

# 2021 IMPACT REPORT



Restoring dignity and empowering lives since 2016.

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## 2021 Impact Report

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# 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

**PROJECT  
ROPA®**

# 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.



# What We Do

Project Ropa is a nonprofit social enterprise with an innovative dignity-based and ecologically efficient approach to helping the unhoused and low-income communities of Los Angeles.



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**



**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.

## We distributed:



**80,780** items of clothing



**5,150** pairs of shoes



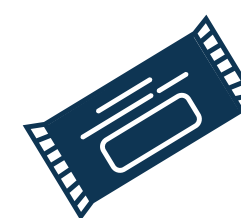
**8,600** hygiene kits



**9,500** face masks



**9,000** bottles of water



**9,000** granola bars

## Summary

Fiscal year 2021, ending 12/31/2021

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



# Our Board



**Caitlin Adler**  
Board Chair



**Lisa Tran**  
Secretary



**Jason Kiesel**  
Treasurer

## Directors



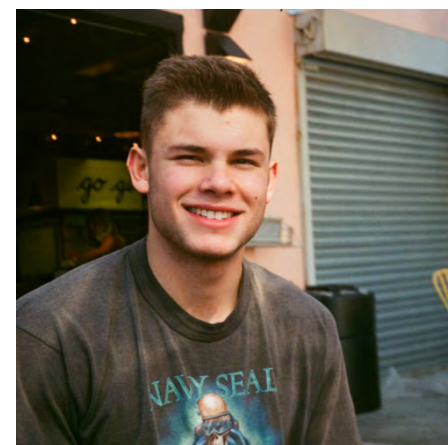
**Matt Douglass**



**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 Solochech and Joe Fried

## \$100 - \$499

Anonymous (15)  
Barry Adler  
Marcy Alboher  
Americans for Democratic Action Education Fund  
Johanna Ayoola Smith in honor of French Montana  
Anna Azarov  
Emily Berger  
Roger Blonder  
Doulja Boy  
Alison Choi  
Kymberli Corprue  
Smita Dave  
Elizabeth Durst  
Roberta Fernandes Francisco  
Charlotte Forté-Parnell  
Gary Funk  
Salvador Gonzalez  
Grogan Living Trust  
Gail Hershowitz  
Brittany Jones  
Cynthia Kiesel

## \$99 and under

Anonymous (21)  
Cindy Abrams  
Rocio Alvarado  
Emily Berger  
David Berreby  
Michele Bokun in honor of Abigail Bokun  
Marie-Aimee Brajeux  
Laura Brennan  
Matthew Brigham  
Maisey Campuzano  
Terese Cassinelli  
Gianna Chaisson  
Grissel Chavez  
Amanda Clark  
Randy and Julie Cornelius Family  
Danny Crtz  
Rimon Elkotbeid  
Adam Esquibel  
Jessie Fernandez  
Marcus Fernandez  
Katie Flynn  
Virginia Frederick

Norito Funatsu  
Rosa Garcia Mahan  
Paul Geary  
Ellis Hamburger  
Juli Hara  
Jani Hatch  
Audrey Kidwell  
Kevin 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

Aeriel O'Campo  
Amul Patel  
Cody Richardson  
Glenn Rifkin  
Estephanie Rivera  
Joey Shanahan  
Christine Shimizu  
Aneesah Smith  
Rox Smith  
Kelsey Tokar  
Nicolette Tour  
Wendy Walasek  
Joe Zatkovich

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

# Our In-Kind Donors



## Corporate Support

Aesop  
A.P.C.  
Audacy California, LLC  
Blacksheep Apparel  
Bombas  
BOMME Studio  
Bonhams  
BoohooMAN  
Busy Company  
Clipper Corporation  
Clique Brands  
Community Solidarity Project  
Company Films  
Conal International Trading Inc.  
Dude Wipes  
Endertech  
EO Products  
Erno Laszlo  
Fam Brands  
Farid Law Corporation  
Goodwipes  
Hedley and Bennett  
Honey Drip the Label  
The Honey Pot Company Hype  
Silver Lake  
Itoya Topdrawer Corporation  
Jessica Simpson Collection  
Jetcet  
Lisa's Beauty Supply  
Los Angeles Collective, LLC  
LYMI, Inc.  
Madhappy

Majestic Bliss Soaps  
Merman USA, LLC  
MJZ Productions  
Mobesano  
Monfrere Fashion  
Monrow, Inc.  
Movember  
M7 Holdings LLC  
Next Level Apparel  
On The List Presents  
Open Gate Capital  
Powerhouse Entertainment  
Rachel Pally  
Regency Drugs  
Riddle Oil  
Roar Productions, LLC  
Rocket Film  
Ross Stores, Inc.  
Ryot Music Corporation  
R6 Distillery  
Shealth Underwear  
Shelter Music Group  
Siemens Healthcare Diagnostics Inc.  
SportsSmart  
Stateside, Inc.  
TCI Precision Metals  
Three Ten Merch  
UCLA PDSOP  
Unibail-Rodamco-Westfield  
Very Nice  
Yellow BYRD LLC

## Individuals

Cindy Abrams  
Anushka Acharya  
Janice Adams  
Sam Adams  
Kiarra Akiyoshi  
Laura Aldridge  
Charlotte Andrews  
Dasha Anokhina  
Cami Arndt  
Bonni Banini  
Anastasia Baranova  
Jennifer Barrios  
Samit Bayat  
Lucía Félix Beltran  
Sheila Bernstein  
Ashleigh Bohr  
Ja Vonna Boykin-Flowers  
Rhonna Bradley  
Berkley Bragg  
Laura Brennan  
Angela Brittain  
Logan Brown  
Jena Brown  
Alyson Buoncristiani  
Paula Caine  
Maisey Campuzano  
Ella Carlson  
Arnold Chang  
Pam Chien  
Luann Chou  
Jacqueline Chui  
Jillian Clark  
Andrew Connell  
Maggie Cooney  
Agnes Cotti  
Jennifer Court  
Laurie Craig

Cerene Credo  
Erin Culley  
Cecelia D'Souza  
Patricia Danaher  
Harold De Leon  
Yin Lin Dettner-Cheang  
Lisa Dumke  
Kateryna Dybachevska  
Irene Dyer  
Debra Edwards-Griggs  
Claire Fallon  
Marcus Fernandez  
Stephanie Ferrell  
Linda Figliozzi  
Amy Fleetman  
Scarlett Foulsham  
Helen Fynn  
Julia Gallagher  
Maribel Garcia  
Olivia Garcia  
Evan Gelb  
Lauren Greenberg  
Jack Greenleaf  
Michele Grey  
Christoph Grice  
Marlene Grossman  
Stephanie Hathaway  
Eric Heikkinen  
Donna Hellmer  
Malia Hernandez  
Jen Hewitt  
Adrian Hodge  
Eunice Hong  
David Kajganich  
Sravan Kakani  
Stacy Kemmerer  
Britney Khen

Audrey Kidwell  
Cody Kondo  
Alicia Kunz  
Annabel 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 McGurrin  
Francesca Mendejar  
Patricia Merone  
Kristen Meyers  
Pete Meyers  
Aimi Mizumoto  
Noelle Morano  
Nobuko-Maria Mori  
Judy Morimoto  
Patricia Morris  
Jorge Munoz  
Rick Nelson  
Kristin Neubauer  
Michelle Nguyen  
Arash Nikoukari  
Miguel Nolla  
Mariah O'Brien  
Cayla O'Connell Davis  
Leah Olbrich

Kristin Olmsted  
Lizander Onos  
Ken Ornstein  
Miya Ostboe  
Diane Paschal  
Sara Pecoraro  
Benjamin Peeples  
Ashley Perez  
Marc Pitre  
Erin Price  
Andrew Prickett  
Debbie Prickett  
Erin Quiles  
Cheryle Quock  
George Rausch  
Courtney Rice  
Gabriel Richards  
Morgan Richards  
Yadira Rivera  
Juan Robles  
Enrique Rodriguez  
Mariscia Rodriguez  
Rebecca Rodriguez  
Michelle Rosenfeld  
Karthik Shanadi  
Lindsey Shapiro  
Rhonda Sheffen  
Charles Silverberg  
Aneesah Smith  
Molly Smith  
Erika So  
Lisa Stacilauskas  
Erin Stennis  
Gilbert Stockson  
Stephanie Sukanami  
Krystle Swaving  
Anne Sweeny

Anna Talpe  
Opal Thraikill  
Lauren Todt  
Jill Tomita  
Justin Tong  
Noah Toprak  
Brett Trani  
David Clifford Turner  
Nadia Valencia  
Corrine Vasquez  
Melody Verdi  
Tatiana von Fürstenberg  
Blake Wassenaar  
April Webster  
Skot Werner-Longo  
Alison Wholey  
Oona Yaffe  
Mackenzie Yeager  
Desiree Yip  
Joe Zatkovich  
Ana Zavala  
Arek Zenel-Walasek  
Xiaopei Zhang

## Community Support

Beat4Hope  
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

Shelter Partnership  
Sheltersuit  
SoCal Volunteers United  
Soles 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        |
| Yeimi Cortez      | Kristen Meyers          |
| Tiara Cosme       | Pete Meyers             |
| Cerene Credo      | Adri Miller             |
| Kassandra 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            |





Restoring dignity and empowering lives since 2016.

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