

2024 IMPACT REPORT



Restoring dignity and empowering lives since 2016.

www.projectropa.org



2024 Impact Report

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A note from the Executive Director

Dear Supporters,

Over the past year, the urgent need for legislative change has become increasingly clear. At Project Ropa, we are dedicated to reducing textile waste, restoring dignity, and empowering the lives of those in need by providing clothing and hygiene essentials. However, despite our critical role, clothing is not considered essential by the government, leaving us ineligible for funding that many government-supported organizations receive.

The Reality We Face:

- 83 organizations on our wait list, spanning 120+ service sites in Los Angeles — all requesting clothing and hygiene kits every month.
- Many of these organizations receive significant government funding, while we do not — because clothing is not classified as a basic need.
- It's illegal to be in public without clothing — so why isn't it considered essential?

Basic Needs Go Beyond Housing

While housing is the ultimate goal for people experiencing homelessness, the waitlist for housing often stretches years long. In the meantime, people need essentials to survive — clothing, shoes, hygiene products, food, diapers, showers.

Maslow's Hierarchy of Needs highlights the importance of clothing — not just any clothing, but correctly sized, seasonally appropriate clothing that meets a person's unique needs. Access to dignified clothing and hygiene resources directly impacts a person's physical and mental well-being, making it a critical component of survival and self-sufficiency.

A Broken System: Mountains of Clothes. Thousands in Need.

Los Angeles is home to hundreds of thousands of discarded garments—yet thousands of people go without proper clothing every day. We operate the only mobile clothing closet of its kind in Los Angeles, bringing essential items directly to those who need them most.

We need your help to change the system and ensure that clothing is recognized as a basic human right.

Clothing is a Human Right. Make it Official.

Join us in advocating for legislative change.
Scan the QR code to take action.



With heartfelt appreciation,

A handwritten signature in black ink, appearing to read 'Caitlin Adler', written over a light blue horizontal line.

Caitlin Adler
Founder and Executive Director

**PROJECT
ROPA®**

Our Mission

The mission of Project Ropa is to reduce textile waste, restore dignity, and empower the lives of those in need by providing clothing and hygiene essentials, while also advocating for clothing to be recognized as an essential human need.

Our Vision

The vision of Project Ropa is a city where everyone has access to clean clothes, hygiene essentials, community and support.



About Us

Addressing Clothing Insecurity & Reducing Textile Waste

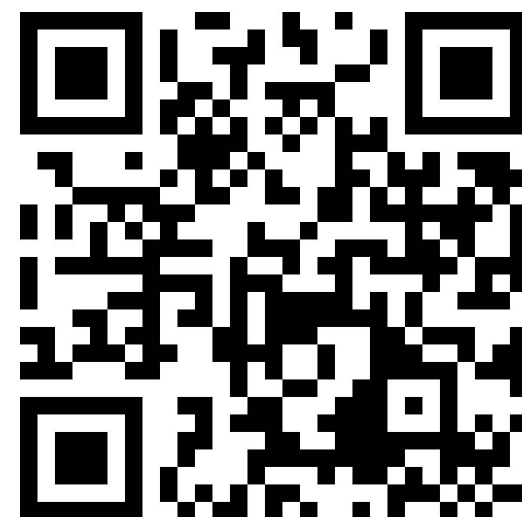
Project Ropa is a Los Angeles-based nonprofit and certified social enterprise dedicated to **reducing textile waste, restoring dignity, and empowering lives** by providing clothing and hygiene essentials to those in need. Founded in 2016 by Caitlin Adler — who started distributing essentials from her personal vehicle — Project Ropa has grown into an organization with a **California Green Certified Facility** and a team ensuring that vital clothing and hygiene products reach those who need them most.

We operate **Los Angeles' only mobile clothing closet**, offering clean, well-fitting clothing to individuals experiencing homelessness and extreme poverty — **a critical yet often overlooked necessity**. While public safety net programs cover food and housing, they **do not provide clothing, shoes, or hygiene products**, leaving thousands in Los Angeles without access to these basic needs.

Through our **Community Clothing and Hygiene Bank**, we help bridge this gap, ensuring that those in need—whether in shelters, outreach programs, or transitional housing — receive essential support. To date, we have **re-purposed over 1.67 million clothing items and served more than 23,881 people**, helping to remove barriers to **employment, housing, and long-term stability**.

Clothing is a human right, and we are committed to making it official. Together, we can end clothing insecurity in Los Angeles — but we need your help.

Clothing is a human right. Scan to make it official.



What We Do

Meeting Critical Needs & Advocating for Change

Through our **multi-channel distribution model**, Project Ropa ensures that individuals experiencing homelessness and extreme poverty receive the essential clothing and hygiene supplies they need — **meeting people where they are**. Our Mobile Clothing Closet, the only one of its kind in Los Angeles, brings high-quality clothing, shoes, and accessories directly into communities of need. Operating alongside local service partners — including providers of hot meals, ID replacement, medical and dental care, mobile showers, and housing assistance—we offer a **dignified, boutique-like experience**, allowing individuals to choose clean, modern, and well-fitting clothing that supports their daily lives. Additionally, we distribute **hygiene backpacks** filled with personal care essentials, laundry kits, and other necessities.

Our Grab and Go Clothing and Hygiene Services provide individuals in need with **essential clothing and hygiene items** on a weekly basis in tandem with a hot lunch provider. We offer new and gently used clothing and shoes, along with backpacks filled with personal care essentials such as toilet paper, laundry kits, period products, and water. **Our Grab and Go bags include a clean T-shirt, underwear, and socks**, all labeled by gender and size, ensuring a **personalized and dignified experience** for those receiving assistance. Additionally, we provide pants, shoes, and seasonal accessories as available, **helping individuals regain a sense of dignity and confidence**. By focusing on ease of access and high-quality, well-fitting items, we aim to **meet immediate needs** while helping our guests feel valued and respected.

Beyond providing direct services, **our Community Clothing and Hygiene Bank** works to fill gaps in resources for local shelters, outreach programs, and public service agencies by supplying bulk clothing and hygiene products. In 2024, **we partnered with 31 organizations** and currently have a **wait list of 83 organizations across more than 120 locations** requesting ongoing clothing supplies. Despite the overwhelming demand, clothing remains **unrecognized as an essential human necessity** by the government, leaving millions without access to basic clothing needed for employment, education, and daily life. Project Ropa is committed to advocating for systemic change, working to elevate **clothing insecurity** as a policy issue and ensuring that all individuals have access to clean, appropriate clothing, regardless of their circumstances.

At Project Ropa, we believe in the **power of love and dignity**. We see every individual we serve not as a problem to be solved, but as a person with unique aspirations. Many of our guests are striving for stability — seeking employment, improving their health, and working toward housing. **Our personalized, one-on-one approach** ensures that each guest receives items that fit their individual needs and style preferences. Taking the time to provide clean, stylish clothing tailored to each person fosters confidence and restores hope. With your support, we can continue to **break down barriers, advocate for systemic change, and ultimately end clothing insecurity in Los Angeles**.



Community Partners



Our **Community Clothing and Hygiene Bank** provides bulk supplies of hygiene products and kits, as well as new and gently used clothing, shoes, and accessories, to mutual aid groups and nonprofits in the Los Angeles area that serve unhoused, unsheltered, and at-risk individuals.

As a small nonprofit, we understand firsthand the challenges of **sourcing, sorting, storing, and distributing** these essential items. We prioritize partnering with **smaller organizations** that are deeply committed to **restoring dignity** to those in need. We believe that access to clean clothes can have a powerful, **transformative impact** — helping individuals feel confident, supported, and ready to pursue opportunities. Clean clothing can open doors to **employment, housing**, and access to other crucial resources, giving individuals the dignity and confidence they need to take the next step toward stability.

In **2024**, we distributed **over \$344,670 worth** of items to the following organizations:

Avalon LA

Better Angels

Casa Milagrosa

City Hall Sessions

Community Loving

Fairfax Mutual Aid Group

Food on Foot

For The People

Gracie's Giving Hands

Hollywood Food Coalition

Hope Street Distro

Kingdom Causes Bellflower

LA Community Alliance

LA Street Care

Little Tokyo Business Association

Love My Neighbor

Megan's Helping Hands

NoHo Home Alliance

Peace Love Knowledge

Proper Hygiene Project

SELAH Neighborhood Homeless Coalition

South Bay Abolitionist Collective

Soul Saving Productions

Special Services for Groups

Starts With One Today

Sunnyside Five

The Hope Center

The Sidewalk Project

The UCLA Mobile Clinic

Volunteers of America

Waterdrop LA

Hollywood Food Coalition



Community Loving



The Sidewalk Project



NoHo Home Alliance



2024: By the Numbers



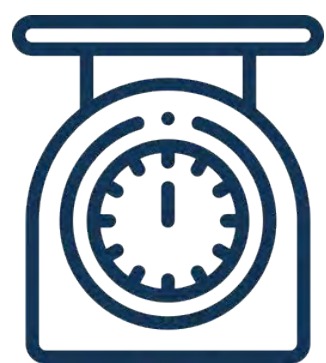
3,982

People directly served



117,204

Items distributed to those in need



26.8

Tons of textiles given a new life



43,675

Of the items distributed were to
our Community Partners



\$1,324,521

Total value of donated in-kind
products that we received



172

Volunteers

Financial

**PROJECT
ROPA®**

Summary

Fiscal year 2024, ending 12/31/2024

INCOME	
Individual Gifts	\$ 45,176
Corporate Gifts	\$ 26,003
Private Grants	\$ 55,000
Public Grants	\$ 32,500
In-Kind Gifts	\$ 1,324,521
Retail Sales	\$ 57,755
Other Income	\$ 18,990
TOTAL INCOME	\$ 1,559,945
EXPENSES	
Programs and Services	\$ 1,400,453
Administrative	\$ 77,149
TOTAL EXPENSES	\$ 1,477,602
TOTAL ASSETS	\$ 320,385
TOTAL LIABILITIES	\$ 247,719
NET ASSETS	\$ 72,666



Our Board



Caitlin Adler
CEO & Chairwoman



Jason Kiesel
Treasurer & Board Member



Kat Kiyako Amano
Secretary & Board Member



Mathieu Rasamoela
Board Member

Our Generous Supporters



Financial Donors

Anonymous (132)
John Adams
Adam Frand Foundation
Barry Adler
Scott Aguayo
Apollo Global Management
Avery Dennison Foundation
Sam Bentlin
Madeline Bergay
Hudson Boles
JaVonna Boykin-Flowers
Rosemarie Boward
Ran Boytner
Hinderikus Busz
Tamara Buuck
Georgina Campbell
Terese Cassinelli
Olivia Castillo
Central Hollywood Neighborhood Council
Costco
Bryan Culverhouse Crews
Katherine Cusumano
Spencer Deems
Jessica Deggerone
Stephanie De La Melena
Ingrid Deleon
Edward and Elia Diaz
James Diorio
Connie Dodes
Lenore Dowling
Clayton Du
Earth Exchange Initiative
Echo Park Neighborhood Council
Tori Ely
Lea Eskildsen
Clifford Fajardo

Paul Flores
FNCY BOY
Charlotte Forté-Parnell
Jeffrey Fleming
Jessica Flores
Paul Flores
Sabrina Fuentes
Marcia Gallagher
Adriana Garcia
John Genest
Girl Scout Troop 2716
Grogan Living Trust
Sindy Gutierrez
Juli Hara
Francis Hawkings
Jessica Hiestand
Albert Hickman
Angy Higgy
Chris Hires
Lauren Hoeflich
Hollywood Food Coalition
Joanie Howe
In Honor of Richard Lillian Roger
In Honor of Sarah Rauh
Charlotte Johnson
Nai Johnson
Jason Joo
Ji-Won Kim
Kat Kiyoko Amano
Kirk Family Fund
Susan Kramer
Kiss the Sky LLC
Diane Krasnoff
Jennifer Kun
Gabrielle LaBomme
Samuel Leather

Jeff Lee
Deidre Leipziger In honor of Barry Adler
Madeleine Lepesant
Alex Lima
Sean Lopez
Candido Lopez Orozco
Fabian Maldonado
Joseph Martin
James Mendez
Kelsey McGrattan
Julie Mereson
Kragen Metz
Crystal Michelle
Geoff Mitchell
Gabriel Mosse
Grant Muirhead
Sabetha Mumm
Agustin Musa
NeighborShare
Netflix
Thanh Neville
Nina Nirema
Kathryn Nolte
Katie O'Grady
On Holding AG
Karthik Palaniappan
Missy Parkel
Jane Paul
People-People-People Foundation
Patricia Permakoff
Claudia Perez
Francisco Perez
Martha Prado
Raizel Prijanto
Quinn Rainsford
Raise Commercial Real Estate

Tomas Ramirez
Victor Ramirez
Mercedes Ramos
Sarah Rauh
Hank Reed, III in Honor of Doodle and Weezy
Reformation
Maggie Root
Ted Root
Tesse Rose Capilli
Trent Rule
Gregory Rutchnik
Sophie Ryland
Elizabeth Salcedo
Krystina Sanchez
SELAH Neighborhood Homeless Coalition
Doniece Sandoval
Kitty Sankey
Paul Saunders
Sierra Scoggin
Joey Shanahan
Erin Shields
Richard Siegel
Hubert Sinks
Engrid Smith
Beverly Solocheck
Gabriela Sotomayor
Toni Standley
Joseph Stein
Blair Sun Chee Fore
Nicole Sutliff
Anna Sweeney
Rebekah Stein
Tony Tang
Leopold Thebault
Allison Thomas
Leah Tran

Alyssa Tuohy
Leslie Verdugo de Serrano
Virtus Investment Partners Charitable Gift Fund
Adrienne Walt
Vuori
William C. Bannerman Foundation
Kimberley Yearwood
Zachary Yellin-Flaherty
Iris Yona

Our In-Kind Donors



Corporate

Abbott
Accenture
All Citizens
Amwins
A.P.C.
BoohooMan
Cartel TV
College Thread
Conal Footwear
Costco
Disney Animation
Dude Wipes
Eastern Costumes
Fashion Pass
Frank & Eileen
Fridaze
Good Natured
Hyatt Regency Newport Beach
Immortal LLC
Jones Zafari Group
Lever Architecture
Majestic Bliss Soaps
Modern Citizen
Pacific Clinics
Puffco
Raquel Allegra
Ridwell
Ruggable
Sierra Subaru
St. Jude Medical
Starbucks
Target
Top Drawer Merch
True Classic Tees
Vuori
Yandx

Community

Big Sunday
Chrysalis
Congregation Tikvat Jacob Beth Torah
Girl Scouts Troop 2716
Girl Scouts Troop 6846
Go Beyond The Dance Floor
Matty's Closet CSUN
Robin's House Family Foundation
Shelter Partnership
Shoes for the Homeless
Saint Augustine By-The-Sea Church
Superbloom
The Church of Hope
Umut Charity
Venice Run Club
Vistas for Children

Individuals

London Anderson
Jackie Agudo
Rawan Alkhafaf
Heriberto Alonso
Frank Avila
Alicia Aubrey
Kenneth Aubrey
Wilson Bautista
Elvina Beck
Michelle Bennett
Catherine Bergstrom
Rebecca Bisarello
Jessica Bjerke
Barbara Boyd
Ran Boytner
Lanette Browning
Ruth Anne Buditama
Karli Catha
Rose Ceja
Ingrid Chang
Andrew Chayra
Penghong Chen
Stacey Chavez
Joanne Coghill
Matthew Coye
Yasmine Dadashi
Sydney Dean
Evelyn Diaz
Kim Doll
Elayne Doucette
Sabrina Dukhovny
Walker Dunlop
Elise Duran
Elizabeth Durst
Richard Dwarfman
Dawn Esperoni
Lara Estrada
Kym Faull
Laura Feldman
Jay Felix

Joy Fox
Joe Gallagher
June Garrett
Sarah Geller
Marlene Grossman
Erin Gulden
Kerry Anne Haggerty
Arthur Hasson
Rosemary Helgeson
Franklin Henderson
Rachel Hershman
Kay Hinds
Brittany Hope
B. Hunter
Teryn Igawa
Donald Jackson
Rachel Johnson
Mayra Juarez
Barbara Kendrick
Sherice Kidd
Kasandra Kimberly
Jeff Kyle
Valerie Lee
Han Lin
Greg Levine
Sara Lopez
Scott Love
Irely Marquez
Velma Marshall
Patricia Martinez
Amanda Massi
Lucy Meauliffe
Grace McFee
Luke McGurrin
Vania Mitchell
Ami Mizumoto
Elsa Morales
Norma Morales
Ricardo Morales
Andrea Morgan

Joseph Moses
Brittany Mosley
Vaishnavi Nambiar
Susan Newsom
Sara Noplos
Katy Nichols
Mary Oden
Ellen Oh
Ken Ornstein
Connor Othrim
Lilly Paul
Lisa Pecot
Jordan Pellegrini
Amy Perez
Jesse Peterson
Margaret Pettis
Christian Prieto
Dean Quock
Jessica Ramirez
Noelle Rasmussen
Raul Riojas
Olivia Riopelle
Mayra Rios
Daniel Rodriguez
Vanessa Ryan
Sloan Sanders
Michelle Santizo
Clarissa Scott
Kate Seldman
Karthik Shanadi
Ruth Anne Shue
Richard Siegel
Christina Simon
Dan Sinks
Zoila Sneed
Dawn Speroni
Rick St. Laurent
Ariana Stultz
Sheila Suzuki
Krystle Swaving

Antoinette Taylor
Myles Taylor
Taelor Thein
Carolyn Thomas
Shelia Turner
Martha Varela
Olaf Voigt
Ellie von Radics
Gayle Waller
Adrienne Walt
Jane Wangbeck
Madlyn Washington
Jeremy Wieser
Yang Jing Wu
Da Xu
Valerie Ying

Our Volunteers



We would also like to thank all of the volunteers who helped us in 2024.

Dhanya Abraham
Laura Aldridge
Sam Alvarez Chararria
Savannah Anderson
Maria Antigas
Cecilia Aranez
Raven Archer
Roz Aron
Bailey Arrata
Maria Artiges
Sarah Asweyan
Lennys Barrientos
April Bergman-Haro
Katie Bernhisel
Kelsey Bingham
Danielle Bolton
Nick Bookhouse
Anna Borgary
Bryant Bowens
Ran Boytner
Tim Brock
Lorraine Briseno
Tajae Brown
Tabitha Brown
Christina Bryson
Everett Bryson
J.T. Burks
Tracie Carrington
Madisen Caquilada
Randy Chen
Ken Chia
Julie Chobdee
Lee Mae Choe
Kyle Ching
Alice Correa
Nicole Cortes
Jessica Cruz
Sydney Dean
Logan Decker
Anjare Deu Presod
Jennipher Diaz
Lac Dinh
Donna Dixon
Davis Drear
Nick Durazo

Rob Ellis
Kym Faull
Ryan Faull
Albert Ferns
Owen Fileti
Angel Freeze
Jose Garcia
Traci Gay
George Getze
Hov Gev
Fallon Golden
Kaitlyn Gomez
Erika Granger
Brandon Granger
Peri Gruenwedel
Sindy Gutierrez
John Guzhu
Keleigh Hadley
Kim Hahn
Holly Hamada
Kate Hamada
Caroline Hannah
Christine Harrison
Anjali Henry
Jennefer Hernandez
Zackary Hertel
Sarah Hiramatsu
Rose Howard
Peter Hun
Vishnu Iyer
Kene Izuchukwu
Robert Jones
Jason Joo
Shrarah K
Sharek Kapoor
Brian Katz
Tyler Kelley
Tori Khalil
Jimin Kim
Lore Kimbrough
Emerald Leiataua
Natalie Lipari
Katty Linanes
Roxanne Lockett
Sara Lopez

Cameron Mack
Ruby Maddox
Jordan Mannisto
Tyler Martin
Frances Martinez
Julio Martinez
Zac Maywood
Lakshmi Mogilineedi
Cameron Moor
Nena Morales
Nancy Moran
Sylvia Morrell
Juanita Mundo
Lauran Natarajan
Michelle Nguyen
Tommy Nguyen
Carlos Orduna
Alison Orozco
Alex Ozawa
Brandon Perez
Venkatesh Periasamy
Anna Pickles
Marcelino Prado
Raizel Prijanto
Devon Radel
Maria Ramirez Lopez
Susana Ramos
Josh Rand
Sarah Rauh
Victor Refugio
Genesis Reyes
Joy Marie Reyes
Tyler Reynolds
Olivia Riopelle
David Rios
Brenda Rivera
Shamar Roberts
Nakita Robinson
Elizabeth Romero
Gerry Ruiz
Hope Sabater
Bryanna Saldana
Vanessa Sanchez
Walter Sanchez
Priscilla Sandoval

Evan Jay San Nicholas
Leticia Segura
Jazmin Sepulveda
Javinder Shah
Sid Sharma
Lorenzo Shiao
Erika Shipman
Lidiya Shutaya
Joshua Siegel
Angelica Silva
Savannah Simone
Vera Star
Vera Stein
Blair Sun Chee Fore
Richard Tanner
Natalie Teutla
Marque Toliver
Lisa Trant
Roxy Trinidad
Leola Truly
Rachel Turetsky
Maria Vazquez
Visanlh Viswanathan
Bich Vu
Angela Walker
Michael Warah
Shanon Whitfield
Dolores William
Maya Wisnievitz
Steve Yang
Lexie Yee
David Yepiz
Matthew Yoklovich
Amber Young
Skye Zeledon
Julian Zuniga Trejo





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