

2020 IMPACT REPORT



Restoring dignity and empowering lives since 2016.

www.projectropa.org



2020 Impact Report

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A note from the Executive Director

This report is our heartfelt THANK YOU to all our generous supporters, dedicated volunteers, passionate staff and committed community partners who helped us not only survive but thrive during a tragic and tumultuous year. **Your support has truly meant the world to us.**

2020 was an unprecedented and extremely challenging time for us all as we faced the COVID-19 pandemic and adapted to the new norm of wearing masks and socially distancing.

Since our founding in 2016, we have worked to empower the lives of those experiencing homelessness in Los Angeles County. Until last year, that mission was built almost entirely around providing clean high-quality new and gently used clothes. Using a retrofitted van that served as a walk-in closet, we brought a new sense of hope and dignity to our clients by giving them a chance to choose pants, shirts, dresses, shoes and accessories that fit their size and style.

But last year, as the pandemic took hold, we had to pivot on many fronts. We had to pause for a while, to put in place safeguards to protect our people and our clients and to find work-arounds when the manufacturers and other primary donors of our clothes shut down. And when we were ready to get back on the road, we had to recognize that the new safety protocols greatly increased our operating costs as it slowed down our distribution system. We simply couldn't reopen all four of our service locations.

Fortunately, we also recognized that there was another way forward. We learned that a number of companies were eager to donate large amounts of clothes—in some cases, pallets full—that had been purchased for now-cancelled promotional events. Clothing donations from individuals spiked as well. We also learned that many mutual aid organizations and nonprofit groups operating in areas that we didn't typically serve—Hollywood, Skid Row and South Bay—needed help in responding to a massive surge in demand from both the chronically homeless and the newly homeless. Numerous outreach services had shut down suddenly in those areas because of the pandemic.

So we reorganized and reinvented ourselves. We reopened our two oldest sites—in Downtown (DTLA) and Echo Park—where we felt we could still provide direct service in a cost-effective way. But we also formed partnerships with the community groups to deliver supplies that they would distribute.

Our impact has jumped dramatically. Before the pandemic forced us to pause in March, we were serving about 800 clients a month. Now, at our two direct sites and in conjunction with our partners, we are helping 2,500 individuals and families on a monthly basis, a threefold increase in less than a year.

Clothes are still key to our operation. But today we also provide thousands of hygiene kits and face masks, along with bottled water, granola bars and fresh fruit. We even deliver surplus fabric to our partners to make additional masks.

Along the way in 2020, we saved tons of surplus clothes from going into landfills and we started adding employees to our small army of volunteers (two of the new staffers are transitioning out of homelessness). Looking ahead, we hope to produce more jobs by repurposing some of our donations into “upcycled” handbags for sale to the public.

Through all the obstacles and frustrations that came with 2020, we were happily surprised and inspired by the kindness and generosity of our supportive community. Without you, we wouldn't have made it through the year.

The following report provides more details about our recent accomplishments and our ambitious plans for the future.



With gratitude,

A handwritten signature in black ink, appearing to read 'Caitlin Adler', with a long horizontal flourish extending to the right.

Caitlin Adler
Founder and Executive Director

Our **Mission**

Project Ropa is a nonprofit organization restoring dignity and empowering the lives of people experiencing homelessness in Los Angeles by providing clean clothes, hygiene essentials, and employment opportunities while reducing textile waste and minimizing our carbon footprint.





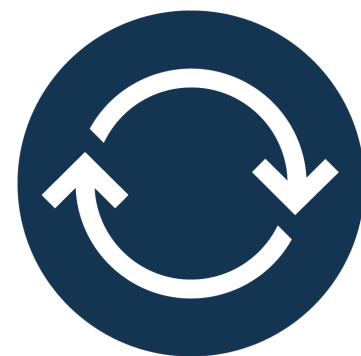
PROJECT ROPA®

2020: **By the Numbers**



14,960

unhoused and low-income individuals and families served directly by us or with our community-based partners.



35,000

pounds of clothing saved from landfills.



\$952,850

total value of donated in-kind products that we distributed.

We distributed:



74,800 items of clothing



9,000 face masks



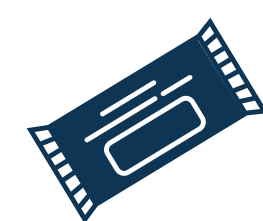
7,500 hygiene kits



7,500 pairs of shoes



6,725 gallons of water



5,810 granola bars

The Year in Review

2020



2020 was a transitional year for Project Ropa. We started the year as a 100% volunteer-run organization and ended it with four part-time employees, including two who are transitioning out of homelessness. We significantly increased our impact, tripling the number of those we serve to about 2,500 a month through our direct operations and new community partnerships. And we expanded our product offerings beyond clothes.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Added a fourth mobile service location—in MacArthur Park—to our schedule. Our other locations were DTLA, Echo Park and Venice.

Awarded \$5,000 from David C. Bohnett USC College Community Investment Fund!

Awarded \$10,000 from REDF in partnership with Los Angeles County Department of Workforce Development, Aging and Community Services!

Hired our first two employees.

Resumed our mobile services in DTLA and Echo Park, adding personal protective equipment (PPE) to our offerings of clothes and hygiene kits.

Further expanded our offerings to include food and bottled water.

Awarded \$5,000 from Skylight Foundation!

Awarded \$10,000 from Unibail-Rodamco-Westfield to start street outreach service for unhoused veterans!

Awarded \$60,000 from REDF in partnership with Los Angeles County Department of Workforce Development, Aging and Community Services!

Thanks to two separate generous in-kind donations—from Four Seasons Hotel Beverly Hills and Glossier—we **started distributing hygiene kits to all of our clients.**

Because of the pandemic, we paused our operations and started to consider **COVID-19 modifications for our van and our procedures.**

Also began to consider how to **rebuild our supply chain** after donors shut down and/or ceased their manufacturing operations.

Donation pipeline began to surge as some big companies gave us large amounts of surplus clothes from promotional events that were cancelled. Clothing donations from individuals also started to significantly increase as we remained for much of the spring one of only a handful of organizations in the county still accepting gently used clothing. Suddenly, we found ourselves with a **300% increase in donations.**

Raised over \$5,000 during Giving Tuesday Now.

Began partnering with mutual aid and other community organizations in need of clothes and hygiene kits for their outreach services.

Hired our third employee.

Started bi-weekly street outreach for veterans living in encampments near the Veterans Administration Hospital in Brentwood.

Hired our fourth employee.

Purchased our second service van.

Raised over \$5,000 during Giving Tuesday.

Summary

As already noted, Project Ropa distributed nearly \$953,000 worth of in-kind product donations in 2020. Approximately \$284,550 worth of additional in-kind donations were received near the end of the year that are scheduled for distribution in 2021.

Separately, Project Ropa raised \$128,607 in 2020 from grants, individual contributions and other sources to fund operating expenses.

REVENUE	
Public Grants	\$70,000
Private Grants	\$20,973
Individual Donations	\$29,234
Other Income	\$8,400
TOTAL REVENUE	\$128,607

EXPENSES	
Direct Services Operations	\$56,929
General and Administrative	\$14,059
TOTAL EXPENSES	\$70,988





Looking Forward

As the financial effects of the pandemic continue into 2021 and beyond, it is a harsh reality that **more people will be experiencing homelessness in the coming months and years.** An 86% increase is expected in Los Angeles County by 2023, adding 52,300 people to the current homeless population of 60,000-plus. [Economic Roundtable](#), January 2021.

In our DTLA location, we are already seeing 100 to 120 clients a week, more than twice as many as we did early last year. And the demand for clothes and hygiene products from our community partners continues to increase.

We spent much of last spring working hard to rebuild our supply chain when many of our in-kind donors closed their doors overnight. Our efforts paid off—we ended 2020 at capacity in our storage facilities, a first for us.

We have given much thought to new ways to further our impact and mission, resulting in the broadening of our reach as a social enterprise deeply committed to environmental sustainability and the creation of more jobs for people with barriers to employment.

In November 2020, we started collecting hundreds of fabric rolls and large quantities of scraps and swatches from local clothing and textile manufacturers, with the goal of turning that surplus material into products for sale to the public. In the coming months we will be debuting our online store and eventually a small retail space in our warehouse.

As part of that project, we are collaborating with Roboro, a Los Angeles-based design studio, to create limited-edition “upcycled” bags using surplus clothing and fabric scraps. We anticipate that these products will appear later this year in our new retail venues.

Finally, we are excited to announce that in January 2021 Project Ropa became a Los Angeles Certified Green Business.

Our Staff



Caitlin Adler
Founder and
Executive Director



Alex Camacho
Mobile Service
Manager



Nathan Clukey
Mobile Service
Coordinator



Lonell Powell
Warehouse
Associate



Our Generous Supporters



\$50,000-\$99,000

REDF in partnership with Los Angeles County Department of Workforce Development, Aging and Community Services

\$10,000-\$25,000

Anonymous
Unibail-Rodamco-Westfield

\$5,000

David C. Bohnett USC College Community Investment Fund
Skylight Foundation

\$2,500-\$4,999

Cyan Banister

\$1,000-\$2,499

Anonymous

\$500-\$999

Anonymous (2)
Barry Adler
California State Fund
Geotoys

LAUNCH Partnership
Lisa Tran
Little Learners Therapy, LLC
Michelle McCombs

\$100-\$499

Ali Koehler
Alison Choi
Andrew Kirk
Anna Azarov
Anonymous (7)
Anupam Ghildyal
April Webster
Carrie Mallord
Catalan Conlon
Christopher Panizzon
Chuca Meyer
Cindy Ensworth
Cristina Silva
Cythnia Kiesel

David Chie
Diane Krasnoff
Dorothy Ellis
Garon Kiesel
Helen Wester
Helping Hands Charity
Services
Jane Paul
Joel Mallord
Kaaren Kurtzman
Karen Murphy
Krista Douglass
Kristina Adam
Kyle Brinkman

Lainie Becky
Leah Tran
Marci Alboher
Mary Trinkle
Michelle Plantan
Myles Sutherland
Patricia Permakoff
Rick Mendoza
Sara Noble
Shelby Walker
Sofia Koo
Trish Kreiss
Windsor Smith Home

\$99 and Under

Amelia Damplo
Amul Patel
Angela Peterson
Anna Azarov
Anna Her
Annette Lasala
Annie Han
Anonymous (25)
Aria Sergany
Ariana Bucat
Ariel Sims
Azure Anderson
Betti Sanchez
Brianna Boardman
Brianna Orozco
Brittany Walter
Cait Pajus
Caroline Alkadi
Carolyn Molloy
Chloe Fender
Christina Turner
Claudia Garcia
Curt Neilson
Dana Ong
Dawn Tower
Deborah Holmes
Ella Summers

Emilee Brown
Emily Hamilton
Erin Glaser
Greg Ryan
Hans Fjellestad
Heidi Lorenz
Isabella Phan
Isabella Reyes
Jaime Rivera
James Randolph
Janelle Silvis
Janelle Vaflo
Jay Baris
Jennifer Ganata
Jeremy Newman
Jessica Polaniecki
Joanna Johnson
Joanne Thomasen
John Ianni
Joy Teopaco
Joyce Miller
Juli Hara
Julia Pretsfelder
Kaitlyn White
Karen Blasberg
Karen Hui
Katie Decker

Keri Marroquin
Kerry Easterbrook
Kevin Imamura
Kiley Wolff
Kim Calderon
Krista Dong
Lauren Hoeflich
Lewis Dayton
Linda Bourbeau
Lindsey Pho
Lisa Marie Skye
Lon Harris
Madeline Sandfrey
Maggie McClain
Marco Espina
Mariant Garcia
Mark Rogosheske Sr.
Marlene Grossman
Maura McCabe
Mawena Gbedema
Megan Tucker
Melissa Caputo
Michael Berenzweig
Mo Hymas
Moses Garcia
Moses Kagan
Naida Shakfeh

Naomi Lue
Neysa Asberry
Nicole Avendano
Nicole Beckerman
Paul Glaser
Peter Schey
Rachel Gentile
Sammi Cains
Sara McDaniel
Sarah Rauh
Serena Wong
Shev Rush
Sierra Delgado
Stephanie Lee
Steve Martinez
Susan Tapp
Sydney Kramer
Tam Nguyen
Taryn Aronson
Teresa Liu
Tony Tran
Vivien Orbach-Smith
William Lue
Zoljargal Mendbayar

Our Generous Supporters



In-Kind Donors

Aamirah Dastgir
Abdulaziz Hayat
Abigail Bokun
Alex Camacho
Alexandra Gudenau
Alexandria House
All American Sportswear
Company
Amanda Black
Amanda Neanor
Anci Borozan
Andrew Silverstein
Angela Peterson
Annie Goepel
A.P.C.
April Webster
Arlene Ramirez
ARS Touring, LLC
Ashley Housman
Backbeat Co.
Benny Goldman
Beth Aranda
Better World Masks
Bhavani Vajrakarur
Big Sunday
Bombas
Brad Rehak
Brenna Goldstein
Brian Jephson
Bruce Greenberg
Buffalo Exchange
Charmaine Simmons
Chloe Cusimano
Christian Coste
Christine Milo
Chrysalis
Cody Kondo
Colleen Cronin
Conal International Trading
Courtney Hazlett
Cristina Silva
Cynthia Kanner

Daniel Rodriguez
Danielle Dahlin
Darya Anokhina
David Fan
David Olodort
Deborah Holmes
Derek Girdhani
Dirrott Park
Donna McCaleb
Eide Industries
Elizabeth Birkenbuel
Ellen Walter
Emily Hamilton
Eri Yamagata
Erica Morgan
Erin Naifeh
Evonne Soon
Face It For Me LLC
Fusion is Life
Gustavo Hernandez
Hang Out Do Good
HavASole
HOLA
H.o.p.p.e. United
Hype Silver Lake
I Support The Girls
Ian Collins
Iliana Belinc
Irene F. Goodman
Isabelle Chu
James Diorio
Jana Miley
Janie Clark
Jared Goldschen
Jason Ton
Jennifer Chang
Jennifer Levin
Jennifer W. Burke
Jeremy Wall
Jodi Modry
John Griffin
Jolia Allen

Josh Siegel
Journey of Faith Church
Joyce Miller
Jyoti Sarda
Karen Hollis
Karen Schwarz
Karthik Shanadi
Kathleen Plate
Kathryn Tong
Kelly Dormer
Kendra Robinson
Kevin Christopher
Kris Le-Roy
Kristina Fitz
LA First Church of the
Nazarene
Lainie Becky
Lauren Todt
Lauren White
Lava Mae
Leah Tsui
Lewis Dayton
Life's Bear Necessities
Lindsay Johnson
Lisa Brown
Little Minx
Little Mix Production Company
Liz Fields
Los Angeles Apparel
Lucky Brand

Luke McGurrin
LYMI, Inc.
Lyndia Mouton
Makiaya Brown
Marcus Fernandez
Maria Pamplona
Marla Minestrella
Marlene Grossman
Meghan E. Dunn
Mehrzaad Roshan
Melinda Wirthlin
Michael Arbutnot
Michael Guzman
Michele Arocho
Michelle Roldan
Mitch Painter
Myles Sutherland
Nada Youssef
Natalie Stefan
Next Level Apparel
Neysa Asberry
Nick Sattler
Nick Snell
Nicole Cruz
Nova, Tech for Good
Pamela Freeman
Paris Inman-Clark
Patricia Soung
Phillip Brown
Prerna Sehwat

Project Mask LA
Rabab Chouhoud
Rachel Jarvis
Rareform
Reach Out Worldwide
Rebecca Rodriguez
Rebekah Hsiung
Reed Exhibitions US
Robert Langille
Rodney Veto
R6 Distillery
Ryan Casey
Ryan Schumaker
Safe Place for Youth
Sal Schiavone
Sarah Smith
SELAH
Shadia Weeks
Shaun Sperling
Shelter Partnership
Shev Rush
Show Me Your Mumu
Sofia Koo
Soles4Souls
Solmate Socks
Stateside
Stephanie Sheperd
Susan Oka
Sydney Kramer
The Honest Company

The Right to Shower
The Sidewalk Project
Tiffany Tomaszewski
Timmy Global Health
Torch Global Inc.
Unibail-Rodamco-Westfield
Waterdrop LA
Wendy Jansen
Wendy Tucker
Will Wester

We would also like to **thank all of the volunteers** who have helped us over the years.

A **special thanks** to the amazing individuals who volunteered during the pandemic.



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