

2016

MY LA2050 GRANTS CHALLENGE

IMPACT REPORT



In December 2016, we announced the 12 winners of the **My LA2050 Grants Challenge**. We were blown away by the creative spirit of our **289 submissions**, all proposing paths toward building the Los Angeles of our dreams. **64,000 votes** were cast to select the community's favorite projects designed to move the needle on the LA2050 goals and metrics.

We're thrilled to share the impact of the 12 exciting ideas.

In total, \$1M in funding was awarded through 12 grants in amounts of \$25,000, \$50,000, \$100,000 to the innovative ideas making LA the best place to learn, create, play, connect, and live. From Lancaster to San Pedro, and on topics from clean energy to volunteerism, our 2016 My LA2050 grantees have shown us what our region's future is really made of.

MAKING LA THE BEST PLACE TO LEARN



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ALTASEA

Ocean exploration at the LA Waterfront



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LOST ANGELS CHILDREN'S PROJECT

Lancaster foster youth restoring classic cars



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GEENA DAVIS INSTITUTE ON GENDER IN MEDIA

If she can see it, she can be it



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OPPORTUNITY FUND

Investing in immigrant entrepreneurs and small businesses



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CALIFORNIA INSTITUTE OF TECHNOLOGY

Tackling clean energy with LAUSD and LADWP



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Getting LA youth civically engaged



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COVENANT HOUSE CA

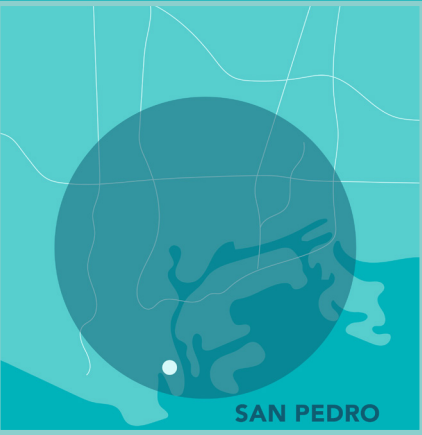
The Precise Barber College



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SIERRA CLUB

Moving LA to 100% clean energy



AltaSea's curriculum for ocean-based learning:

- Learn about aquaculture and aquafarms
- Build and operate remotely operated underwater vehicles in the open ocean
- Sail out to sea and get a close look at marine life

LEARN METRICS

+ Early education
+ Student education pipeline

IMPACT

5000 students
80 teachers
Five volunteers

PARTNERS

Los Angeles Maritime Institute
Blue Robotics
Ocean Exploration Trust
California Sea Ranch

ALTASEA

AltaSea explored the wonders of the ocean with 5,000 LAUSD students and 80 teachers at the Port of Los Angeles. AltaSea piloted a new program on ocean-based STEM education and exposed students to careers in the expanding blue economy.

AltaSea also partnered with fellow 2016 My LA2050 grantee **Surf Bus Foundation**, connecting students in the surf program with robust information about their relationship with the ocean. Over the course of eight weeks, Surf Bus participants visited the waterfront to learn from AltaSea partners, Los Angeles Maritime Institute and Cabrillo Marine Aquarium.



LEARN METRICS

+ Youth unemployment and underemployment

IMPACT

50 youth aged 13-19
years old
11 volunteers

LOST ANGELS CHILDREN'S PROJECT

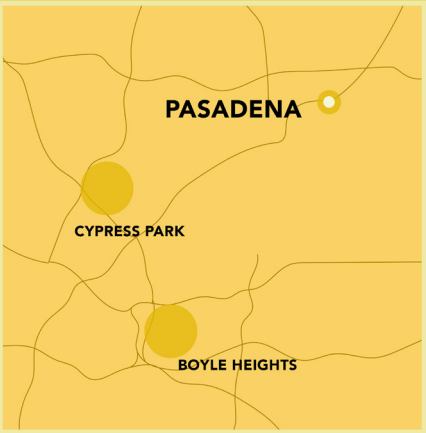
The Lost Angels Children's Project (LACP) trained 50 at-risk foster youth in classic car restoration and customization. But beyond the training, LACP transformed an auto shop into a safe, after-school space for students to develop vocational skills, challenge themselves, and discover their creativity.

As part of their My LA2050 project, LACP youth and staff restored a 1958 Chevy Apache Truck from scratch. The restored Apache was raffled off at the 2017 Ventura Nationals Car Show and Festival, raising an additional \$51,000 for the organization.

This was a big year for LACP: Aaron Valencia, founder and executive director, was named a **CNN Hero**. LACP was also featured on **Jay Leno's Garage**, **KIIS FM Radio**, and in **LA Magazine**.

This year's build:
a 1958 Chevy
Apache Truck





LESSONS LEARNED

1. Allow extra time to outline the scope of work
2. Engage prospective stakeholders and partners as early as possible

CREATE METRICS

- + High growth startups
- + Jobs per capita
- + Minority- and women-owned firms

PARTNERS

- Los Angeles Unified School District
- Los Angeles Department of Water and Power
- KEEWI

CALTECH

Thanks to Caltech's Cleantech 2 Edtech program, two Los Angeles Unified School District (LAUSD) schools are now piloting clean energy technologies to track their water and energy efficiency. And even better, LAUSD students are the ones deploying these field tests and leading the effort to make the school system more energy efficient.

Cleantech 2 Edtech piloted a collaboration among Caltech, LAUSD, Los Angeles Department of Water and Power (LADWP), and LA's growing cleantech entrepreneurial community to train the next generation of cleantech innovators. By bridging these connections, the program opened the door for LAUSD to explore new energy and water technologies, while providing students the opportunity to engage with the entrepreneurial and tech community.



418 devices made by clean tech company **KEEWI** have been installed in 11 buildings on Theodore Roosevelt Senior High and Los Angeles River School. All student interns were from lower income and minority groups, including a significant number of young women.

CREATE METRICS

- + Arts establishments
- + Employment in the creative industries
- + Minority- and women-owned firms

IMPACT

50 students

GEENA DAVIS INSTITUTE ON GENDER IN MEDIA

In the age of #MeToo, #TimesUp, and a growing focus on diversity in media, the Geena Davis Institute on Gender in Media's (GDIGM) is tackling issues of representation in media by starting with young women.

GDIGM launched a program that provided 50 scholarships for girls in Los Angeles to attend the Institute's See Jane Salon series. These salons opened doors for young women to discuss gender equity with entertainment industry professionals and corporate influencers. 80 percent of the young women were Latina or black.

The event series featured panels on issues spanning from female representation in the writers' room, STEM trends, and intersectionality in media.

LA COUNTY



// *I know how women, particularly women of color, face many glass ceilings when it comes to representation in the media. Diversity in the mainstream media is necessary **because the media plays a significant role in creating the societal definition of what it means to be a woman.** //*

-Sophomore from Ramon C. Cortines Arts High School



// Opportunity Fund was completely transparent, They helped me understand the loan process and showed me I wasn't the only one who gets stuck with these very high interest loans. //

-Maria Villarreal,
Opportunity Fund client

Maria Villarreal founded *Cosmetica Latina*, a cosmetology school with a staff of 25 instructors/administrators and 70+ graduated students in barbering, cosmetology, and esthetics. By working with AMPAC Tri-State CDC and Opportunity Fund, Maria was able to lower her monthly payment on her MCA loan and help rebuild her business lending profile.

CREATE METRICS

+ Jobs per capita
+ Minority- and women-
owned firms

IMPACT

138 loans
300 employees
180 minority and
women-owned
businesses

PARTNERS

AMPAC, APISBP, Bethel LA, Cielo-
OVRP, Comunidad Latina Federal
Credit Union, ICON CDC, Los Angeles
Metropolitan Churches, LURN, LA-Mas,
Mision Cristiana Fe Y Compasion Inc,
MCS-Hollywood, MCS-Harbor City,
PACE, Vermont Slauson, VEDC

OPPORTUNITY FUND

Opportunity Fund expanded its SoCal Community Partners Program by working with 15 mission-aligned community partners.

The program provided 138 loans to more than 120 minority-owned businesses and more than 60 women-owned businesses, in addition to helping retain nearly 300 jobs. Opportunity Fund leveraged partnerships to meet its goal of reaching the region's most underserved small business owners who have the fewest responsible lending options.

Opportunity Fund has also continued to raise awareness about the threat of high-cost alternative financing and to push for greater transparency in small business financing through the **Business Borrower's Bill of Rights**.

67%

Lower Middle Income

89%

Ethnic Minorities

138

Loans

45%

Women

\$12,453

Average loan amount

PLAY METRICS

- +Children enrolled in after school programs
- +Intergenerational play
- +Perceived safety
- +Easy access to "vibrant" parks
- +Access to open space and park facilities

IMPACT

- 369 Youth
- 35 park staff
- 40 volunteers

PARTNERS

- City of Santa Monica
- Surf Academy
- Everytable
- Hurley

SURF BUS FOUNDATION

The Surf Bus Foundation exposed nearly 400 youth from eight City of Los Angeles Department of Recreation and Parks sites to Santa Monica beaches. Many students were seeing part of LA County’s 57 miles of coastline for the very first time.

Using the ocean as a backdrop for play, Surf Bus offered students the ultimate ocean experience, providing transportation, beach gear, and meals during the weeklong program. Students returned to their friends and family with the knowledge and enthusiasm for ocean safety and wave readiness.

Surf Bus plans to take their work off the beach and kick off a **pilot program with the City of LA Rec and Parks to bring surfing as an alternative after-school program starting in January 2018.**

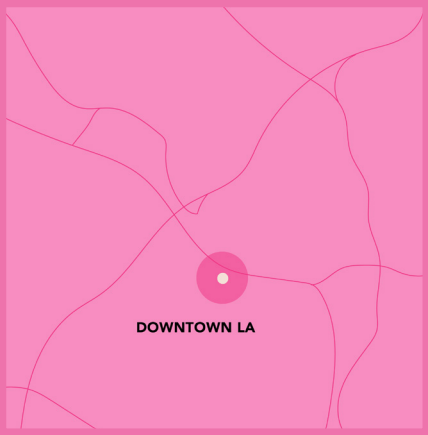


369 Youth from:

- 8 LA City Recreation and Parks departments
- 6 LA City Districts (1,2,8,9,13,14)
- 103 Zip codes



City of LA Parks and Recreation:
Denker
Algin Sutton
Trinity
Cypress
Green Meadows
Yucca
Hazard
Valley Plaza



LESSONS LEARNED

1. Consider the larger context of redevelopment initiatives in DTLA
2. Factor time required for working with government entities during the planning process

PLAY METRICS

+ Number and quality of informal places to play

PARTNERS

City of Los Angeles Department of Cultural Affairs

TRIFORIUM PROJECT

The Triforium Project team commissioned a conservation report that outlines a roadmap for restoring Joseph Young’s six-story “polyphonoptic” sculpture in Downtown LA.

The conservation report is a major win in the effort to revitalize the Triforium. The piece had not been seriously examined in ten years, and much was unknown about the structural integrity of the artwork.

Through public events and dozens of articles, the Triforium Project has reignited local and national interest in the sculpture. The team is currently focusing on replacing the Triforium 1970s-era computer system and additional fundraising for its full restoration to light up DTLA.

CONNECT METRICS

+Social & emotional support
+Public transit riders
+Rates of volunteerism
+Residential segregation
+Total number of local social media friends and connections Angelenos have

IMPACT

225 enrolled big citizens (87 middle school, 113 high school, 25 college-aged)

PARTNERS

VotoLatino
CARACEN
Savadorean American Leadership and Educational Fund (SALEF)
Clinica Romero's Commemoration for Oscar Romero

BIG CITIZEN HUB

Big Citizen Hub graduated 185 Big Citizens who served an average of 144 hours each while learning about LA's civic processes.

Through direct service, mobilization, or sharing their own stories, middle and high school students learned to take action on issues they showed curiosity and passion for: homelessness, food justice, environmental sustainability, immigration, LGBTQ+ equality, and animal rights. Most of all, becoming a Big Citizen helped dispel myths about the issues the region and individuals in LA face. Next year, they're seeking to enroll 250 young people!



Impact by the Numbers:

- 185 LA students engaged their community
- 144 Average number of hours of community service each over 22 weeks
- 92 Partner organizations (35 schools, 3 higher education institutions, 54 CBOs)
- 63 Students from 63 zip codes
- 22 Program days



In their mentoring sessions, the Young Dads:

- developed new attitudes toward using and sharing responsibility for birth control.
- learned safe and stable caregiving skills
- grew their understanding of developmental norms and milestones for their children and appropriate discipline techniques

CONNECT METRICS

+ Social & emotional support
+ Rates of volunteerism
+ Prevalence of adverse childhood experiences
+ Resilient communities

IMPACT

12 adult mentors
28 young dads
43 of their children
115 at-risk youths

PARTNERS

ACEs Connection
CASA of LA

FRIENDS OF THE FAMILY

The Man2Man (M2M) Project recruited and trained 12 adult male volunteers to mentor 28 young dads. The mentorship helped the fathers become better parents to their combined 43 children.

These mentor/mentee relationships fostered an encouraging, safe, and empathetic space to engage in meaningful conversations around early fatherhood and becoming better men.

Alongside receiving mentorship, the Young Dads were trained to conduct community presentations at five San Fernando Valley middle and high schools on teen pregnancy prevention and the implications of early fatherhood. For many this was their first volunteer experience: 90 percent of the Young Dads reported to never having volunteered in their communities.



CONNECT METRICS

- + Access to free wifi
- + Social & emotional support
- + Cultural events
- + Government responsiveness to residents' needs
- + Travel time to work
- + Public transit riders
- + Rates of volunteerism
- + Total number of local social media friends and connections Angelenos have

IMPACT

656 volunteers
130 nonprofits aided
serving more than 1
million people

PARTNERS

VotoLatino
CARACEN
Savadorean American
Leadership and
Educational Fund
(SALEF)
Clinica Romero's
Commemoration for
Oscar Romero

TIERRA DEL SOL
FOUNDATION

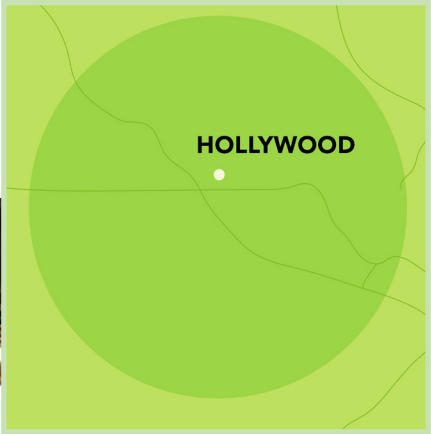
15 percent of L.A. County children and youth (ages 3 to 22) have developmental disabilities. Tierra del Sol focused on creating a custom approach to fully integrate individuals with developmental disabilities into work and college and to support each individual based on their career goals.

Tierra successfully connected 120 adults with developmental disabilities to new volunteer positions and added 31 new companies as volunteer partner sites to use professional volunteerism as a pathway to employment.



Impact by the Numbers:

- 120** adults gained volunteers jobs in the community.
- 8** paid internship positions
- 31** new organizations partnered with Tierra.
- 4** partner nonprofits hired participants into paid employment.
- 18** partner nonprofits increased the number of hours per week or the number of Tierra clients who served with volunteers (includes both long-time partners, as well as newly-formed partnerships that later added additional positions or shifts)



The new campus, with a commercial barbershop, classrooms, workspaces, and more!

CONNECT METRICS

- + Self-sufficiency
- + Resilient communities
- + Homelessness

IMPACT

- 50+ volunteers
- 25+ residents
- 50+ youth

PARTNERS

- Covenant House California
- Los Angeles Mayor's Office
- U.S. Dept. of Housing & Urban Development Promise Zone Program,
- Humble Project
- Lost Angels Children's Project

COVENANT HOUSE CALIFORNIA

The Precise Barber College broke ground as a social enterprise, which will operate as a working barbershop and training school for homeless youth. Spearheaded by a Long Beach barber and launched in partnership with Covenant House CA, the school will prepare the students with skills necessary to plot their own path. The Hollywood-based campus is fully equipped with the classrooms, workspaces, technology, and equipment for a vibrant learning environment.

In February 2018, after a long wait, the Precise Barber College finally received its accreditation certificate, allowing the school to recruit and enroll students this year.

CONNECT METRICS	IMPACT	PARTNERS
+ Exposure to air toxins + Self-sufficiency + Resilient communities	1.4M DWP customers benefit from clean energy. Angelenos take 300M bus rides, soon to be electric. 2,138 volunteers 2,161 more took action online	Jobs to Move America LA County Labor Federation International Brotherhood of Electrical Workers

SIERRA CLUB

The Sierra Club launched the LA Clean Bus Coalition, successfully pushing the LA region’s transit agencies to transition 80 percent of buses to clean energy by 2030. Sierra Club’s efforts secured union jobs to build the buses, infrastructure to support them, clean power to charge the buses, and prioritization of benefits to low-income and minority communities.

In addition, the Sierra Club fought for a cleaner future via the My Generation Campaign, halting LADWP’s \$2 billion plan to rebuild three power plants. Sierra Club also launched its 100 percent clean energy working group, building momentum into the new year.

Sierra Club sparked discussions around participation in LA’s energy future, with attention to how clean energy can benefit frontline communities. They aimed to track LA’s energy development to ensure equitable access to clean energy programs. Through organizing and education, they will inspire civic pride and support for climate solutions.



2017 National Drive Electric Week: Sierra Club Los Angeles, Watts Clean Air and Energy Committee, and the Watts Neighborhood Council learned about the benefits and resources for going electric at this community event.

