WestLA Homeless.org
5/20/20 Final
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Mission Statement

To increase civic engagement in the challenge of homelessness in West Los Angeles area by creating a fund to retain social worker professionals to interact with the homeless population and employ the resources of the city, county, state and private resources for the benefit of the homeless population and the area’s citizens.

The WestLA Homeless.org (WLAH.org) was formed in March 2020 by a group of local volunteers as an independent group of community volunteers committed to compassionately addressing the serious issues associated with homelessness in the West Los Angeles.

WLAH.org intends to raise funds through a 501(c)(3) organization to fund the engagement of effective case management organization using either The People Concern or St. Joseph’s to assist the homeless living with in the boundaries of the service area in receiving the assistance needed to reintegrate into society or receive treatment for mental health addiction issues.

Goals

WestLA Homeless.org
Volunteers

CASE MANAGER
Contact and Case Management Organization
Outreach Assessment Planning Linkage Monitoring Reporting

Service Providers
City and County Agencies
Housing Service Providers
Healthcare Providers
Other Service Providers

Results Reporting

Homeless Clients

Other Service Providers

J. Pike 5/20/20
WLAH.org hopes to replicate the results (50% reduction in homeless count over four years) similar to the model used by the Pacific Palisades Task Force for the Homeless. We also want the ability to track individuals at a granular level and determine the problem(s) faced, the willingness to receive assistance, case management follow-up the results of that assistance.

**Definition of Terms**

**Off Streets:**
Number of individuals who have successfully moved off of the streets (e.g. entered transitional housing, a health care facility, reunited with family or secured permanent supportive housing.)

**Moved to Permanent Housing:**
Number of individuals who are in the “off streets” category and have moved into permanent supportive housing with on-going casework support.

**On Streets-current, with Services:**
Number of individuals who, for a variety of reasons, remain on the streets and are receiving casework and health care services.

**Total Contacted:**
The number of individuals who have been contacted and offered services.

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<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<tbody>
<tr>
<td><strong>Homeless Contacted &amp; Served</strong></td>
<td>247</td>
<td>233</td>
<td>274</td>
<td>264</td>
<td>1018</td>
<td>16</td>
<td>16</td>
<td>1034</td>
</tr>
<tr>
<td><strong>Total Contacted</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Off Streets</strong></td>
<td>12</td>
<td>27</td>
<td>42</td>
<td>13</td>
<td>114</td>
<td>1</td>
<td>1</td>
<td>115</td>
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<tr>
<td>(On some form of housing or deceased)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>On Streets-current</strong></td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>0</td>
<td>45</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>(On streets &amp; worked or working with outreach team)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Decreased</strong></td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>8</td>
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<tr>
<td><strong>Outstanding Vouchers Issued</strong></td>
<td>19</td>
<td>10</td>
<td>15</td>
<td>9</td>
<td>53</td>
<td>0</td>
<td>0</td>
<td>NA</td>
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<tr>
<td>(Waiting for available permanent housing)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Move to Permanent Housing</strong></td>
<td>11</td>
<td>31</td>
<td>29</td>
<td>7</td>
<td>78</td>
<td>0</td>
<td>0</td>
<td>78</td>
</tr>
<tr>
<td>(Moved into permanent housing &amp; tracked for 1 year)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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**WLAH.org Service Area**

J. Pike 5/20/20
We will service the colored areas that are South of Wilshire, West of Sepulveda, North of National and the 405 and East of Club Drive and but including Century City (blue area)

Problems and Statistics
1. Estimated Number of Homeless

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Unsheltered</th>
<th>Sheltered</th>
<th>Individuals</th>
<th>Members</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1201</td>
<td>902</td>
<td>299</td>
<td>899</td>
<td>302</td>
<td>n.a.</td>
</tr>
<tr>
<td>2018</td>
<td>886</td>
<td>613</td>
<td>270</td>
<td>613</td>
<td>20</td>
<td>n.a.</td>
</tr>
<tr>
<td>2019</td>
<td>1015</td>
<td>846</td>
<td>169</td>
<td>819</td>
<td>196</td>
<td>77</td>
</tr>
</tbody>
</table>

Our service area is only a portion of District 5 and has a current estimate of 200 homeless persons.

2. Homeless Needs/Issues
   a. Housing
   b. Healthcare
   c. Mental Health services
   d. Addiction services
   e. Domestic Violence
   f. Source Issues
      1.) Prison Overcrowding Early release
      2.) Sponsored Parenting
      3.) Other
   g. Criminal activity; victims and perpetrators
      1. Drug trafficking
      2. Human trafficking
      3. Theft

3. Why do homeless persons struggle to connect with services and resources that could lift them out of homelessness? Addiction, mental health, poverty and spousal abuse are primary causes of homelessness. Connecting people who are struggling with life is difficult for them. The key ingredients are establishing trust between the case manager and the homeless person and the homeless person’s desire to accept help and actively participate in programs that will improve their lives.
OUR SERVICES
Our Service Model and Philosophy

WLAH.org believes that the welfare of both our homeless people AND our community are important and compatible priorities.

We feel that leaving homeless people to live on the street in a dysfunctional, unhealthy and vulnerable state in a hostile environment is neither compassionate nor effective community policy. There are services and assistance available, but sometimes difficult to access. For those willing to improve their circumstances, we believe we can fund service organization(s) that can successfully connect those motivated individuals to services or resources to lift them out of homelessness.

Because of these beliefs, we want our interested community members to understand the range and rationale for our services.

For people in our community experiencing homelessness we will:

- **Fund a full-time, professional outreach team** that works daily on our streets to compassionately engage West LA homeless individuals and connect them with the essential services they need. We partner with The People Concern, a Santa Monica-based company or St. Joseph’s in West Los Angeles. Both are comprehensive homeless service organizations that will oversee our outreach team and provides a range of support services that include psychiatric and physical health care, food and clothing, assistance reestablishing personal identification documents, applications for financial assistance, assistance finding and moving into temporary and permanent housing or, when possible, reunification with family. Our outreach team leads each homeless person through the numerous steps and (often overwhelming) experience of becoming successfully housed.

- **Fund “move-in” expenses** for homeless people once housing has been located. Costs include first and last month’s rent and utilities deposits, a stove and refrigerator, bed and bedding, and basic furnishings. We help overcome some of the basic barriers to becoming housed by meeting these initial expenses.

- **Fund ongoing casework support services to help homeless people remain housed.** It is generally a difficult, lonely experience for most homeless people to become housed, often in a new community without established relationships and services. Our outreach team continues to support our clients mentally and physically until they have adjusted, are well connected to an ongoing caseworker, and have a clear path forward.

- **Provide weekly “meet-ups” at and for homeless individuals to meet our outreach service team and local police officers.** There our team offers services
and assistance in securing housing. Bringing the services to our homeless people makes it easier for them to receive needed help. Local churches provide brown bag lunches for the meet-ups in support of our outreach team and law enforcement coordination services. Donated supplies of warm clothing, sleeping bags, gloves, and socks are also provided at the meet-ups.

- **Fund outreach services to severely mentally ill homeless individuals** who are incapable of making the decision to leave the streets, where they remain highly vulnerable to predators, disease, and death

- **Provide a 24-hour telephone line** for homeless individuals seeking help and for community residents who have questions or need assistance dealing with a homeless person

**For our community’s safety and protection, we will:**

- **Provide a volunteer Law Enforcement Coordination Committee that partners with local police and fire personnel to maintain public safety.** Committee members regularly monitor assigned locations throughout the Palisades to identify homeless individuals needing assistance; respond to calls from residents who have concerns or questions, or need assistance dealing with a homeless individual; enforce restricted-habitation zones; and help connect homeless individuals with our outreach team and services.

- **Fund and participate in projects to clean up abandoned homeless encampments.** The committee locates, cleans, and removes approximately abandoned homeless encampments, especially if city funds are not available for this service

**To engage our community in addressing homelessness we…**

- **Conduct bi-monthly community forums** for education, exploration, and discussion of local homeless-related issues and concerns. These forums feature presentations by professionals, elected officials, and leaders in the field of homeless services. The forums provide a safe space for dialogue, respectful expression of divergent views, and consensus-building about how our community can best deal with the dynamic challenges of homelessness.

- **Engage in an active Community Communications Program with a website and bi-monthly newsletter** informing the community about our work, how community members can become involved, and the resources available to them for dealing with homeless people they encounter.

- **Provide volunteer opportunities for community members** to contribute leadership skills, funding, survival supplies to help our
outreach team serve homeless people, and hands-on work to remove and clean up abandoned encampments.

Case Manager: The People Concern:

The People Concern empowers the most vulnerable among us to rebuild their lives.

One of Los Angeles County’s largest social services agencies, The People Concern was formed in 2016 in a merger of two trusted social service organizations based in Los Angeles County, OPCC and Lamp Community. Informed by more than fifty years of work in the community, The People Concern is a leading provider of, and advocate for, evidence-based solutions to the multi-faceted challenges inherent in homelessness and domestic violence.

With compassion and profound respect for those we serve, we provide a fully integrated system of care – including outreach, interim housing, mental and medical health care, substance abuse services, domestic violence services, life skills & wellness programs, and permanent supportive housing – tailored to the unique needs of homeless individuals, survivors of domestic violence, challenged youth, and others who have nowhere else to turn.

The People Concern’s model of integrated and comprehensive care empowers our participants to navigate the multi-faceted obstacles in their lives, become their best selves, and ultimately, connect with and contribute to their communities.

The People Concern provides integrated services to the most vulnerable and traumatized members of the community who need assistance – individuals who are chronically homeless, dealing with severe mental or physical illness or substance addiction, victims of domestic violence and challenged youth. The People Concern’s system of care addresses the complex problems of this diverse population through our core services.
St. Joseph Center

Benefits Assistance & Support
1. Case managers work with clients to determine the best avenues of increasing their income based on employability and health assessments. When clients cannot be matched for employment opportunities, they are referred to benefits assistance programs.
2. Benefits Assistance helps clients obtain government benefits, and if needed, provide money management services to ensure they have the resources to meet their basic needs and continue their progress toward self-sufficiency.

Bread & Roses Café
1. Our Bread and Roses Café serves hot, nutritious meals to homeless men and women in a restaurant-style setting that fosters dignity and respect.
2. Meals are made fresh daily by a professional chef, and a dedicated case manager is on-site to connect guests to the services they need to get back on their feet. Bread and Roses Café serves more than 500 meals every week.

Coordinated Entry System for Individuals
1. Los Angeles County’s Coordinated Entry System for Individuals (CES) aligns all the adult homeless services available into one seamless, collaborative and County-wide platform. The goal of CES is to reduce the length of time an individual is homeless and permanently house them as quickly as possible.
2. St. Joseph Center is the lead CES service provider for the Westside, including Beverly Hills, Brentwood, Culver City, Malibu, Pacific Palisades, Playa del Rey, Santa Monica, and Venice

Food Pantry
1. St. Joseph Center’s Food Pantry provides low-income households with supplemental groceries and educational workshops designed to lighten their economic load and promote healthy living. We use a “choice model” that lets our clients select their own food in a friendly, market-style setting. This empowers people to select items they enjoy and will use.
2. Our partners include the Westside Food Bank, Food Forward, and local grocers who generously donate much of the food we distribute.

Homeless Service Center
1. St. Joseph Center’s Homeless Service Center (HSC) serves as a point of entry into the Westside’s Coordinated Entry System (CES). We offer intakes, assessments, case management services, housing and mental health referrals, showers, toilet facilities, transportation support, mail services, and reservations to our Bread & Roses Cafe.
2. HSC is one of the few access centers that accepts new client sign-ups on a walk-in basis Monday through Friday
Re-Entry Services
Re-Entry services provide support for marginalized and hard-to-reach populations that face a range of barriers upon release from the justice system. After receiving referrals from the Probation Department and other systems, we help clients through their transition by offering resources and case management services with the goal of promoting seamless community reintegration and self-sufficiency.

Street Outreach
1. St. Joseph Center’s vehicular and street outreach teams consist of mental health specialists, case managers, RN’s, substance abuse counselors, and peer specialists with lived-experience. These teams are critical to engaging clients and getting them off the streets.
2. Our outreach teams work throughout Culver City, Santa Monica, Venice, Malibu, and Los Angeles County, helping homeless men and women to connect with services and benefits that will help them regain their health and find permanent housing.
NON-PROFIT ORGANIZATION 501(c)(3)

1. Application for a non-profit corporation to California in process 4/27/20; second step application for 501(c)(3) status to be submitted once non-profit corporation is received.

2. Key element: Donations become tax deductible to the donors

3. Activities limited to purpose, no political advocacy and only a small amount of for-profit activity allowed.

4. Prior to official recognition as a 501(c)(3) WestLA Homeless will use the tax-exempt status of the service provider for those wishing certainty of income tax deductibility of their donations

OUR LEADERSHIP TEAM

Officers/Directors

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<tr>
<th>Position/Function</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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<tr>
<td>Chairman/Community Leader</td>
<td>Sean McMillian</td>
<td>310-990-6067</td>
<td><a href="mailto:mcmillian15@aol.com">mcmillian15@aol.com</a></td>
</tr>
<tr>
<td>President/Operations, Govt Relations</td>
<td>Michael Stevenson</td>
<td>310-418-5505</td>
<td><a href="mailto:sean@hyler.com">sean@hyler.com</a></td>
</tr>
<tr>
<td>Treasurer/Administration, Accounting, Service Providers, Outreach Agencies</td>
<td>James O. Pike</td>
<td>310-213-5815</td>
<td><a href="mailto:mcmillian15@aol.com">mcmillian15@aol.com</a></td>
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<tr>
<td>Secretary/Public Relations, Social Media, Website</td>
<td>Mary Williams</td>
<td>310-261-8603</td>
<td><a href="mailto:mcmillian15@aol.com">mcmillian15@aol.com</a></td>
</tr>
<tr>
<td>Vice President/Public Relations, Social Media, Website</td>
<td>Jamie Bando</td>
<td>310-279-8383</td>
<td><a href="mailto:mcmillian15@aol.com">mcmillian15@aol.com</a></td>
</tr>
<tr>
<td>Director/Strategic Planning</td>
<td>Don Wood</td>
<td>310-266-0545</td>
<td><a href="mailto:mcmillian15@aol.com">mcmillian15@aol.com</a></td>
</tr>
<tr>
<td>Director/Mental Health</td>
<td>Charles McCreary</td>
<td>310-475-1706</td>
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</tr>
</tbody>
</table>

Website: [www.westlahomeless.org](http://www.westlahomeless.org)

Volunteers/Community Involvement

J. Pike 5/20/20
It will take more than just our governmental efforts to keep our communities safe and assist the homeless. It takes a village. We believe having people live in squalor, disfunction and vulnerable to disease and crime is not compassionate nor good public policy. Our involvement will provide the focus and incentive to connect the motivated homeless to the services they seek with the goal of at least finding a safe environment and, hopefully reengaging as productive members of our city.

**Operations and Outreach:**
1. Volunteers Collecting and Distributing Supplies: Assist organizations in the collection and distribution of hygiene kits, blankets, sun screen, and clean used clothing
2. Field Volunteers coordinating with Case Managers assisting in the identification, location, conditions and changes in homeless persons or camps.
3. Field Volunteers working with local authorities to ensure laws are posted and enforced, and homeless persons’ rights are observed.

**Communication:** to and from various organizations and individuals about changes in policy, our progress, success stories, local information updates, and general information.

1. Government Agencies
2. Neighborhood Council(s)
3. Community Groups: Homeowners Associations (HOAs), Business Organizations,
4. Local Residents and Individual Businesses

**Donating Volunteers that**
1. gather information from a variety of sources.
2. Write articles and create a Newsletter,
3. Manage our website and Social Media, and
4. Manage our Donor communications

**Fundraising**
1. Fundraisers: establish relationship with potential donors
2. Event organizers: assist in the marketing, organization and management of events.
3. Grant Writers: write grants to donor organizations to raise funds.

**Donations Model**

J. Pike 5/20/20
The Donation Process

Staffing

3. Need volunteers to execute a community donation outreach to fund the WLAH.org activities
4. Initial presentation to large donors

The Donation process starts with having:
1. a consistent and well-crafted message to donors;
2. a good donor database including donor history; participation history (donations, event attendance, meetings) as well as contact information;
3. promotional materials are used communicate the message and demonstrate the good work and need for the funds;
4. The message and requests are communicated through a variety of channels and events;

Donations consist of **time, money, information** and **relationships** that advance the purpose and mission.
Message

1. Critical Message is that we are organized to connect the homeless to the public services they need through the use of a proven case manager.
   a. We will need goals similar to the PPTFH where there has been a roughly 50% reduction in the homeless population.
   b. We will need proof that the case manager is successful in making those connections
   c. We will need a budget/financial reports that the bulk of their donations will go to the homeless population.

Database – (Consider Keela.com $50-80/month depending on features; it also interfaces with QuickBooks)

1. Maintaining a contact database that collects all the information about Alumni and other donors (usually foundations)
   a. Personal Information
   b. Contact Information
   c. Contribution History
   d. Time/Resource Donations
   e. Volunteer Positions Held
2. Have someone dedicated to keeping it up to date

Promotional Materials (written and physical message materials).
1. Consist of all the written and physical message materials used to communicate message to donors.
2. Examples include: Thank you notes, donation forms, newsletters, newspaper articles, announcements, recognition awards, promotional goods, educational materials, etc.

Advertising Channels (Methods of delivering promotional materials)
1. Personal Contact is the best method, but you have to be prepared.
2. Social Media and Electronic contact through Twitter, Instagram, Facebook and e-mail
3. US Mail
4. Printed Material/ Advertising, flyers, posters
5. Events (See Attachment 1 for an example of an Event Calendar). Invite potential donors and influencers to Dinners and parties

Donor Base

1. By Organization
   a. Religious: St. Paul the Apostle, St. Timothy, Mormon Temple, Temple Isaiah
   b. Neighborhood Councils: Westside NC, Westwood NC
   c. Homeowners Associations:
      1.) Cheviot Hills Homeowners Asso. (CHHA),
      2.) West of Westwood Homeowners Asso. (WOW),
3.) Century Glen Homeowners Asso.,
4.) Westwood Gardens Homeowners Asso.,
5.) Westwood South of Santa Monica Homeowners (WSSM)
d. Businesses: Fox Studios, Google, CVS, CC Merchant Association, Disney, ERBA
e. Community Service Groups: Rotary, Elks, Kawanis
f. Neighborhood Councils: Westside NC, Westwood NC

2. Contact Data: Demographic by age, location, other relevant metrics
3. Contact History: date, who, when, how, content
4. By Contribution: time, money, information
5. Relationships: who can they influence.
6. Database system needs to be able to deliver information to those who use it in an easy to use format, locally and remotely.

**Donations**
1. Time – volunteer time is precious
2. Money – Important to fund programs
3. Relationships – who do they know that could help
4. Information – what are the reasons they donate

**Financial Operations**

Proforma Budget: Currently, our best estimate of annual operating expenses at full capacity in one to two years is:

<table>
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<tr>
<th>Cost</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Provider Cost</td>
<td>$200,000</td>
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<tr>
<td>Placement Costs</td>
<td>30,000</td>
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<tr>
<td>Volunteer Projects</td>
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<tr>
<td>Vehicle Costs</td>
<td>9,000</td>
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<tr>
<td>Fundraising Expenses</td>
<td>20,000</td>
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<tr>
<td>Administration</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$277,000</strong></td>
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</table>

g. Provider Costs are the annual expenses of contracting with a case management service to provide two case workers for our service area.

h. Placement Costs are the annual financial assistance to individuals to transition from homelessness to a stable environment. For example, these expenses might include a rental deposit, first month’s rent, moving expenses. Actual circumstances might vary.

i. Expense reimbursement for out of pocket expenses will require funding

j. Vehicle costs are the cost of purchasing and maintain a used service vehicle that travels an estimated 20,000 miles/year
k. Expenses for Fundraising include expenses for a newsletter, promotional materials, advertising, donation processing,

l. Administrative expenses include costs of IT, accounting, insurance, legal, and other miscellaneous expenses needed to operate. All labor and management are volunteer efforts, consequently there are no salary or wage expenses, There are also no benefits other than a job well done.

m. Figures and timing are subject to change depending on fundraising success, attracting additional committed volunteers and the actual operating conditions encountered.