intensified and accelerated our efforts to continue building an environment where our staff thrive. We completed the first year of our Diversity, Equity & Inclusion (DEI) Strategic Plan, with the goal of reflecting our community and creating a workplace that attracts and retains the best people through a sense of belonging. Our teams continued to meet our unhoused neighbors “where they are,” expanding our services to include COVID-19 testing and access to the vaccine. We successfully opened three new locations as part of the Project Homekey (PHK) initiative; the three sites will initially be operated as interim housing before being converted to permanent supportive housing. As we link our neighbors experiencing homelessness with housing resources, it is critically important that we continue to prioritize housing retention. Together, we have housed over 2,700 people to date and 93% of people receiving supportive services from The People Concern never experience homelessness again!

Though we are energized by a renewed sense of hope that better days are on the horizon, we know that “returning to normal” is not an option if solving homelessness is our priority. Our community is rightfully frustrated by the rise in visible street homelessness - Los Angeles is deploying more resources than ever before and yet the situation appears to be worsening. The challenge is that we are operating within a fundamentally broken system; decades of underinvestment in affordable housing coupled with systemic, institutionalized racism and policy failures at the local, state and federal levels have compounded the human suffering on our streets. The crisis on our doorstep demands a bold response that centers equity and disrupts the current housing production model.

We know that the solution to ending homelessness is housing paired with individually tailored supportive services. Many of our program participants have experienced trauma and live with persistent mental and physical health challenges, and yet, they succeed in moving from the streets to housing, with our support. The People Concern is committed to acting with urgency to build on the progress we have made, advocating for policy reform to increase the flexibility of subsidies, ensuring service providers are compensated fully and prioritizing systems change efforts to spur the financing and scaling of innovative housing solutions, including harnessing private capital, to bring permanent supportive housing online faster and cheaper. We will also need to rally the power of community to affect change.

Your generosity sustains our work and enables us to lead the charge for long-term housing solutions that uplift the needs of our most vulnerable neighbors and improve the quality of life for all in our communities. With you by our side, The People Concern, in partnership with FlyawayHomes and innovative housing development partners, will advance our goal of permanently housing 20,000 people by 2028. Together, we can revolutionize the housing and homeless services delivery system so that all of our neighbors are housed, healthy and safe.

Thank you for your partnership in The People Concern’s mission and for standing with our most vulnerable neighbors. Together, we can end homelessness!

As the housing and homelessness crisis deepens and threatens to crater an already strained system, The People Concern remains steadfast in our commitment to end homelessness in Los Angeles. In the past year, we navigated uncertainty, grief and myriad challenges as Los Angeles became the epicenter of both the coronavirus pandemic and unsheltered homelessness. With your support, we refined and adapted our policies and procedures to prioritize the health and safety of our program participants and staff, while ensuring that service delivery remained uninterrupted across our programs.

Our dedicated staff remain on the frontlines, responding to the ever-growing needs of our most vulnerable neighbors with determination and compassion.

Thanks to you, our generous friends and supporters, the adversity we faced strengthened our values, affirmed the resilience of our community and underscored the urgency of our mission. We
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.

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 and contribute to their communities.

93% of people supported in permanent housing by The People Concern never experience homelessness again!
A YEAR IN REVIEW
OUR COVID-19 RESPONSE

Throughout the coronavirus pandemic, our teams have continued to deliver life-saving services to our most vulnerable neighbors. We are accustomed to helping people navigate the most challenging times, but this pandemic has been particularly tough on our neighbors experiencing homelessness and victims of domestic violence. As anxiety and concerns mount, the need for our services has grown. From administration to frontline staff, our teams across the agency have pivoted and developed innovative ways to provide seamless care and support to our program participants. Our dedicated staff provided our unsheltered neighbors with $300,000 worth of PPE equipment, COVID-19 testing and the COVID-19 vaccine – all while continuing to deliver case management services, medical and mental health care, substance abuse counseling, income assistance, domestic violence services and more. Behind the scenes, our staff developed new ways to engage our community through virtual panel discussions, online engagement opportunities and a virtual gala fundraising event. We are beyond proud of our teams who stepped up to ensure that we continued to provide our full gamut of services - uninterrupted.
FROM PROJECT ROOMKEY TO PROJECT HOMEKEY

This year, The People Concern began operating three Project Homekey (PHK) facilities - Mollie Maison, The Layover and Willow Tree - creating 162 rooms of additional housing! Building on the success of Project Roomkey (PRK), the statewide initiative to house medically vulnerable people experiencing homelessness during the pandemic, PHK will operate as interim housing facilities before being converted into permanent supportive housing.

SERVING OUR UNSHELTERED NEIGHBORS IN SKID ROW

Since the opening of the Mollie Lowery and Frank Rice Center, also known as the C3 Center (County, City and Community), our teams have continued to provide essential services to our unsheltered neighbors living in the Skid Row area. Through outreach and engagement, our teams deliver comprehensive street-based services including case management, resource referrals, medical and mental health care and more with the ultimate goal of moving people indoors and into permanent housing. “Our teams serve Skid Row’s most vulnerable population, which often includes folks living with severe mental and physical disabilities, poor health conditions and substance use issues. It’s exciting to see the growth of our program participants since the opening of the C3 Center. It’s amazing to be a part of that process and to give them a safe space where we can collaborate together,” says Roxana, Associate Clinical Social Worker and a Mental Health Team Lead with C3’s Outreach Skid Row team.

FROM ENCAMPMENT TO HOME

The People Concern teamed up with Council District 10 to pilot the Encampment to Home project, an initiative linking vulnerable neighbors living in the encampment on Venice Blvd. and David Ave. in Mid-City L.A. with long-term housing. Over the course of six weeks, The People Concern’s E6 Outreach Team worked alongside program participants to bring them closer to safety. Our E6 team has successfully moved 40+ people from the encampment indoors!
EMPOWERMENT AND SAFETY THROUGH SOJOURN

Sojourn, The People Concern’s domestic violence program, has provided services to 1,887 victims of domestic violence and their children this year. Through shelter, support groups, peer counseling, 24-hour hotline, licensed therapy, legal services, referrals and housing services, Sojourn brings safety, connection and hope to individuals and families so that they may begin to rebuild their lives away from violence. In the last year, Sojourn received 1,480 hotline calls, facilitated 209 virtual support groups and provided education and training opportunities to community members reaching an additional 545 adults and 385 children.

FULLY OPERATIONAL AT KENSINGTON CAMPUS

Kensington Campus is now the largest fully integrated community of its kind in the Antelope Valley! At full occupancy, the 14-acre therapeutic community offers 153 interim housing beds and 150 units of permanent supportive housing. This campus is a critical resource for our most vulnerable neighbors as they rebuild their lives and find stability. “Kensington Campus is so vital to the community here in the Antelope Valley. The weather can be harsh on the unsheltered population. Kensington Campus creates a safe space for our residents with access to the services they need such as case management, mental health services, substance abuse counseling and opportunities to engage with the community. It’s important for our program participants to know that there is hope after homelessness, all they need is a little support,” says Jammie Peterson, Program Director, Project-Based Housing, Kensington Campus.

K9 CONNECTION REACHES MORE PEOPLE AND PETS

The People Concern’s k9 connection program helps bring program participants with pets off the street and connect them with services, including housing. Through Pets’ Landing, we reinforce three main goals:

HOUSED - Keeping people and their pets together by welcoming them both into our interim housing facilities and project-based housing;

HEALTHY - Serving approximately 600 pets each year by offering 8 clinics in communities where the needs are greatest and offering individual emergency vet visits at Westside and Mid-City locations;

SAFE - Making pet food and supplies available to all program participants in our L.A. County service areas: 10 interim housing and Project Homekey sites, 17 permanent supportive housing locations and 5 drop-in centers including, Health and Wellness.
After losing her job, Justice was unable to afford rent and quickly lost her housing. With no support or family to turn to, she fell into homelessness and found herself living in Skid Row. “No one should have to live in Skid Row. It’s a dangerous place to live, especially during the pandemic,” says Justice. While living in Skid Row, Justice suffered an accident that sent her to the emergency room. It was then that the doctors discovered she had lung cancer.

Justice was referred to Project Roomkey (PRK) because her medical condition made her especially vulnerable to serious complications should she contract the COVID-19 virus. While at a PRK hotel, Justice was connected to The People Concern. Lauren, a Coordinated Entry System (CES) Housing Navigator with The People Concern, linked Justice to medical care, financial benefits and permanent housing options. Lauren was quickly able to move Justice into permanent housing where she could safely recover and focus on getting the medical attention she needed.

“Justice has this light that you don’t find in people on a regular basis. She shines from within as well as on the outside. I am so happy that she got this chance to start over,” says Lauren. Together, Justice and Lauren worked to overcome many obstacles and today, Justice is living in her own apartment and working with a medical team to stabilize her health.
Ending homelessness through housing and supportive services.
ANNENBERG ACCESS CENTER

Our staff and volunteers at the Access Center served
65,375 meals
and distributed
2,257 bags of groceries.

provided 15,655 showers
and over 1,040 loads of laundry.

Our neighbors:

Took 124,929 showers, did 4,283 loads of laundry
and utilized the public restrooms 174,245 times.

OUTREACH & ENGAGEMENT

OUTREACH TEAMS

across L.A. County engaged with 12,585 people experiencing
homelessness and provided a total of 81,939 services.

MEDICAL CARE

provided 1,576 medical services to program participants.

SUBSTANCE USE SERVICES

24 opioid overdoses were reversed by staff by administering Narcan.
352 staff and community members were trained to administer Narcan.
3,137 Narcan overdose prevention bags were distributed to community members, staff and program participants.
Mental Health Teams provided 2,709 psychiatric services to program participants, including comprehensive medication services such as medication education, support, management, injection, counseling and more.

910 program participants received comprehensive services through our Health and Wellness program.

On average 174 program participants a month participated in life skills and wellness activities facilitated across our interim housing sites.

“The People Concern has given me a reason to live, a reason to continue to rebuild and rediscover my purpose. I am so appreciative of what they have done for me because when I was at the hospital I had no hope, I wanted to die, but The People Concern has given me the care and counseling I truly needed.”

- Ulandsey, Program Participant

To-date, The People Concern has placed 2,769 people in permanent housing and 93% of the people receiving supportive services from our agency never experience homelessness again.
Sean was working at a bike rental shop in Santa Monica, CA when the coronavirus pandemic hit. Due to safety concerns, the business was required to shut down. Unfortunately, after being closed for several months, the owner was unable to afford the lease and keep the business going. They were forced to close their doors for good. Sean had been living paycheck to paycheck barely able to make ends meet when he lost his job. “I lost everything very quickly. There was nothing I could do, so I ended up on the streets - the hardest part of being homeless was being in a wheelchair and having to fight for your life,” says Sean. Things got progressively worse for Sean until he met Teresa, a Diversion Case Manager for The People Concern’s Annenberg Access Center in Santa Monica.

In addition to Case Management, the Access Center is a drop-in day center where people experiencing homelessness can access shower and laundry services, meals, clothing, on-site medical and mental health care and mail services. “I was introduced to Teresa by a friend of mine who she had also helped. I was hesitant at first, but she didn’t let me down. Teresa showed me that life is worth living.” Because Sean’s health condition made him more vulnerable to the virus, Teresa was able to quickly move him into a local hotel before referring him to Cloverfield, one of The People Concern’s Westside interim housing facilities. Once at Cloverfield, Sean had a safe place to stay and an entire team to help him work towards permanent housing.

“Cloverfield offers every service you could need. If I needed to see a counselor or nurse, they were there. They provided me with healthy meals and a place to do laundry. I can’t say enough about The People Concern. If it wasn’t for their dedication, I wouldn’t be here. I’m thankful for everything they have done for me,” says Sean. Sean worked diligently with his team and after 5 months, he moved into permanent housing. Today, Sean is housed, healthy and safe in a place of his own!
Matthew and Juanito’s journey with The People Concern has truly been transformational. From outreach to interim housing to Project Roomkey (PRK) to permanent housing, Matt and Nito’s success encapsulates The People Concern’s commitment to meeting people ‘where they are’, taking a multidisciplinary approach to providing comprehensive services and empowering individuals to rebuild their lives.

“It was hard to catch up on rent. Then, new owners bought the property and told us we had to leave, so we became homeless,” recalls Nito. Together, Matt and Nito lived on the streets of Downtown L.A. for over a year. “It was scary on the streets, I never felt safe,” says Matthew. “The day The People Concern’s Outreach Team approached us in the park was life-changing. They told us they had a shelter that would accept us both. If it wasn’t for the E6 Outreach Team, we wouldn’t be here today,” says Nito.

Matt and Nito were referred to El Puente, one of The People Concern’s interim housing facilities in Downtown L.A. Once at El Puente, they were connected to case management, substance abuse services, employment services, wellness groups, medical and mental health care. With the help of their team, Matt and Nito’s overall health and wellbeing improved tremendously. In February of 2020, the couple got married!

When the COVID-19 pandemic hit a few months later, Matt and Nito were referred to PRK, a state-wide initiative to move medically vulnerable people indoors during the pandemic. “I was very worried about the virus because of my existing health conditions. I felt very blessed that I was able to move to PRK and that my husband was allowed to come with me,” recalls Matt. While in PRK, they continued to receive wraparound services and have recently moved into permanent housing! “Having our own apartment feels unreal at times, it’s very exciting. The People Concern staff are good people who want to help you meet your goals and move you into permanent housing,” says Nito. “This is going to be a new journey for us,” shares Matt. Today, Matt and Nito continue to work on their sobriety, are seeking employment and remain housed, healthy and safe!
LOOKING AHEAD
At The People Concern, we strive to create a workplace that reflects the communities we serve. We’re committed to a culture that fosters connection and belonging so that all staff and program participants feel welcomed, valued, respected and empowered to be their best, most authentic selves. As a social justice organization, we value and respect the humanity of everyone we work with and the people we serve. We believe that when people feel respected and included, they can be more creative, innovative and successful.

The Diversity, Equity and Inclusion (DEI) initiative, created in collaboration with agency leadership, staff, DEI Committee Co-chairs and the Human Resources Department, places an emphasis on culture, workforce, program participants and community.

**OUR COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION**

- **Developed Social Justice Principles** to guide the agency in establishing collaborative relationships with external partners and to inform the agency’s response and support of staff in times of local and nationwide community violence and traumatic events.
- **Created a Chief Diversity, Equity and Inclusion Officer position** to join the Executive Leadership Team.
- **Adopted a compensation philosophy**, transparency in job category salary bands as well as a change in titling practices to recognize those assuming above-and-beyond duties as “Senior” in their job category.
- **Enhanced recruiting practices** to reach a broader network of potential feeder systems such as workforce development community centers and hyper-local job boards.

Last year, we:

- **Enhanced recruiting practices** to reach a broader network of potential feeder systems such as workforce development community centers and hyper-local job boards.
Scaling Permanent Supportive Housing

The People Concern remains at the forefront of championing innovation and the disruption of traditional housing production methods to bring permanent supportive housing (PSH) to scale in L.A. To address the growing demand for housing resources, L.A. needs to pursue all possible permanent housing solutions including modular construction, building by-right, master leasing and adaptive reuse. We are excited to see more communities across L.A. stepping up to build PSH. In collaboration with housing development partners, including our strategic partner, FlyawayHomes, we expect to bring online 500+ units of PSH by summer 2022 and our teams will provide on-site supportive services to ensure our neighbors remain successful in their new homes.

Advocating for Effective Policy

The People Concern is continuing to advocate for public policy that centers on equity, streamlines housing production, cultivates innovation and prioritizes long-term housing solutions. Housing remains the single most stabilizing factor for people experiencing homelessness. While interim interventions are important to quickly bring people indoors, an exit strategy to permanent housing is necessary to allow flow-through in the homeless services delivery system and actually resolve people's homelessness. We will build on the momentum of the past year to ensure the voices of our unhoused neighbors and service providers are heard; we are proud of the charge we led to change language in the American Rescue Plan to ensure service providers are fully compensated for service delivery in government contracts.

In the spirit of embracing all possible housing solutions, including shared housing, we have stepped up advocacy efforts for increased flexibility in the use of subsidies and are teaming up with policymakers to develop a pilot project. Additionally, to avoid a tsunami of homelessness, we are focusing on advocacy efforts upstream and will continue advocating for California to cure back rents and make landlords and tenants whole once eviction moratoriums expire.

Join us in advocating for more affordable and permanent supportive housing, renter protections and services to support our unhoused neighbors and those on the verge of homelessness.

AB 369 would create a program that provides Medi-Cal benefits to people experiencing homelessness and permits access to health services from primary and non-primary doctors. It would also create a reimbursement mechanism for street medicine providers using Medi-Cal funds and medical identification for people experiencing homelessness.

SB 679 would create the Los Angeles County Affordable Housing Solutions Agency: a single affordable housing solutions agency with the ability to raise its own public and private revenue to fund systemic solutions to the countywide affordable housing crisis.

Reducing High-Utilization of Emergency Departments

Numerous health conditions among people experiencing homelessness are frequently a mix of serious physical, mental health, substance use and social issues. Poor health, high stress, unhealthy and dangerous environments and an inability to control food intake often result in frequent visits to emergency rooms and hospitalizations. Health care services are more effective when a patient is stably housed, and in turn, maintaining housing is more likely if proper health care services are delivered. As an agent of systems change, The People Concern is spearheading partnerships with hospitals to reduce the high-utilization of Emergency Departments (ED) and to more effectively address the medical needs of people experiencing homelessness. Through Hospital Liaisons, Community Navigators, Case Managers and Nurses, the Health and Wellness program identifies unhoused individuals with acute medical needs and connects them with comprehensive community services including primary and mental health care, respite care, substance use services, case management, permanent supportive housing and permanent supportive housing. Studies show that it costs less to house a person and keep them in housing for a year ($15K) than to provide them with one year of non-life-threatening recurring emergency room visits (upwards of $35K). “People experiencing homelessness who come to the ED have a lot of needs that an ED can’t fill. I see my job as trying to bridge that gap by building as much support around them as possible through referrals to social services in the community,” says Welhao Qu, Patient Navigator, The People Concern. This year, our Health & Wellness program expanded to other hospitals in Service Planning Area (SPA) 5 and is now providing services in Metro Los Angeles (SPA 4).
THANK YOU FOR
SUPPORTING OUR
NEIGHBORS

When the COVID-19 pandemic hit L.A., our supporters showed us that when we all work together, a little help can make a big difference. Our community stepped up to ensure that we could meet the evolving needs of a challenging year and continue to provide the best care possible to our vulnerable neighbors. Building on this momentum, we launched a campaign to raise awareness about our solution to homelessness and to inspire more people to join our movement. We partnered with Beautify Earth and artist Corie Mattie to create the centerpiece of our campaign—a massive mural at the corner of 7th St. and Colorado Ave. in Santa Monica. The mural features a series of interlocked hands representing the need for unity to affect positive change in our communities. The People Concern is on a mission to end homelessness, but we know we can't do it alone. It'll take all of us — together — to create the meaningful and sustainable change we need to ensure the most vulnerable people in our community are housed, healthy and safe!

TOGETHER, WE CAN END HOMELESSNESS
“Getting our neighbors into permanent homes is top of mind for the Board because we know our program participants can begin rebuilding their lives once they have a place to rest at night - success stems from housing first. The Board remains committed to our vision of the audacious goal of housing 20,000 people by 2028; we are grateful to all those who have stepped up to support The People Concern and FlyawayHomes in scaling innovative housing solutions and we look forward to more people joining our movement to end homelessness in L.A.”

GARY FOSTER & LAURA KAISER
CO-CHAIRS, BOARD OF DIRECTORS

*The People Concern estimates a more than $67 million annual operating budget for fiscal year 2020-2021. Please visit thepeopleconcern.org for full financial reports.
TOGETHER,

WE CAN END

HOMELESSNESS IN

L.A. COUNTY.

THEPEOPLECONCERN

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