

The 2019 My LA2050 Grants Challenge

FROM INSPIRATION TOIMPACT



LA2050 is a community-driven initiative that inspires progress toward a shared vision of a vibrant, thriving Los Angeles in the year 2050.

Our story began in 2011, when we commissioned research and sought public input to identify the most pressing issues in our region and to author a clear set of goals for our future. The input we received led us to create our five goal categories — ways to make LA the best place to LIVE, LEARN, CREATE, PLAY, and CONNECT — continually monitored through more than 60 metrics.

In 2013, we launched the first My LA2050 Grants Challenge: an open call for passionate Angelenos to submit their innovative ideas to better our region. Since then, LA2050 has worked to provide the financial, human, and social capital needed to elevate the best of those ideas and create tangible impact in our communities.

This February, we launched the 2019 My LA2050 Grants Challenge, and for the sixth time we invited Angelenos to propose their best ideas to shape the future of our region. We received 155 bold proposals demonstrating Angelenos' continued commitment to transforming inspiration to impact.

This report highlights the trends we observed in this year's grants challenge and looks at how local leaders, nonprofits, volunteers, government entities, and businesses are working together to make Los Angeles a better place for all.





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2019 SUBMISSIONS DATA

Overview of Applicants: Organization Type, Budget, and Size

LA2050 values cross-sector collaboration. Each year, a wide variety of groups participate in the grants challenge including grassroots organizations, government agencies, large nonprofits, and for-profit entities.



\$0-50,000 14% \$50-100,000 11% \$100-500,000 23% \$500-1,000,000 14% \$1,000,000+ 38%

ORGANIZATION TYPE

The majority of applications have always been submitted by nonprofits — on average, 80 percent of submissions. This year was no different; **nonprofits represented 83 percent of submissions**. For-profit entities represented only seven percent of submissions, down from 19 percent in 2018. Another seven percent came from social enterprises or B Corporations. Consistent with years past, the fewest submissions came from government organizations, at just three percent.

ORGANIZATION BUDGET

While 62 percent of applicants have annual operating budgets under \$1 million, eight of our 10 winners have budgets greater than \$1 million.

0-5 EMPLOYEES **48%** 6-20 EMPLOYEES **23%** 21-50 EMPLOYEES **13%** 51+ EMPLOYEES **16%**

ORGANIZATION SIZE

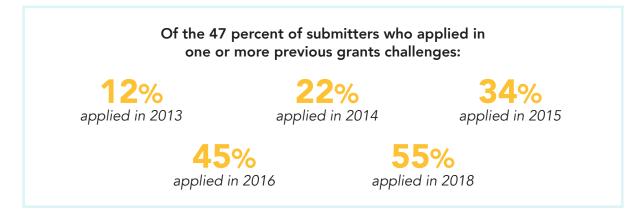
Almost half of all applicants had teams of five or fewer people. However, this year's winners skew larger in staff size. The majority of the winners have more than 20 employees.



New and Repeat Applicants

We love seeing submissions from both new organizations and grants challenge veterans. This year, 53 percent of applicants participated in the grants challenge for the first time. This is down slightly from 62 percent in 2016 and 61 percent in 2018.

The number of grants challenge veterans — groups that have submitted in one or more previous challenge — increased, representing almost half of all proposals. The largest share of repeat applicants submitted to our more recent challenges, but an impressive 12 percent were with us for our very first challenge in 2013.



We were encouraged to see that three of the 73 repeat applicants submitted to all five of the previous My LA2050 Grants Challenges! A very special shout out to Youth Policy Institute, LIFT - Los Angeles, and the Los Angeles Service Academy for their consistent drive to make LA a better place for all.

Collaborative Projects



45%

of all proposals were a collaboration of two or more organizations.

Of that 45 percent,

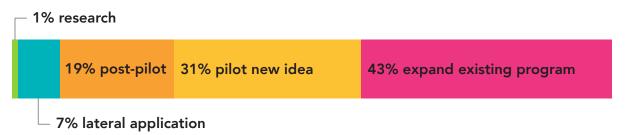


had between two and five partners.



Type of Proposal

Applicants to the My LA2050 Grants Challenge were asked to select the current phase of project development for which they were seeking funding: research, pilot program, post-pilot, lateral application (defined as testing feasibility of a project when applied to new issue or sector), or expansion of existing programs. See the breakdown of all applicants below.



We're excited that **four out of our 10 winners are piloting new ideas**. Half of the winning organizations submitted a proposal to expand an existing program, and one submitted a proposal for a lateral application (Rise, Inc.).

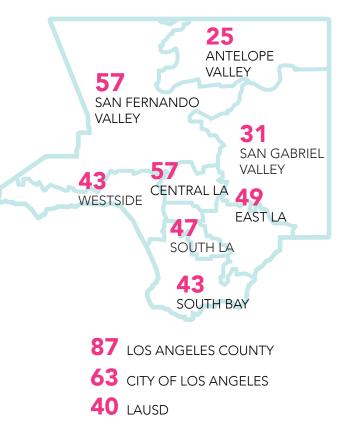
Regional Impact

We asked all 155 applicants to indicate which communities they would reach with their proposals. Applicants were given the option to select more than one geographic area or to select an overarching region — Los Angeles County, the City of Los Angeles, or the LAUSD.

The map on the right features a breakdown of the number of submissions targeting each area.

This year, the percentage of ambitious submissions targeting all of Los Angeles County, not just a portion of it, increased to 56 percent. This share has steadily risen since the 2015 My LA2050 Grants Challenge, when only 34 percent of submissions had a countywide focus.

This increase in scale may have to do with trends toward mobile service-delivery and tech-based interventions, detailed later in this report (page 18).



LA2050 GOAL CATEGORIES



The My LA2050 Grants Challenge is guided by our five goal categories — making LA the best place to **LEARN**, **CREATE**, **PLAY**, **CONNECT**, and **LIVE**. Each year, we ask applicants to indicate which of the five goals their proposal will most impact.

In the initial years, most applications fell within the **CREATE** and **LEARN** goal categories. In 2018, we saw a shift when **CONNECT** became the most popular goal. This year, **CONNECT rose to the top again**, as 26 percent of submitters indicated that their proposals, would make Los Angeles a better place for Angelenos to engage with each other and more meaningfully contribute to civic and social life.

Applicants were also given the opportunity to select one or more secondary goal categories that their proposal will impact. **CONNECT** was also the most popular secondary category at 25 percent, followed by **LEARN** at 23 percent.





LA2050 IMPACT METRICS

We also ask organizations to indicate which of our **60+ LA2050 metrics** their proposal will impact. Each year different metrics rise to the top, offering insight into the topics and issues on which local changemakers are focusing.

GOAL	METRIC	PROPOSALS
CONNECT	Rates of volunteerism	22
LEARN	Student education pipeline	21
LIVE	Resilient communities	18
CREATE	Minority- and women-owned firms	17
CONNECT	Adults receiving sufficient social and emotional support	15
CONNECT	Government responsiveness to residents' needs	15
CREATE	Employment in the creative industries	15
LEARN	Proficiency in Language Arts and Math	13
CONNECT	Voting rates	11
LEARN	Students' immersion in STEM content	11
CREATE	Measures of cultural and global economic influence	11
LEARN	College matriculation rates	10
LIVE	Access to healthy food	10
CONNECT	Total number of social media friends Angelenos have	10
CREATE	Jobs per capita	10
LEARN	District-wide graduation rates	10

Below is a breakdown of the top target metrics self-selected by all 155 applicants.

Due to the relatively small size of the goal category, no **PLAY** metrics were selected by 10 or more organizations. Within **PLAY**, "access to open space and park facilities" and "number of children enrolled in after-school programs" were the most popular, with seven submissions targeting each metric.

We were excited to see that **the most widely targeted metric in the 2019 My LA2050 Grants Challenge was "rates of volunteerism."** At LA2050, we believe that volunteerism is essential to thriving communities. For the first time, this submissions report includes a list of ideas to help you transform inspiration into impact in your own community (see page 18).





VOTER PARTICIPATION

Proposals submitted to the 2019 My LA2050 Grants Challenge received a record number of overall votes!

We were ecstatic to see approximately **100,000 votes cast by an estimated 40,000 voters**, far surpassing the prior record of 70,000 votes cast in 2013.

Voters had the option to cast a vote for one proposal per goal category, for a total of five votes. This year, voters cast an average of 2.5 of their allotted votes.

For the 2019 My LA2050 Grants Challenge, we also piloted a new process to provide voters with greater choice. Public vote determined the top 10 submissions in each goal category, and then staff and board selected two winners per goal category from the pool of 50 finalists.

We're also incredibly proud to report that **we received at least one vote from 96 percent of zip codes within LA County**! The remaining four percent of zip codes are largely nonresidential and include parts of the Angeles National Forest, Universal City Walk, and Walt Disney Studios.

The most active communities voting in the My LA2050 Grants Challenge were:

Echo Park / Silver Lake Westwood Palms Highland Park Griffith Park / Los Feliz

2019 SOCIAL IMPACT TRENDS



MOVING TO MOBILE

Several proposals took to the streets to serve Angelenos via mobile programming. These projects bring educational activities, much-needed resources, and essential services directly to the children and families who need them most, but who may not be able to access them due to transportation barriers or financial burdens.

This year's LIVE winner, La Troka, is a mobile program from LA Plaza de Cultura y Artes. La Troka provides garden and culinary workshops to local schools, libraries, community centers, festivals, and other venues throughout Los Angeles County.

In partnership with the Los Angeles Parks Foundation and LAUSD, The City of Los Angeles Department of Recreation and Parks (RAP), proposed expanding its Mobile Recreation Program, which offers pop-up recreational activities to communities that do not have easy access to a park. Fully equipped vehicles would be deployed to partner schools where themed activities including sports, dance, and STEM will be provided. Yes We Can proposed an expansion of its pilot program "Schools on Wheels," which transforms a school bus into a mobile classroom that offers a variety of educational and bilingual programs to low-income students.

Other submissions following this trend include: RootDown LA, FuturePorts, human-I-T, HavASole, and more.



EMPHASIZING EXPERIENTIAL LEARNING

Hands-on learning can improve a student's ability to stay focused, retain new concepts, and strengthen problem-solving skills. Submissions in each of the LA2050 goal categories included interactive activities that provide youth with opportunities to apply classroom knowledge in the real world through site visits, job shadowing, mentorship, hands-on training, and afterschool programs.

The winning project from the Natural History Museum of Los Angeles County (NHM) hopes to inspire Angelenos to connect with nature through a series of community programs. By partnering with public libraries, parks, and schools, NHM will activate students through intergenerational play opportunities, Nature Day family programming at LA County libraries, and the iNaturalist app.

Los Angeles Audubon Society proposed making Los Angeles a better place to PLAY through nature walks for all ages, bus transportation to parks for under-resourced schools, and after-school stewardship programs in which high school students mentor elementary students.

The Housing Corp of America, in partnership with the Columbia Memorial Space Center, proposed after-school STEM and educational programming for residents of affordable housing complexes in LA County. With the Rocketeer Club, Housing Corp of America sought to increase the number of youth interested in STEM through hands-on robotics, rocketry, and 3-D printing activities. The proposed program culminates with a field trip to the Columbia Memorial Space Center, where students can participate in a mission control simulation.

Other submissions include: Los Angeles Service Academy, Gladeo, Theodore Payne Foundation for Wild Flowers, Lost Angels Children's Project, and SPARK, INC.



LEVERAGING THE POWER OF TECHNOLOGY IN EDUCATION

Engaging youth and individuals from underrepresented groups in STEM has been a recurring trend in past My LA2050 Grants Challenges. Access to STEM education from an early age aids creativity, teaches problem-solving skills, and influences the types of college degrees and professional careers that students pursue. A number of submissions proposed projects that would increase the number of students with access to technology in the classroom through teaching integral technology skills that are much needed in today's world.

This year's LEARN winner, **9 Dots**, will train and empower teachers at Title I elementary schools to provide computer science (CS) education to underserved students in grades K-6. 9 Dots will coordinate with teachers and school administrators to host community events to build CS participation among families in Los Angeles' low-income communities.

One of our 2018 winners, Center for Innovation in STEM Education (CISE),

proposed a project this year that would train and mentor 50 K-9 teachers in LAUSD Local District South on state-adopted Next Generation Science Standards (NGSS). Its goal is to increase the number of teachers incorporating NGSS in their science lessons to support students in pursuit of STEM careers.

The Two Bit Circus Foundation, in

partnership with the Los Angeles Public Library, proposed launching a STEAM Lab Makerspace in public libraries that would offer students and their families access to advanced technologies like 3D printers, laser cutters, and circuit board printers.

Other submissions following this trend include: Unite, 3-D Space, The People of Change, The Engineer Factory, and the Charles R. Drew University of Medicine and Science.



CONNECTING THROUGH STORYTELLING

The theme of the 2019 My LA2050 Grants Challenge was "from inspiration to impact," and we heard inspirational stories from every submitter. Storytelling is a great way to help people connect to ideas, each other, and a shared vision of the future. This year, several submissions focused on empowering individuals to use film, journalism, and the arts to share their stories and experiences. These submissions emphasized training and skills development for young filmmakers and storytellers from underrepresented groups.

CalMatters proposed a partnership with Univision to build a hub for stories about LA2050 projects, including policy analysis of issues, stories from initiative leaders about what's being done on the ground, and firstperson storytelling (audio, video, VR, text) by the people the programs have served.

The **PLUS ME Project** acknowledges that everyone's story matters. The organization proposed a narrative-based outreach project that gives people the tools to become effective storytellers. This project would recruit and train volunteers in Los Angeles willing to share their personal stories with middle and high school students in the PLUS ME program. Through storytelling, the PLUS ME Project helps youth build confidence and enables them to articulate their own diverse stories, which is a valuable tool for juniors and seniors thinking about applying to college.

Justice for My Sister Collective proposed a nine-month fellowship for aspiring filmmakers of color between the ages of 18 and 30 that offers advanced screenwriting education, mentorship, and industry exposure. The fellowship culminates in a public stage reading of the fellows' original science fiction and fantasy short film or TV scripts.

Other submissions include: Women in Film, On the Road, ManifestWorks, and New Filmmakers Los Angeles.



ADVANCING CIVICS EDUCATION & COMMUNITY ENGAGEMENT

Angelenos understand the importance of being involved in their local communities through volunteer opportunities, participation in neighborhood councils, and voting in local and state elections. In preparation for the 2020 U.S. census and presidential election, several proposals sought to educate and mobilize communities about the importance of participating.

One of this year's CONNECT winners, **Rock the Vote**, will partner with LAUSD to implement a Democracy Class curriculum in high schools that will teach seniors and juniors about pre-registering, voting, participating in the Census, and getting involved in or running for a seat on a Los Angeles Neighborhood Council. In order to encourage community participation, Rock the Vote will host "create-a-thons" with local artists, nonprofits, and student organizations to generate original social media and print content to register voters and fight misinformation about the Census. Advancement Project California proposed mobilizing a group of nonprofits across Los Angeles County (a county with the highest number of residents considered "hard to count") to ensure every Angeleno including immigrants, children and youth, people experiencing homelessness, and the LGBTQ community — is counted in the 2020 Census.

The Office of Mayor Eric Garcetti, Census 2020 Initiative's proposal sought to recruit, train, and mobilize Census Goodwill Ambassadors (CGA) to assist with informing, educating and motivating hard-to-count populations in Los Angeles to respond to the 2020 census questionnaire. CGAs will be the face and voice of on-the-ground outreach efforts.

Other submissions following this trend include: The Civics Center, USC Annenberg Innovation Lab, SenseLA, United Parents and Students, Inspiring Service, and VoteRunLead.



CREATING RESILIENT COMMUNITIES

Angelenos are well aware of Los Angeles' vulnerability to natural disasters like earthquakes, mudslides, and wildfires. In order to create more resilient communities by the year 2050, we need to address the needs of the most vulnerable communities and populations in Los Angeles (e.g., children, immigrants, and low-income families). Many submissions to the 2019 My LA2050 Grants Challenge focused on a community's ability to respond to, withstand, and recover from emergencies as well as everyday challenges like financial hardship and homelessness.

Unycyn Civic Arts proposed installing "Resiliency in a Box" at LAUSD's Markham Middle School in Watts. The box is a muralcovered, 20 foot long repurposed shipping container that provides a renewable, sustainable source of potable water, soil enhancements, and clean energy on a daily basis. The box provides an opportunity for students in low-income communities to engage with STEM, raises awareness about natural disasters among the communities that suffer disproportionately, and provides access to a vital resource the entire community can utilize when disaster strikes. **Children Now** proposed partnering with state, county, and local leaders to raise awareness about the impact that natural disasters have on children, youth, and families that are involved with the child welfare system within LA County. By strengthening support systems, encouraging financial responsibility, and organizing community led disaster planning, Children Now's ultimate goal is to ensure that LA foster children and their families have the support they need to stabilize their lives after a disaster.

In order to help low-income families on the verge of homelessness thrive, LIFT- Los Angeles proposed connecting families with Master of Social Work student coaches to offer career and financial coaching to build greater self-sufficiency. The student coaches at LIFT help clients build greater selfsufficiency, establish strong support systems, and get connected with additional resources.

Other submissions include: Team Rubicon, Freedom and Fashion, Pacoima Beautiful, and New Earth.



JOBS AS A RESOURCE AND OPPORTUNITY

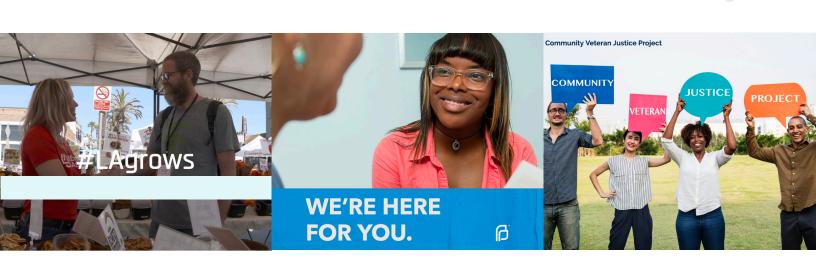
Creating a vibrant future for Los Angeles requires that all Angelenos have access to employment opportunities that improve their quality of life. This year's submissions focused on some of LA's most vulnerable populations and proposed training and employment opportunities for at-risk youth, formerly incarcerated individuals, and refugees.

This year's CREATE winner, Defy

Ventures uses entrepreneurship as a tool to transform the lives of currently and formerly incarcerated people with the goal of ending mass incarceration. Its CEO of Your New Life (CEO YNL) program offers personal and leadership development, mentorship, coaching, competitionbased entrepreneurship training, and help with resumes and personal statements to "entrepreneurs in training" inside of California state prisons. This program helps its participants develop valuable skills to obtain jobs and potentially start their own businesses. The Tiyya Foundation proposed a program called Flavors from Afar, designed to inspire a passion for the culinary arts via workforce training, individualized mentorship, and access to the resources needed to succeed in the catering industry. This program also creates unique cultural exchanges between Angelenos and program participants.

The proposal from Freedom & Fashion sought to raise awareness of human trafficking and adverse experiences like trauma, homelessness, and abuse experienced by youth in its programs. These programs combine creative job training with mentorship to positively influence the way that young people see themselves, their experiences, and their future. Participants would take part in clothing design workshops with industry professionals and Freedom and Fashion's Annual Fashion Show.

Other submissions following this trend include: Homeboy Industries, Los Angeles Conservation Corps, and ManifestWorks.



PROMOTING COMMUNITY HEALTH AND WELLNESS

Happy, thriving communities depend on residents' physical and mental health, as well as nutrition. Several submissions this year focused on helping Angelenos achieve all-around wellness through cooking classes, health education, community events, counseling, and a range of other services.

In partnership with Sprouts of Promise and GrowGood, **Rebel Labs** proposed combating obesity and Type 2 diabetes by providing food desert neighborhoods in Los Angeles with access to healthy food and educational resources that promote nutrition, fitness, and overall wellness. Rebel Labs proposed supporting existing farmers markets and creating new ones across Los Angeles while expanding its online offerings.

Planned Parenthood proposed increasing the number of patients with access to behavioral health care by expanding its Patient Navigation Program. In stage one, Planned Parenthood would screen patients for depression and anxiety, provide interventions, offer drop-in support groups, and make referrals to counseling and professional services or provide in-network counseling.

Community Veterans Justice Project

(CVJP) proposed the expansion of Veteran Resource Centers to college campuses. The organization employs veteran work-study students to provide veterans with one-on-one support and connections to comprehensive services for PTSD. CVJP also helps veterans seek alternative sentences if they have been charged with a crime.

Other submissions include: ONEgeneration Senior Enrichment Center, Tunson Leadership Foundation, The Youth Movement Against Alzheimer's, Esperanza Community Housing, Pacoima Beautiful, and UCLA Grand Challenges.



TAKE ACTION!

Feeling inspired by the projects in this report? Every person has the power to make a difference. Here are a few ideas to get you started:

1. Sign up for the LA2050 newsletter:

Twice a month we send updates from grantees and partners, job listings, local events, and more to keep you up-to-date on opportunities to get involved. *Sign up here.*

2. Volunteer:

Consider donating your time or skills to support a local organization or nonprofit that is working on a particular topic or cause that you are passionate about. Get started by *checking out these volunteer opportunities from LA2050 grantees.*

3. Replicate a great idea:

Did you see a project that made you think "we need this"? Take inspiration from one of the projects from this year's grants challenge or browse the LA2050 Ideas Archive with more than six years of proposals from amazing organizations. Pick one that inspires you, and reach out to the organization to see how you can help bring the project to life for your community.

4. Collaborate and partner:

Look for opportunities to engage with local organizations, nonprofits, and businesses that are working on social causes directly related to your industry. If you're looking for ideas, *take a look at our metrics* to identify where you can make progress toward each goal.

5. Make impact locally:

Consider everything you do an opportunity to make an impact! Take small steps every day that can have a major impact in the long run, such as supporting your local farmer's market, purchasing sustainable products, participating in the census, or getting involved with your local neighborhood council. Use your voice, strategize and organize around a particular issue that matters to you, such as improving access to healthy foods, reducing homelessness, or reducing your carbon footprint.

6. Start conversations:

Some of the biggest social change movements start with a simple question. Start conversations with your friends, family, and co-workers about things you learned from these proposals or trends from this grants challenge. From educating your neighbors, coworkers, and friends about the U.S. census to bringing a "pop-up" or mobile experience to your community to using trends for academic research and school projects related to social impact, everything can spark change.

Thank you to everyone who participated in the 2019 My LA2050 Grants Challenge. Your work informs and inspires future efforts to transform Los Angeles.

Keep reading for the full list of organizations that applied to our grants challenge.





WINNERS

9 Dots Casa of Los Angeles Defy Ventures, Inc. Harlem Lacrosse - Los Angeles LA Plaza de Cultura Y Artes Natural History Museum of Los Angeles County Rise, Inc. Rock the Vote The Youth Movement Against Alzheimers Venice Community Housing

FINALISTS

American Heart Association **Bob Baker Marionette Theater BREATHE** California of Los Angeles County C It Productions, LLC California State University Dominguez Hills (CISE) Cardborigami City of Los Angeles Department of Recreation and Parks EVERYBODY.WORLD Freedom and Fashion **Fulfillment Fund** Gladeo Green Girl Farms Homeboy Industries Human Rights Foundation International Association For Human Values Investing in Place Justice for My Sister Collective Larchmont Charter School Los Angeles Audubon Society Los Angeles Dodgers Foundation Lost Angels Children's Project Move LA **ONEgeneration** Planned Parenthood Pasadena and San Gabriel Valley **PLUS ME Project** Santa Monica College

Stoked Mentoring The Fit Kids Foundation The Midnight Mission The Tiyya Foundation Theodore Payne Foundation for Wild Flowers & Native Plants TreePeople Turnaround Arts: California Two Bit Circus Foundation UCLA Depression Grand Challenge: Humanizing and Destigmatizing Depression Union Rescue Mission Women In Film Women's Center for Creative Work World Harvest Youth Policy Institute

ALL ENTRIES

3-D Space Action Civics CA Advancement Project California After-School All-Stars, Los Angeles Ahdom_Sayre American Digital Diversity Initiative **B~STEM** Project Foundation **Big Citizen HUB** Boys & Girls Clubs of Carson **Building Skills Partnership** Cal State LA California Common Cause California State University Dominguez Hills **CALmatters** Census 2020 Goodwill Ambassadors Charles R. Drew University of Medicine and Science Children Now Circle of Friends City of Los Angeles Information Technology Agency City Year Los Angeles Civic Innovation Lab **Climate Uprising Community Veteran Justice Project**



Crayon Collection **Creator Force** Deedly Inc Earios EnCorps, Inc. Esperanza Community Housing Healthy **Breathing Program** faces of leadership Film Independent FoodCycle LA **FuturePorts** California Center for Economic Initiatives Garifuna International Indigenous Film Festival GetGlobal Glendale College Parent Education Association Grand Park Foundation H.I.P Through Science Hacker Fund HavASole Housing Corporation of America human-I-T Hytch, LLC. ICON CDC In the Making Infinity Studio 8 **Inspiring Service** International Business Accelerator International Visitors Council of Los Angeles JOY FACTORY LA Forward LawMaker LIFT-Los Angeles Los Angeles Bioscience Hub Los Angeles Blockchain Lab Los Angeles Conservation Corps Los Angeles Public Library & El Porto Shark Los Angeles Review of Books (LARB) / USC Los Angeles Service Academy Love Wall M2M Bell **ManifestWorks** Mayor's Fund for Education

Mighty Companions, Inc. MRS HR My Friends House Natch National Health Foundation NAVEL New America CA New Earth NewFilmmakers Los Angeles Novelly One Degree Pacoima Beautiful Partnership for Los Angeles Schools Perceptoscope Pop Culture Hero Coalition Rebel Labs Inc. Red Hen Press Root Down LA Safecast SCV Adventure Play Foundation Sense LA / Berggruen Institute Shared Harvest Shoes That Fit Spark Program Inc Team Rubicon The ABC Club.org The Civics Center The Editorialist LA The Engineer Factory The Institution for Art and Olfaction The National Association of Latino Independent Producers (NALIP) The Urban Warehouse **Tunson Leadership Foundation** UNITE LA United Parents and Students UnlitterLA Unycyn Civic Arts Urban Encore Symphony and Singers USC Annenberg Innovation Lab VoteRunLead West Tenth Yes We Can World Foundation