This past year was among the most challenging in my twenty-one years as CEO of The People Concern. But one thing we’ve learned from the COVID-19 crisis is how vital The People Concern is to our community. Your support enables us to remain nimble in the face of adversity. As the world struggles to redefine social norms and business operations, we have remained on the frontlines, battling a public health crisis that stretches our limits and capacity as a service provider. In addition to providing our existing essential services, we stepped up to operate two Project Roomkey hotels so that medically vulnerable people could safely shelter in place while working on a long-term housing plan. Thanks to you, The People Concern is a pillar of strength for our community and we will continue to respond to the growing need for our services with resolve and empathy.

Despite the unprecedented challenges we have all tackled this past year, there is also cause for celebration. Together, we transformed lives! Our neighbors are testament to homelessness being solvable. Through our strategic partnership with FlyawayHomes, we are on our way to realizing our goal of ending homelessness for 20,000 people by 2028. With your support, we ensured that over 2,000 of our formerly homeless neighbors received the supportive services they need to stay housed, healthy and safe for good!
But that’s not enough. Operating within the confines of a broken system that does not fully compensate frontline service providers for their work, nor elevate the urgent needs of people experiencing homelessness and those at risk of falling into homelessness, is no longer an option.

As our dedicated teams confront a deepening crisis - the 2020 Greater Los Angeles Homeless Count results showed that there are 66,433 people suffering without a permanent home, and this number is expected to rise due to the devastating effects of the pandemic - we must shift the status quo to solve homelessness in Los Angeles. COVID-19 has brought to the forefront long-standing inequities and bureaucratic inefficiencies that underpin the housing and homelessness crisis in Los Angeles and beyond. Racism is also a public health issue; in Los Angeles, Black people are 4x more likely to experience homelessness and make up over 40% of the people we serve. As a leading housing and social services agency at the forefront of ending homelessness in Los Angeles, it is our responsibility to advocate for policy reform that will remove the barriers that stand in our path to ending homelessness for 20,000 people by 2028.

The solution to ending homelessness is housing paired with individually tailored supportive services; it’s not just about getting people housed, it’s also about keeping them housed for good. We are doubling down on our commitment to scaling sustainable housing solutions with FlyawayHomes, and pursuing equity in every facet of our work. But we can’t do it alone.

At the heart of any organization’s resilience is its people. We are fortunate to have a strong and compassionate community made up of people like you. Your generosity sustains our work and enables us to pave the way so that our neighbors are housed, healthy and safe. With you by our side, we can lead the charge for lasting change. Together, we will ignite a movement that redefines the homeless services delivery system so that equity, innovation and streamlined housing production are at the forefront.

Thank you for standing with our neighbors.

Together, we are unstoppable!

John Maceri
Chief Executive Officer
The People Concern
WE WILL END HOMELESSNESS TOGETHER.

The People Concern’s proven approach of housing paired with supportive services empowers our neighbors to rebuild their lives.
One of Los Angeles County’s largest housing and social service agencies, The People Concern is the expert in connecting with people on the streets, bringing them inside and then keeping them housed for good.

Our model of integrated and comprehensive care empowers people experiencing homelessness and survivors of domestic violence to navigate the multi-faceted obstacles in their lives, become their best selves and ultimately, connect with and contribute to their communities.
From Santa Monica to Downtown Los Angeles to Skid Row to Lancaster, The People Concern provides our most vulnerable neighbors with the support they need to find and keep permanent housing. Our fully integrated system of care includes **domestic violence services, income assistance, interim & permanent supportive housing, life skills & wellness programs, mental and medical health care, outreach and substance use services** - tailored to the unique needs of people like Shavon and Art.

Thanks to your support, we continue to work tirelessly to end homelessness in our communities so that all of our neighbors are **housed, healthy and safe**.

“My goals have changed drastically since I have been connected to The People Concern. They have enlightened me to know that I can **advocate for myself**. They have reiterated to me that I **have a spark** in me that the world needs to hear. I taste the love.”

Shavon, Program Participant
After his mother’s passing, Art’s life spiraled out of control and he hit his lowest point. Art struggled on the streets for 7 years until he connected with The People Concern. “Art has gone above and beyond every step of the way; even with all of the barriers associated with COVID-19, he kept going. It has been a huge pleasure and joy to work with Art and to see how far we have come as a team and how far we have yet to go”, notes Anthony, Art’s Case Manager.

Art worked diligently with his team to access services and resources that would help him rebuild his life; one of his goals was attaining sobriety. Even in times of adversity, Art “never lost the passion and the excitement about his journey,” recalls Charles, Substance Abuse Case Manager. “Working with Art has been a joy. This is why I come to work! It’s not a job - it’s a journey!”

Thanks to Art’s dedication and the support of his team, he recently celebrated 18 months of sobriety! Several months ago, Art’s journey took another positive turn and he moved into a home of his very own!

He looks forward to reconnecting with his son. In the future, Art wants to help others who have struggled because he knows there is a path forward. He hopes to pursue a career as an Outreach worker, “Outreach is a very important thing. It’s the first door opening to people on the streets.”

The relationship that Art and his team have built is inspiring. His story is proof that it is never too late to make the decision to better your life; with dedication, fight and a little support, change is possible. “The People Concern came along and they changed my life. They gave me hope, they gave me a reason to live again and for that I am grateful. Today I am responsible. I am back in society. I got my life back.”

“The People Concern came along and they changed my life. I am back in society. I got my life back.”

me and she sees that I am ok, and that’s the most important thing.”
OUTREACH + ENGAGEMENT

Our teams built trust and rapport with over 5,000 people, with the end goal of linking them to housing.

“*It is a real inspiration to work with such a dedicated group of people. They have consistently showed up and said “yes” to every request. In a time where we have all been asked to maintain social distance, they have put an emphasis on social connection to the most vulnerable members of our community.*” - Zachary, Director of Santa Monica Outreach

58,000 meals served at our Access Center

Our Public Toilets and Showers program is open 24/7.

It was the only one open in Skid Row at the onset of the pandemic!

WE ARE CURRENTLY SERVING 2,058 people in permanent supportive housing.

92% of the people we support in housing *never* experience homelessness again!

Once living in their own apartments, we work closely with our formerly homeless neighbors to ensure they are well-supported in their new homes.

Expanding L.A.’s affordable housing stock and securing supportive services funding is key to solving homelessness in our communities.
DOMESTIC VIOLENCE

We recognize that an unintended consequence of the Safer at Home orders has been the isolation of victims of domestic violence at home with their abusers.

Sojourn, our domestic violence program, quickly adapted and moved services, support groups and trainings online to better support victims inside their homes. Sojourn was one of the first in CA to offer domestic violence counselor training online!

INCOME ASSISTANCE

500+ people are currently enrolled in our Money Management program, gaining both financial stability and increasing their savings.

EVICTION PREVENTION

Our Money Management program also helps program participants avoid eviction if they are behind on rent.

WELL-BEING

Program participants improve their quality of life through workshops and programs that focus on holistic development, skill-building, artistic expression and healthy living.

1,952 hotline calls received

NEW clients served 1,524

800+ people received mental health services ranging from therapy to medication support that improved their well-being.
2019-2020 HIGHLIGHTS

1. SOJOURN’S CRISIS SHELTER MAKE-OVER
The renovations at Sojourn’s Crisis Shelter cultivate an environment where hope, peace and empowerment can blossom. Thanks to the hard work of our staff and volunteers, we created a safe, welcoming and beautiful space in which survivors of domestic violence and their children could regroup and begin recovering from their trauma. The furniture selection, design, garden enhancements and building upgrades were intended to bring a sense of comfort and relief in a time of great adversity for program participants.

2. MOVE-IN DAY AT KENSINGTON CAMPUS
The first 100 residents moved into homes of their very own at Kensington Campus in Lancaster, CA! For the first time in years, our neighbors celebrated the holidays and rang in the New Year inside – within the safety and warmth of their homes. The People Concern provides ongoing wraparound services that ensure our neighbors find long-term stability and remain housed for good.

3. FROM ACCESS CENTER TO POLLING PLACE
We partnered with the League of Women Voters of Santa Monica to make voting more accessible for everyone, regardless of their housing status. We’re thrilled to have hosted a flex voting center at our drop-in facility, the Access Center, on March 1. Thanks to your support, our neighbors experiencing homelessness are empowered to use their voice and be active participants in their community.

4. HOUSEDHEALTHYSAFE.COM
This online platform serves as an educational and advocacy hub to inspire our community to join our movement - we know that policy reform and systemic change is critical to solving homelessness in L.A. Complete with background information, policy initiatives and learning opportunities, housedhealthysafe.com furthers The People Concern as a thought-leader and champion for ending homelessness in Los Angeles. We are thrilled that you have joined our movement to solve homelessness for good!
K9 CONNECTION
Supporting over 60 new students who graduated in the last year, our k9 connection program offers teens the chance to break through learning and life barriers by training and bonding with homeless dogs. k9 connection also serves the pets of people experiencing homelessness through its Pets’ Landing project. The project supplied participants with 1,540 doses of flea medication, 2,432 pounds of dry dog food and 360 wet food pouches.

MOLLIE LOWERY AND FRANK RICE CENTER
The opening of the Mollie Lowery and Frank Rice Center (C3 Center) enables our C3 Outreach Team to streamline service delivery by having a location where C3 participants can find comprehensive care under one roof. The C3 Center is a two-story facility located in the heart of Skid Row that provides access to showers and hygiene products, food, mental health services, medical care, case management services and life skills and wellness workshops to C3 program participants.

SERVING OUR COMMUNITY
Throughout the pandemic, our goal has been to ensure the safety and health of our staff, program participants and community while minimizing disruption to our essential services. We’ve seen a sharp rise in people seeking basic needs services and have expanded our focus to providing PPE and testing. Our outreach teams have tested over 1,000 people! Many critical resources, like PPE, are not fully funded by government contracts. We are very grateful for our community’s support - thanks to you, we have remained on the frontlines delivering life-saving services to the people who need us now more than ever before.

FROM HOTEL TO HOUSING
The People Concern operated two hotels under Project Roomkey (PRK), a state-wide initiative that provides temporary shelter for people experiencing homelessness who are at high-risk for hospitalization if they contract COVID-19. PRK demonstrated that with political will and effective coordination, homelessness can be addressed with urgency. We are now using our resources and expertise to work with participants on their long-term housing plans. We are committed to leaning into permanent supportive housing and exploring all possible solutions so that our neighbors can be housed, healthy and safe for good.
PERMANENT SUPPORTIVE HOUSING: OUR PATH FORWARD

KENSINGTON CAMPUS
Kensington Campus - the largest fully integrated, therapeutic community of its kind in the Antelope Valley - will help over 300 participants rebuild their lives and serve as a beacon of hope in the community!

To end homelessness, we must advocate for more innovative, comprehensive solutions like Kensington Campus!

FLYAWAYHOMES
Born out of The People Concern’s supportive housing committee, FlyawayHomes was founded to help end homelessness sustainably. FlyawayHomes has permanent supportive housing for over 360 people in the pipeline; The People Concern will provide supportive services at all FlyawayHomes communities to ensure our neighbors remain housed for good.

We are on our path toward housing 20,000 people by 2028. Together, we must advance policy that prioritizes the people suffering on our streets and removes red tape so that innovative solutions like FlyawayHomes can scale quickly. With you by our side, we can shift the narrative and advance change that will solve Los Angeles’ homelessness crisis.

82nd Street development set to open late 2020!
SUPPORT OUR MOST VULNERABLE NEIGHBORS:

ADVOCATE FOR MORE HOUSING

The COVID-19 pandemic has unmasked the socioeconomic inequities and policies that uphold institutionalized racism and underline the housing and homelessness crisis across the United States. Los Angeles is facing a record-breaking number of people experiencing homelessness – over 66,000 – and many more are at-risk of falling into homelessness as a result of the pandemic. Yet housing resources remain scarce.

Where do we go from here? What can we do?

The People Concern has ignited a movement to demand policy that advances equity, streamlines housing production, and fully compensates front-line service providers to do our best work. Life-changing work that ends the suffering on our streets. Life-saving work that moves people off the streets and into permanent supportive housing for good. Life-altering work that not only gets our neighbors into homes of their own, but also supports them in their new homes so that they never, ever have to experience homelessness again. Your support transforms lives. Together, we can end homelessness in Los Angeles. Thank you for joining our community of changemakers!

We are not powerless. We are not hopeless. Homelessness is solvable.

YES TO AB 1845

SUPPORT AB 1905

VOTE FOR MEASURE J
YOU ARE THE CHANGE.
In their own words - home is everything!

food filled with love happy freedom
community tranquility
sleep safely together unconditional
without fear security love
safety foundation comfort clean
security laughter my environment
family joy without judgment
peace music happiness

You help people thrive in their homes.
FINANCIALS

EXPENSES

PROGRAM SERVICES
$46,746,543

ADMINISTRATIVE
$2,618,213

FUNDRAISING
$1,385,188

REVENUES

PRIVATE
18%
$9,367,163

PUBLIC
79%
$40,167,827

OTHER
3%
$1,272,176
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TOGETHER, WE’LL CONTINUE TO CHANGE LIVES.

To learn more about how you can get involved, please visit thepeopleconcern.org.

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