approach to ending the cycle of family poverty and homelessness.

Today, our new brand identity celebrates the strengths and resilience of our families, the persistence and compassion of our team, and the wisdom and commitment of our mentors.

“Everyone deserves to have a safe community of people rooting for them.”

MICHELLE ROBERTS, LCSW

“We give people space to maximize their human potential.”

BRIAN ROSENBAUM

100% of families maintain housing stability and stay enrolled in school

74% of families have an increase in household income

Show me the video!

Our Vision:

To end the cycle of family poverty and homelessness.

BRAND MANIFESTO, 2020

Special thanks to The Ahmanson Foundation and Hulu for their financial and professional support.
A YEAR OF GROWING TOGETHER
Imagine LA cannot achieve its mission without the commitment and passion of people. These people include our exceptionally dedicated staff of case managers, associates, managers, directors, and executives. We are also buoyed by the enthusiasm and engagement of our Board of Directors.

While we have had to stand apart this year, we have still stood together. We are inspired by the work of our team.

A GROWING TEAM
- Welcome Karinn Cologne, Emilee Palau, and Alvaro Cota
- Our team learned to collaborate and connect while we migrated the entire organization to SharePoint and Microsoft Teams
- More than 140 hours and $3,000 spent on professional staff development

A COMMITTED BOARD
- Board members stepped up to guide us through 2020’s uncharted waters
- Our diverse Board was active on critical taskforces and met their financial commitments while driving new supporters into the organization
- We welcomed Joe Takai, a partner at McKinsey & Company, to the Board
A YEAR OF GROWING TOGETHER

Passionate Mentors & Volunteers

1216 mentor hours invested in their relationships with their mentees

430 volunteer hours spent supporting COVID-safe events

969 volunteer hours committed to Taskforces and pro bono projects
## A YEAR OF GROWING TOGETHER

### Financials

#### STATEMENT OF FINANCIAL POSITION

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<th>ASSETS</th>
<th>2019</th>
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<td>Cash</td>
<td>569,998</td>
<td>533,200</td>
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<tr>
<td>Accounts &amp; grants receivable</td>
<td>92,429</td>
<td>69,837</td>
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<td>Pledges receivable</td>
<td>11,000</td>
<td>42,821</td>
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<td>Prepaid expenses</td>
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<td>32,968</td>
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<td>Property &amp; equipment</td>
<td>73,631</td>
<td>52,759</td>
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<tr>
<td><strong>Total Assets:</strong></td>
<td><strong>$774,976</strong></td>
<td><strong>$731,585</strong></td>
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<tr>
<th>LIABILITIES</th>
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<td>Accounts payable</td>
<td>28,981</td>
<td>42,561</td>
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<td>Accrued liabilities</td>
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<td>92,527</td>
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<tr>
<td>Line of credit</td>
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<td><strong>Total Liabilities:</strong></td>
<td><strong>$108,882</strong></td>
<td><strong>$135,088</strong></td>
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<tr>
<th>NET ASSETS</th>
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<tr>
<td>Without donor restrictions</td>
<td>$306,752</td>
<td>$382,090</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>359,402</td>
<td>214,407</td>
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<tr>
<td><strong>Total Net Assets:</strong></td>
<td><strong>$666,154</strong></td>
<td><strong>$596,497</strong></td>
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<table>
<thead>
<tr>
<th>TOTAL LIABILITIES &amp; NET ASSETS</th>
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<tbody>
<tr>
<td></td>
<td><strong>$774,976</strong></td>
<td><strong>$731,585</strong></td>
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#### STATEMENT OF ACTIVITIES

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2019*</th>
<th>2020</th>
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<tbody>
<tr>
<td>Contributions and grants</td>
<td>$789,912</td>
<td>$1,005,359</td>
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<tr>
<td>Government contracts</td>
<td>590,815</td>
<td>645,373</td>
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<tr>
<td>Special events, net of expenses</td>
<td>203,828</td>
<td>16,899</td>
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<tr>
<td>In-kind contributions*</td>
<td>157,402</td>
<td>117,922</td>
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<tr>
<td>Other income</td>
<td>289</td>
<td>3,412</td>
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<tr>
<td><strong>Total Revenue &amp; Support</strong></td>
<td><strong>$1,742,246</strong></td>
<td><strong>$1,788,965</strong></td>
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<table>
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<tr>
<th>EXPENSES</th>
<th>2019*</th>
<th>2020*</th>
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<tr>
<td>Family Partnership Model</td>
<td>$1,045,487</td>
<td>1,307,025</td>
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<tr>
<td>Management &amp; general</td>
<td>303,042</td>
<td>345,522</td>
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<tr>
<td>Development</td>
<td>195,221</td>
<td>206,075</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,543,750</strong></td>
<td><strong>$1,858,622</strong></td>
</tr>
</tbody>
</table>

| TOTAL CHANGES IN ASSETS              | **$198,496** | **($69,657)** |
| NET ASSETS, START OF YEAR            | **$467,658** | **$666,154** |
| NET ASSETS, END OF YEAR              | **$666,154** | **$596,497** |

*mentor hours, goods, and professional services. Mentor hours decreased in pandemic. **2020 functional expenses adjusted for one-time rebranding costs were: 7% program, 14% management, 12% administration

The primary financial impact of pandemic was loss of event revenue (we cancelled our annual “Imagine Ball”) and higher need for direct family financial assistance. The revenue was made up for by increased individual fundraising and $166,500 in PPP funds. The direct family assistance, which increased from $35,000 to over $150,000, was critical for Imagine LA families to maintain their housing during the pandemic. Ultimately, 2020 resulted in a small net loss, but still a strong cash position while serving 54% more families than in 2019.
A YEAR OF GROWING TOGETHER

Staff

STAFF

Jill Bauman
President and CEO

Karinn Cologne
People and Operations Director

Alvaro Cota, MSW
Family Team Manager

Jackie Fierros, MSW
Family Team Manager

Kim Kirui
Community Engagement Associate

Vanessa Monroy, MSW
Family Team Manager

Sasha Morozov, MSW
Associate Executive Director

Lorie Nguyen, MSW
Lead FTM, Program Development Associate

Emilee Palau
Executive Assistant

Michelle Roberts, LCSW
Program Director

Brian Rosenbaum, MSSW, CVA
Community Engagement Director

Ciera Thornton
Family Program Associate

Monet Bagneris Tolbert
Community Engagement Manager

Val Vogt
Event Specialist

INTERN

Jennifer Huerta Morelos
Community Engagement Intern

“Every day we get to work with the most intelligent, compassionate, driven, authentic people in Los Angeles. How lucky are we?”

JILL BAUMAN
Donors

STRIVE ($100,000+)

Ahmanson Foundation
Carol & Roberto Deutsch Foundation
County of Los Angeles Department of Health Services
Karleman Foundation
Los Angeles Regional COVID-19 Recovery Fund
Ralph M. Parsons Foundation
Reeser Foundation
US Small Business Administration Paycheck Protection Program
W.M. Keck Foundation

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

Cedars-Sinai Medical Center

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

Carrie Estelle Dohan Foundation
City National Bank
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Lawrence Wells Foundation
Los Angeles County Supervisor
Mark Ridley-Thomas
Union Bank MUF

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Linda Orlando
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Marshall Erazowl
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Wendy Shaha & Lawrence Pittman
William A. Holtz
Yanet Tinajoer
Yolanda Zekler
Partners

1DayLA
A Place Called Home
Acme Crane, Inc.
Alexandria House
All Saints’ Episcopal Church
Alliance for Children’s Rights
Alliance of Moms (a membership group of Alliance for Children's Rights)
Andy Goodman, The Goodman Center
Assistance League of Los Angeles
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Ball Family Farms
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Bel Air Presbyterian Church
Beth Shir Shalom
Bethel AME Church
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CrystaStairs, Inc.
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Do Good Bus
Downtown Women’s Center
Dress for Success
Ebell of Los Angeles
Emmanuel HM Turner AME Church
Everyone In
Faithful Central Bible Church
First 5 LA
First AME Church
First Congregational Church of Los Angeles
Faith Community Coalition of Greater LA
First New Christian Fellowship Church
First Place for Youth
Friends LA
Gensler
Golden
Goodera
Greater Los Angeles African American Chamber of Commerce
Harbor Interfaith Services
Haven Hills
Health Services Los Angeles County
Hollywood Forward
Hollywood Seventh Day Adventist Church
Holy Family Catholic Church
Homeless Outreach Program
Integrated Care System (HOPICS)
Hulu
Inner City Law Center
Interfaith Solidarity Network
Interfaith Study Group
Jeff Jaeger, Standard Companies
Jewish Federation RPO 2.0
JVS SoCal HealthWorks
Kehilat Israel
Kiesel Law LLP
LA Care
LA Family Housing
LA Works
LAC DMH Faith-Based Advocacy Council
Latino Restaurant Association
Leo Baeck Temple
Liberty Baptist Church
Little Ethiopia Cultural & Resource Center
Logos Faith Development
Los Angeles County Department of Children & Family Services (DCFS)
Los Angeles County Department of Health Services - Housing for Health
Los Angeles County Department of Mental Health
Los Angeles County Department of Public Social Services, CalWorks
Los Angeles County Development Authority (LACDA)
Los Angeles County Homeless Initiative
Los Angeles County Parks & Recreation
Los Angeles Homeless Services Authority (LAHSA)
Los Angeles Trade-Technical College
Los Angeles Trial Lawyers’ Charities
Los Angeles Unified School District
Mayor’s Office for Volunteer Engagement
McKinsey & Company
MENTOR: The National Mentoring Partnership
Miguel Contreras Foundation
Miriam’s House
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MUFG Union Bank, N.A.
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National CARES Mentoring Movement
NGA Hancock Park - National Giving Alliance
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North Valley LA CARES Mentoring Movement
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Office of Supervisor Mark Ridley-Thomas
Office of Supervisor Sheila Kuehl
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SoLA Impact
St. Anne’s Family Services
St. Joseph Center
Steve Martino
Stories from the Frontline
Su Casa - Ending Domestic Violence
A SPECIAL THANKS TO THE FOLLOWING PARTNERS FOR THEIR DONATIONS AND DEDICATION TO IMAGINE LA

- Temple Emanuel
- Thad’s Church
- The Giving App
- The Giving Keys
- The h.wood Group
- The Jewish Federation
- The Little Market
- This is About Humanity
- Thomas Safran & Associates
- UCLA Center for Community Learning
- UCLA Data Science Union
- UCLA Volunteer Center
- United Methodist Church
- United Way of Greater Los Angeles
- Upward Bound House
- USC Code the Change
- USC Sol Price Center for Social Innovation
- Valley Beth Shalom
- Vince Cox, Ballard Spahr LLP
- Volunteer Collective
- VolunteerMatch
- Volunteers of America
- Wabi On Rose
- Walt Disney Imagineering
- WARD AME Church
- Wayfarer Foundation
- West Los Angeles United Methodist Church
- Westside Coalition
- Westwood United Methodist Church
- Wilshire Rotary Club of Los Angeles
Looking Forward
Looking Forward

We plan to support 250+ families in 2021 with the following programs.

Missouri Place Permanent Supportive Housing (opening August 2021)
Scattered Site Families
Prevention of Family Homelessness
Family Inspiration Housing
Economic Mobility Pathways
Innovating for Impact

1. **Preventing Family Homelessness**  
   In addition to expanding our Prevention Project with Landlords, we hope to secure funds and launch our Strategic Data Pilot in partnership with the California Policy Lab at UCLA, Department of Social Services, and Department of Children & Family Services.

2. **Maximize Family Economic Mobility**  
   - Launching new financial fitness programming in partnership with Operation HOPE.  
   - Piloting Social Benefit Calculator App for case managers and families.  
   - Piloting offering our living-wage careers pathways to partner agencies families.  
   - Advocating for changes in social benefit policy to promote economic mobility for working families.

3. **Continue to elevate and integrate Equity, Diversity, and Inclusion into all aspects of what we do**

4. **Develop Strategic Plan for 2022 – 2025**

5. **Meet Families’ Needs & Have Some Fun!**  
   Hosting 8 Signature Family Fun Events and Grab & Go Supplies Distributions.

6. **Welcome 73 families to Missouri Place Affordable & Supportive Housing Community**

7. **Track family progress and outcomes using state-of-the-art digital technology and tools.**

**Looking Forward**

**Missouri Place Groundbreaking**

January 2020
LOOKING FORWARD

Join Us

Provide jobs or internships for our families

Become a mentor

Link us to your corporate, faith, or civic group

Volunteer at a family fun or service event

GET IN TOUCH

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

323.944.0210 | imagineLA.org
info@imaginela.org

Join our mailing list

Follow us on Facebook, Twitter or Instagram
To learn more about Imagine LA visit our [website](https://www.imaginela.org).

For more information about how to get involved with Imagine LA through mentorship, volunteering, partnership or donation, please reach out to:

**Jill Bauman**  
President & CEO  
jill@imaginela.org

**Brian Rosenbaum, MSSW, CVA**  
Community Engagement Director  
brian@imaginela.org

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