2021 IMPACT REPORT

Restoring dignity and empowering lives since 2016.

www.projectropa.org
A note from the Executive Director

This report is our heartfelt THANK YOU to all of 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.

Despite all of its problems, 2021 turned out to be a year of growth for Project Ropa.

- In March, we moved into a 1,200-square-foot warehouse, which allows us to accept larger donations of clothing, shoes and hygiene products. It also gives us the ability to have more volunteers and staff members on-site at one time, significantly adding to the volume of essential supplies that we can quickly process and get into the hands of those in need. Many of our donations would have ended up in landfills otherwise.

- We added a direct service with our mobile clothing closet in Boyle Heights at the Weingart East LA YMCA, in tandem with our shower partner, Lava Mae.

- We started a new quick service in Hollywood with our community partners at the Hollywood Food Coalition and Genevieve’s Garden. There, we provide people in need with clothing and personal hygiene essentials while they receive a freshly made nutritious meal.

- We secured funding that allowed us to hire our first full-time employee (me!) in 2022 and to increase our part-time staff from three people to five, three of whom are transitioning out of homelessness.

Since the start of the pandemic, we have seen a steady increase in the number of people in need of our service. In 2021, our daily numbers doubled at each of our mobile service locations and we also saw an increase in low-income individuals and families seeking clothing and personal hygiene supplies. Prior to the pandemic, we primarily served unhoused men and women.

Unfortunately, we know this is just the start of what is likely to be a tidal wave of individuals and families unhoused for the first time and suddenly in need of help. Due to job dislocations in certain sectors of the economy caused by the pandemic, supply chain disruptions and other factors, tens of thousands of low-wage workers are expected to be newly homeless in our area by 2023. Over all, the number of unhoused people in Los Angeles County could increase 86% by 2025, to 122,760, according to the Economic Roundtable.

I would like to thank all of our supporters for their generous contributions and commitment to our mission. There is still more work to be done.

With gratitude,

Caitlin Adler
Founder and Executive Director
Our Mission

The mission of Project Ropa is to empower the lives of people experiencing homelessness in Los Angeles by providing clean clothes, hygiene essentials and employment opportunities while also reducing textile waste and our carbon footprint.
We provide street-level, client-centered clothing and hygiene services that narrow health disparities and open the door to job opportunities. At the same time, our commitment to recycling reduces textile waste in local landfills.

In short, Project Ropa is the only nonprofit organization of its kind in the Greater Los Angeles area. Our retrofitted van functions as a mobile walk-in closet for those in need. It carries hope as well as a full selection of high-quality clothing, shoes and accessories (plus hygiene kits, drinking water and granola bars) to service locations in Los Angeles County on a weekly basis.

When you’re homeless, it doesn’t take long to look that way, and the world and your options in it shrink. Access to hygiene services is a human right, yet many people experiencing homelessness encounter significant barriers to proper hygiene. Many unhoused people literally have only the clothes on their backs.

Access to clean clothing is essential to the overall well-being of a person and can be the key to finding employment and housing. We believe everyone deserves to be treated with respect. How you look affects how you feel about yourself and how others treat you.

We offer a uniquely humanizing experience by taking the time to get to know the people we serve, helping each one to select from our neatly displayed racks the new and gently used pants, shirts, blouses, dresses, shoes and accessories that fit their bodies, needs and styles. Our Community Clothing and Hygiene Bank delivers the same curated selection of clothing and other products to dozens of small- to medium-sized nonprofits and mutual aid organizations in the Los Angeles area.

To further our mission, we provide transitional jobs to people with barriers to employment, including homeless and previously incarcerated individuals.
2021: By the Numbers

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items of clothing</td>
<td>80,780</td>
</tr>
<tr>
<td>Pairs of shoes</td>
<td>5,150</td>
</tr>
<tr>
<td>Hygiene kits</td>
<td>8,600</td>
</tr>
<tr>
<td>Face masks</td>
<td>9,500</td>
</tr>
<tr>
<td>Bottles of water</td>
<td>9,000</td>
</tr>
<tr>
<td>Granola bars</td>
<td>9,000</td>
</tr>
</tbody>
</table>

- **16,156** unhoused and low-income individuals and families served directly by us or with our community-based partners.
- **54,325** pounds of clothing saved from landfills.
- **$1,037,611** total value of donated in-kind products that we distributed.
### Financial Summary

**Fiscal year 2021, ending 12/31/2021**

<table>
<thead>
<tr>
<th>INCOME</th>
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<tbody>
<tr>
<td>Individual Gifts</td>
<td>$ 37,790</td>
</tr>
<tr>
<td>Corporate Gifts</td>
<td>$ 27,493</td>
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<tr>
<td>Private Grants</td>
<td>$ 20,720</td>
</tr>
<tr>
<td>Public Grants</td>
<td>$ 31,000</td>
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<tr>
<td>In-Kind Gifts</td>
<td>$ 1,037,611</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$ 26,036</td>
</tr>
<tr>
<td>Other Income</td>
<td>$ 9,224</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>$ 1,189,874</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
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<tbody>
<tr>
<td>Programs and Services</td>
<td>$ 1,160,556</td>
</tr>
<tr>
<td>Administrative</td>
<td>$ 74,648</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$ 1,235,204</strong></td>
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<thead>
<tr>
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<tbody>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$ 605,670</strong></td>
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<tbody>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$ 285,919</strong></td>
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<thead>
<tr>
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<tbody>
<tr>
<td><strong>NET ASSETS</strong></td>
<td><strong>$ 319,751</strong></td>
</tr>
</tbody>
</table>
Caitlin Adler
Board Chair

Lisa Tran
Secretary

Jason Kiesel
Treasurer

Directors

Matt Douglass

Robin Doyno

Phreda Devereaux

James Meledandri
Our Generous Supporters

$10,000 - $25,000
Anonymous (2)
The Marilyn S. Broad Foundation

$5,000
The Beim Foundation
Highwind Impact Fund
The Skylight Foundation (The Gary and Carol Milgard Family)
Unibail-Rodamco-Westfield

$2,500 - $4,999
NeighborShare
Whole Foods Market

$1,000 - $2,499
Anonymous (2)
Central Hollywood Neighborhood Council
Kristen and Pete Meyers

$500 - $999
Anonymous (2)
Dream Club United
Guy Ganani
Geotoys
Mash Magazine at USC
Patricia Permakoff
Beverly Solochek and Joe Fried

$100 - $499
Anonymous (15)
Barry Adler
Marci Althor
Americans for Democratic Action Education Fund
Johanna Ayoola Smith in honor of French Montana
Anna Azarov
Emily Berger
Roger Blonder
Doulija Boy
Alison Choi
Kymberli Corpue
Smita Dave
Elizabeth Durst
Roberta Fernandes Francisco
Charlotte Forté-Parnell
Gary Funk
Salvador Gonzalez
Grogan Living Trust
Gail Hershowitz
Brittany Jones
Cynthia Kiesel
Trish Kreiss
Peter Lewis
Leticia Lopez
Paul Malin
Monica Martines
Nina Meledandri in honor of Chris Meledandri
Curtis Neilson
Sara Noble
OpenGate Capital Management LLC
Jane Paul
Michelle Plantan
Christopher D. Pratt
Michael Ries
Amy Romine
Johanna Smith
Norbert Tan
Tatiana von Fürstenberg
Brittany Walter
April Webster
Helen Wester
Robert Woo

$99 and under
Anonymous (21)
Norito Funatsu
Rosa García Mahan
Paul Geary
Elisa Hamburger
Julie Hara
Jani Hatch
Audrey Kidwell
Kewin Imamura
Andrew K. Kirk
Diane Krasnoff
John Kumahara
Robert Langille
Diane Larson
Rachel Lee
Zak Malamed
Ashleigh Marzynski
Julie Mereson
Chuca Meyer
Josh Mills
Loko Mundo
Karen Murphy
Marshall Naiman
Ariel O’Campo
Amul Patel
Cody Richardson
Glenn Rifkin
Estefaníane Rivera
Joey Shanahan
Christine Shimizu
Aneesah Smith
Rox Smith
Kelsey Tokar
Nicolette Tour
Wendy Walasek
Joe Zatkovich
Our In-Kind Donors

Corporate Support
Aesop
A.P.C.
Audacity California, LLC
Blacksheep Apparel
Bombas
BOMME Studio
Bonhams
BoochooMAN
Busy Company
Clipper Corporation
Clique Brands
Community Solidarity Project
Company Films
Conal International Trading Inc.
Dude Wipes
Endertech
ED Products
Eno Laszlo
Fam Brands
Farid Law Co
Madhappy
Fam Brands
LYMI, Inc.
Erno Laszlo
J
Community Solidarity Project
Honey Drip the Label
Goodwipes
The Honey Pot Company
Hype
Endeavors Fashion
Honey Drip the Label
Goodwipes
BOMME Studio
EO Products
Dude Wipes
Busy Company
North Torrance High School
Shelter Partnership
Sheltersuit
SoCal Volunteers United
Solos 4 Souls
Top Ladies of Distinction Inc., City of Angels Chapter
Torch Tiles
Unite to Light
WaterDrop LA
We Matter Period
Why We Give Project
Xavier University

Individuals
Cindie Abrams
Anrushek Aaharya
Janice Adams
Sam Adams
Kiana Akiyoshi
Laura Alridge
Charlotte Andrews
Dasha Anokhina
Cami Arndt
Bonni Barnini
Anastasia Baranova
Jennifer Barrios
Samit Bayat
Lucia Felix Beltran
Sheila Bernstien
Ashleigh Bohr
Ja Vonna Boykin-Flowers
Rhonna Bradley
Berkeley Bragg
Laura Brennan
Angela Brittain
Logan Brown
Jena Brown
Ayson Buorcanistian
Paula Caine
Maisey Campuzano
Ella Carlson
Arnold Chang
Pam Chien
Laurn Chou
Jacqueline Chui
Jillian Clark
Andrew Connell
Maggie Cooney
Agnes Cotti
Jennifer Court
Laurie Craig
Cerene Credo
Erie Culley
Cecelia D’Souza
Patricia Danaher
Harold De Leon
Yin Lin Dettner-Cheang
Lisa Dunnke
Ketrenya Dybachesvka
Irene Dyer
Debra Edwards-Griggs
Claire Falton
Marcus Fernandez
Stephanie Ferrell
Linda Figiiozzi
Amy Fleetman
Scarlett Foulsham
Helen Fynn
Julia Gallagher
Maribel Garcia
Olivia Garcia
Evan Gelb
Lauren Greenberg
Jack Greenleaf
Michely Grey
Griffie Grece
Maisey Grossenhan
Stephanie Hathaway
Eric Heikininen
Donna Hellmer
Malia Hernandez
Jen Hewitt
Adrian Hodge
Eunice Hong
David Kaigrenich
Sranan Kakani
Stacy Kemrerer
Britney Khen
Audrey Kidwell
Cody Kondo
Alicia Kunz
Abigail Kurman
Linda Kwon
Dana Laderer
Rachel Lam
Robert Langille
Anne Le Goff
Tammy Lee
Catarina Levin
Ashley Lopez
Julie Lopez Santiago
Marcy Lyles
Catherine Lynch
Victoria Magallanes
Irely Marquez
Jill Marshall Klein
Luke McGurin
Francesca Mendezar
Patricia Merone
Kristen Meyers
Peter Meyers
Aimi Mizumoto
Noel Morano
Nobuko-Maria Mori
Judy Morimoto
Patricia Morris
Jorge Munoz
Rick Nelson
Krish Neubauer
Michelle Nguyen
Arash Nikoukari
Miguel Nolla
Maritah OBrien
Cayla O’Connell Davis
Leah Olbrich
Kristin Olmsted
Lizander Onos
Ken Orstein
Miyia Ostboe
Diane Pacalsh
Sara Pecoraro
Benjamin Peoples
Ashley Perez
Marc Pitre
Erik Price
Andrew Prickett
Debbie Prickett
Erie Quiles
Cheryle Quock
George Rausch
Courtney Rice
Gabriel Richards
Morgan Richards
Yadira Rivera
Juan Robles
Enrique Rodriguez
Marisicial Rodriguez
Rebecca Rodriguez
Michelle Rosenfeld
Karthik Shanadi
Lindsey Shaprio
Rhonda Sheffen
Charles Silverberg
Aneesah Smith
Molly Smith
Erika So
Lisa Stacil
Erik Stannn
Gilbert Stockson
Stephanie Suganami
Kryste Swaing
Anne Sweezy

Community Support
Best4Hope
Big Sunday
Brentwood Presbyterian Church
The Center in Hollywood
The Everyone Experiment
Girl Scouts Troop 2336 of Greater Los Angeles
Hang Out Do Good
Helping Hands Charity Services
Helping Hands LA
HOLA
Lava Mae
North Torrance High School
SELAH

Non-Profit Support
Our Lava
HOLA
Helping Hands LA
Hang Out Do Good
Girl Scouts Troop 2336 of Greater Los Angeles
The Everyone Experiment
The Center in Hollywood
Brentwood Presbyterian Church
SELAH
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Busy Company
North Torrance High School
Shelter Partnership
Sheltersuit
SoCal Volunteers United
Solos 4 Souls
Top Ladies of Distinction Inc., City of Angels Chapter
Torch Tiles
Unite to Light
WaterDrop LA
We Matter Period
Why We Give Project
Xavier University
Our Volunteers

We would also like to thank all of the volunteers who helped us in 2021.

Sara Abbadi  Laetitia Hugues
Kiarra Akiyoshi  Ideal Programs Services
John Anagnos  Jonathan Jacobs
Darya Anokhina  Jennifer Johnson
Sofia Atoofi  Natalie Johnson
Mireya Avaro  Jodie Knittle
Chelsea Beebe  Iris Kokish
Perla Bodden  Dhruv Korde
Ran Boytner  Omar Leyva
Tristen Bracken  Reyna Lopez
Gianna Chaisson  Kyle Marra
Sandra Chin  Timothy Mears
Sarah Contreras  James Meledandri
Yenmi Cortez  Kristen Meyers
Tiara Cosme  Pete Meyers
Cerene Credo  Adri Miller
Kaessandra Cuellar  Sandy Parra
Julia Deutsch  Maria Ponce
Robin Doyno  Debbie Prickett
Margaret Dunne  Arlene Ramirez
Irene Dyer  Sarah Rauh
Iris Erwin  Ashley Rojas
Robyn Fong  Lizeth Santiago
Evelyn Garcia  Leah Silver
Natalie Garland  Ferdinand Smith
Lisa Goldstein  Ariana Soofi
Bobby Gonzalez  Danielle Staiman
Michele Grey  Lenaya Sterling
Christoph Grice  Kathryn Szymanski
Josh Harper  Vivian Unda
Gail Hershowitz  Naomi Vasquez
Ashley Housman  Mimi Vu
Marian Hsieh  Charlie Yang