

FRIENDS IN DEED * DEED

FY 24

ANNUAL IMPACT REPORT

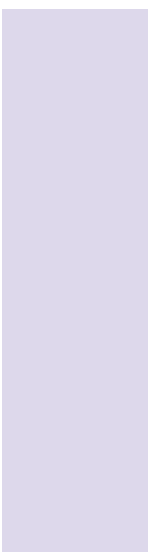
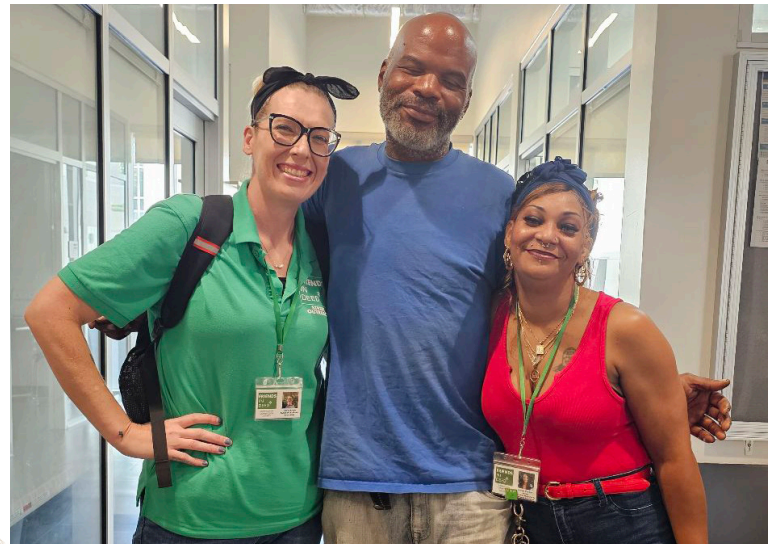
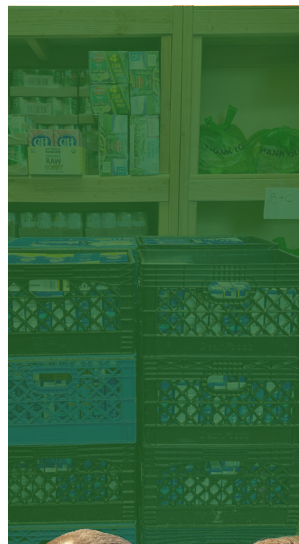


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INTRODUCTION

FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friend,

The past year has been a remarkable journey for Friends In Deed, marked by significant milestones and growth in our ability to serve the community.

We were deeply honored to be named Nonprofit of the Year during Congresswoman Judy Chu's Congressional Leadership of the Year Awards for the 28th Congressional District. This recognition is a testament to the tireless dedication of the staff, volunteers, and supporters, who make our work possible. As Rep. Chu so eloquently stated, "The honorees are leaders who have stood out because of their drive and commitment to support our communities, help vulnerable populations, and carry us through difficult times."

Our programs have continued to thrive and expand in response to the ever-growing needs of our community. The number of guests has nearly doubled at The Women's Room, and we have implemented staff adjustments in FY25 to better meet this demand. Our Food Pantry has maintained its steady increase in households served, a trend that has continued for over a decade. This year also marked the return of the Bad Weather Shelter to full shelter services, in partnership with Trinity Lutheran Church and the Pasadena Housing Department, following three years of operating as a supplies distribution service due to the pandemic and site changes. Additionally, our Street Outreach and Housing team achieved record numbers of households and individuals served and housed thanks to the dedicated efforts of our team of staff and interns. Lastly, our Eviction Prevention and Rental Assistance program continued to prevent evictions by providing advice and financial aid to many households, while also handling a skyrocketing number of calls and assistance requests.

Throughout FY24, our board members and staff have been deeply involved in strategic planning, laying the groundwork for our focus over the next three years. The full report is coming together, and we are eager to share our vision for the future with you in the coming months.

None of this progress would be possible without the unwavering support of our community. Together, we are making a difference in the lives of those who need it most. Thank you for your continued partnership and for helping us "do together what we cannot do alone."



BRET SCHAEFER
BOARD PRESIDENT



RABBI JOSHUA LEVINE GRATER
EXECUTIVE DIRECTOR

 **Doing together what we cannot do alone**

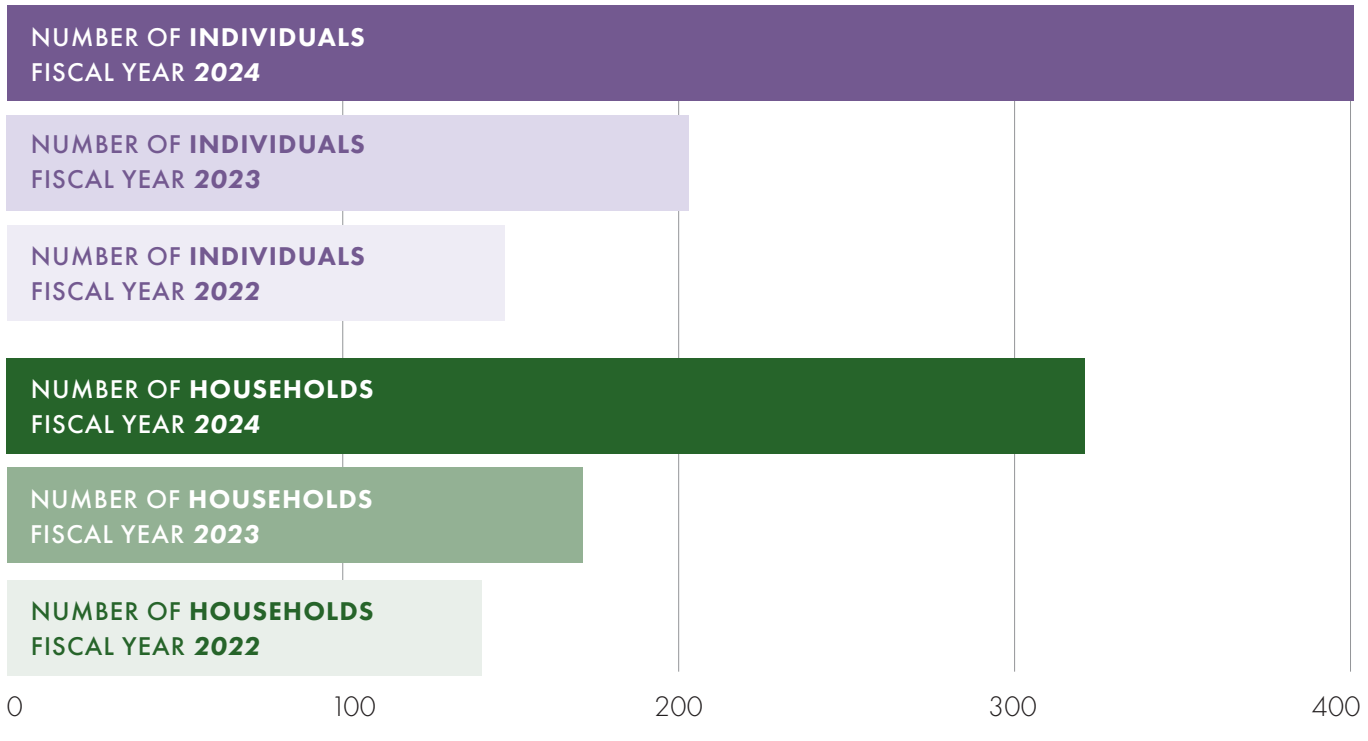


BAD WEATHER SHELTER (BWS) & EMERGENCY SHELTER PROGRAM (ESP)

The Bad Weather Shelter and Emergency Shelter Programs are Friends In Deed services in Pasadena for households needing immediate accommodations to avoid sleeping on the street or in a vehicle throughout the year. During the winter months, this is done through the Bad Weather Shelter, which provides meals and overnight shelter beds during the coldest and wettest nights of the year.



OVER THE YEARS: TOTAL CLIENTS SERVED



43

NIGHTS OF SHELTER PROVIDED DURING BWS SEASON

205

INDIVIDUALS SERVED (DURING BWS SEASON)

50 years old

AVERAGE AGE OF PARTICIPANT

1,513

TOTAL SHELTER BED NIGHTS PROVIDED

1,687

MOTEL ROOM NIGHTS PROVIDED (DURING BWS SEASON)

After having lived at George’s father’s ranch about a decade ago, George and Alicia made the choice to move south to be closer to Alicia’s family in Pasadena. They had savings, and were confident that George – an experienced construction worker – would soon find a job to support their young family.

Unfortunately it didn’t work out like that. The cost of motels burned through their savings, and George was only able to find short-term jobs that paid far less than they needed. They didn’t want to be a burden on their already financially stretched families, but they were running out of other options.

Fortunately, when they enrolled their children in Pasadena School District, they were told about Friends In Deed’s



Bad Weather Shelter – which at that time was able to accommodate family groups. They had some concerns – they’d been trying to keep things “normal” for the kids – but their children ended up loving it, racing around and enjoying the company of the other children there. Their youngest made friends with the whole shelter, and when he called “goodnight” there would be a whole chorus of replies, all wishing him goodnight by name!

In the meantime, George made the decision to take whatever work he could find, no matter the pay grade. He accepted an entry-level position at an auto-detailing company and has been there ever since – but is now a manager!

With the help of contacts made through BWS, George and Alicia cycled through a number of living situations – a room in someone’s house (the three children had the beds, and George and Alicia slept on the floor), a single-bedroom apartment, and finally a real home in a family-sized apartment.

Since then, the family has begun to give back. George joined the staff of the Bad Weather Shelter several years ago, and this year Alicia has joined him. And their eldest child – who remembers the difficult years

more clearly than his siblings – has a 4.4 GPA, already has one college acceptance, and plans to major in psychology in the hopes of one day being able to offer help to children going through what he went through a decade ago.

1,891

TOTAL MOTEL ROOM NIGHTS PROVIDED (DURING ENTIRE YEAR)

3,404

TOTAL SHELTER NIGHTS PROVIDED FROM ALL EMERGENCY SHELTER PROGRAMS (1,513 BED + 1,891 MOTEL)

\$420k

TOTAL FUNDS SPENT ON EMERGENCY SHELTER

318

TOTAL HOUSEHOLDS SERVED THROUGH EMERGENCY SHELTER PROGRAM

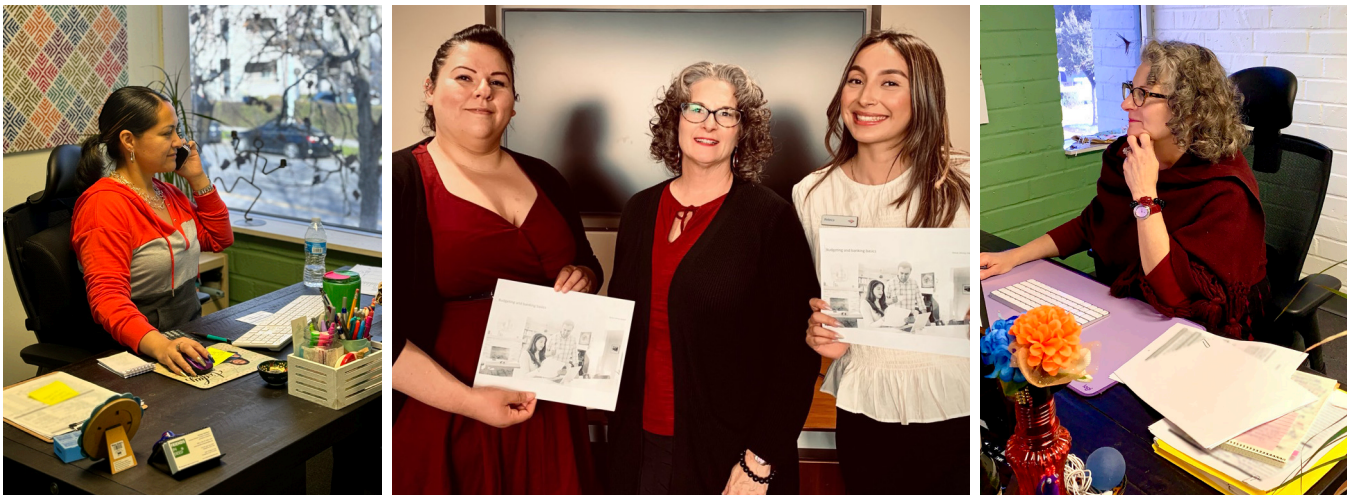
399

TOTAL INDIVIDUALS SERVED THROUGH EMERGENCY SHELTER PROGRAM



EVICTION PREVENTION & RENTAL ASSISTANCE (EPRA)

Friends In Deed’s Eviction Prevention and Rental Assistance program provides short-term and medium-term rental support, as well as move-in assistance, to Pasadena families and individuals at risk of experiencing homelessness.



OVER THE YEARS: NEW INQUIRIES PER MONTH

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL CALLS	MONTHLY AVERAGE
2024	96	83	86	77	64	61	66						533	76.1
2023	65	48	58	54	67	34	78	82	102	107	95	65	855	71.3
2022	33	26	37	42	73	76	52	77	75	50	15	48	604	50.3
2021	31	34	25	18	18	33	30	30	23	33	39	38	352	29.3
2020	29	31	33	18	17	27	27	11	21	29	26	33	302	25.2

A DISABLED SENIOR LOOKING FOR WORK

Last year, EPRA assisted Oliver, a disabled 59-year-old man, who like many seniors had lost his job and fallen behind on his rent. He reached out to Friends In Deed after he received a 3-Day Notice to Pay Rent or Quit. The unemployment insurance he was receiving was not enough money to cover his rent and his other monthly expenses. Oliver was working with a resource case manager to help him find work, and a social worker who was assisting him with his disability, when he reached out to EPRA for rental assistance. It was difficult for him to find work because of his back problems and his age. EPRA helped him pay off his arrears and also provided short-term rental assistance while he diligently worked with his case managers to find employment. EPRA's help allowed Oliver to focus on securing employment to support

himself without the additional financial stress of worrying about paying the rent. After our assistance ended, we were delighted to hear from Oliver that he had gained employment and also submitted long-term disability paperwork in order to provide him with a fixed income going forward.



97

HOUSEHOLDS PREVENTED
FROM BECOMING HOMELESS

196

INDIVIDUALS ASSISTED

274

MONTHS OF RENTAL
ASSISTANCE PROVIDED

\$344,526

SPENT ON RENTAL AND UTILITY ASSISTANCE

\$3,551

SPENT PER HOUSEHOLD



FOOD PANTRY

The Food Pantry provides food assistance to low-income and no-income families in the greater Pasadena and Altadena areas. Once registered, households are able to receive a week's worth of groceries at no charge, including fresh fruits and vegetables, protein, shelf-stable canned goods, and bread and dairy products when available. The Food Pantry is powered by community efforts to ensure that healthy food options are available to everyone in the neighborhood who needs them.

29,331

CLIENT VISITS

667,163

MEALS PROVIDED

2,959

UNIQUE HOUSEHOLDS

575

HOUSEHOLDS PER WEEK

800,595

POUNDS OF FOOD DISTRIBUTED

\$1,150,000

WORTH OF "IN-KIND" GOODS DONATED

People will often ask what the most popular food item in the Food Pantry is. This can have a lot of different answers depending on if you are asking about shelf-stable foods or perishable foods. Most of the people who use the Food Pantry are housed in some capacity. So, they have access to a kitchen or an area where they can prepare their meals.

Fresh fruits and vegetables are always popular. We will distribute well over 4,000 pounds every week. That means each household is going home with 10-15 lbs of produce, if they want it. Meat and protein items are extremely popular. We are proud to be able to provide chicken, beef,

pork, fish and seafood, and more at different times. The meat fridge is the first place members of our pantry community go to when they enter.

Desserts are nice because everyone likes a little something sweet after dinner. Oil is a kitchen essential and it will leave our shelves as fast as we fill them.

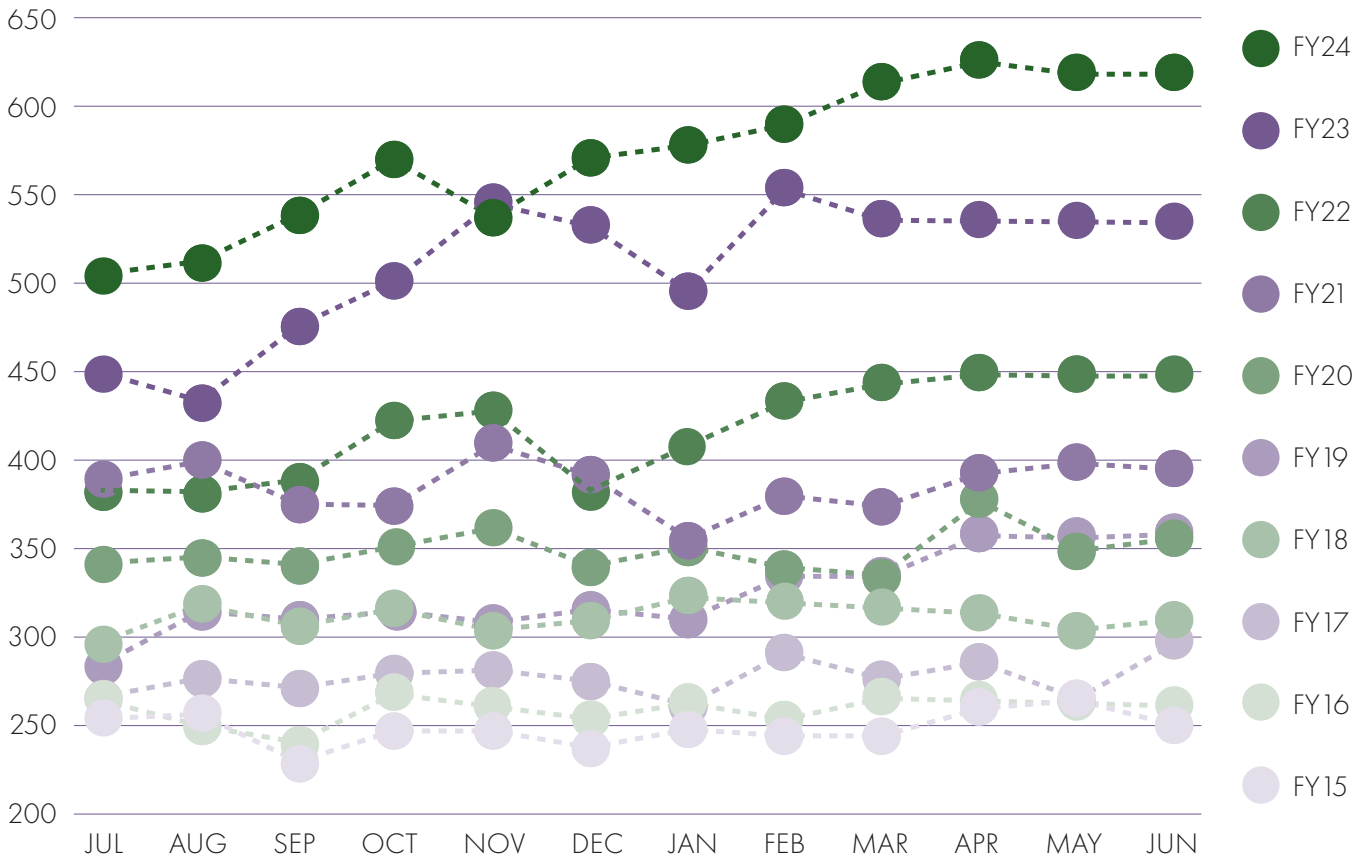
But if one answer is most correct, that would be eggs! Regardless of ethnicity, age, or background, everyone always asks for eggs. We even have a frequently used sign that says "Sorry, no eggs today." However, there was a week in the Food Pantry where we were able to give out over 800 dozen eggs! That's

right, over 9,600 eggs, which we have received from the Los Angeles Regional Food Bank. Everyone that wanted eggs that week picked up a dozen and some folks even got two dozen. We think we got our answer.





OVER THE YEARS: PANTRY WEEKLY HOUSEHOLD AVERAGE



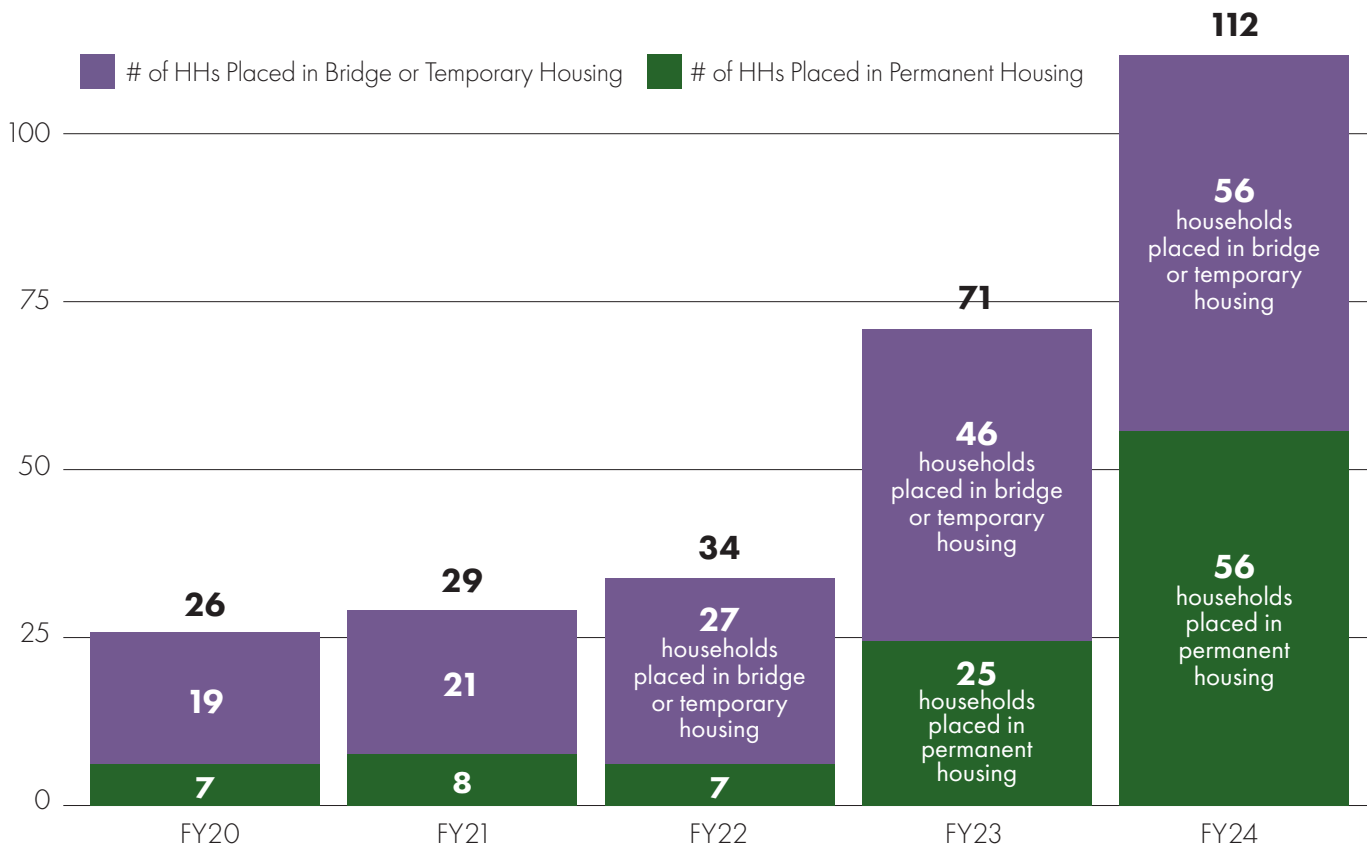


STREET OUTREACH & HOUSING

The Friends In Deed Street Outreach and Housing Team identifies people experiencing unsheltered homelessness on the streets of Pasadena and works to build trust and relationships with them. Our Street Outreach and Housing Team's primary goal is to reduce barriers to housing and eventually shelter people in either bridge, temporary, or permanent housing.



OVER THE YEARS: POSITIVE HOUSING PLACEMENTS



Street Outreach team members came across the Bennett family in their packed car near the Lincoln motel. They offered the family some sack lunches and got talking. The team discovered that the family of four were Pasadena natives, living in their car due to a combination of life circumstances and lack of support.

The Bennett family have tried many things to improve their situation, but the logistics of living out of their car has made it impossible for the dad to keep a job, and they have not been able to get benefits either in Pasadena or elsewhere. The children, aged six and seven, attend a local elementary school, and the team has been working tirelessly to secure them housing.

The Street Outreach team sent out referrals to every shelter in the area. Fortunately, the family got matched with transitional housing fairly quickly - but did not have enough money to get gas to drive there! Just as the team was trying to figure out a way of helping them, a good angel turned up at the FID admin office, with seven \$25 Ralphs gift cards from St. Barnabas Church! The family was able to buy gas and move into their new housing in time for Christmas!

332

PROGRAM PARTICIPANTS

168

INDIVIDUALS SHELTERED

166

**TOTAL MENTAL HEALTH
OR SUBSTANCE USE ASSESSMENTS**

612

**INDIVIDUALS PROVIDED WITH GOODS, INCLUDING
CLOTHING, HYGIENE, PET SUPPLIES, HARM
REDUCTION SUPPLIES, FOOD, AND WATER**

111

TOTAL NUMBER OF SUPPORTIVE SERVICE REFERRALS

\$28,958.76

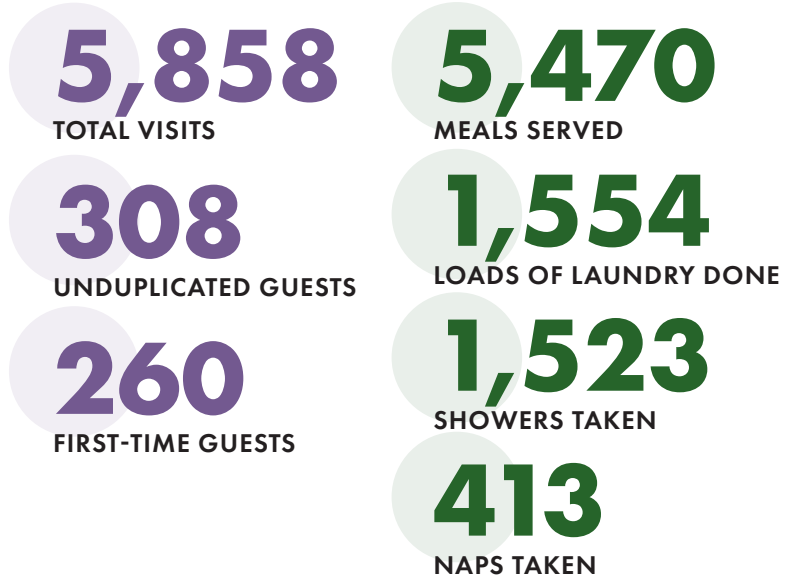
**TOTAL AMOUNT OF FINANCIAL ASSISTANCE
PROVIDED (DOES NOT INCLUDE MOTEL STAYS)**



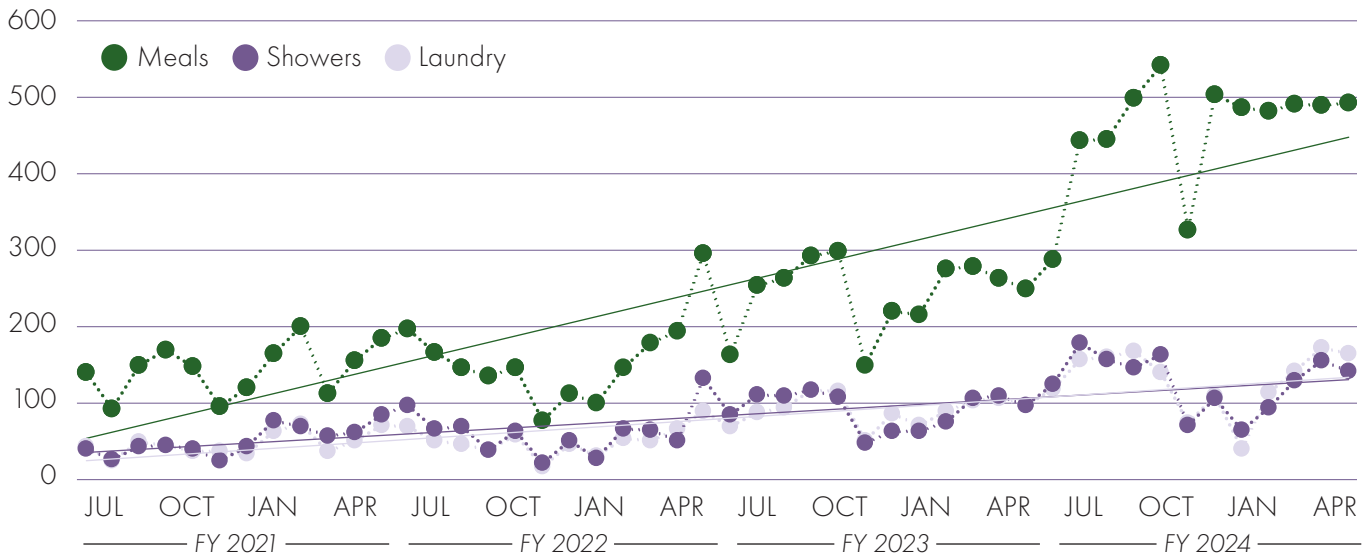


THE WOMEN'S ROOM (TWR)

The Women's Room is the only program in the San Gabriel Valley dedicated to serving women who are alone and experiencing homelessness or at risk of homelessness. It is a daytime refuge known for wrapping its arms around the 25 to 35 women who come through the door each day, making them feel whole and appreciated. The program provides basic needs: a shower, laundry, and healthy food, and also includes supportive services and case management. In addition, women enjoy access to computers and telephones, a safe place to nap, arts and crafts, nature and cultural field trips, games, and clean clothing.



OVER THE YEARS: TWR SERVICES



WANDA'S STORY – KNOCKED OFF BALANCE

Wanda is one of our “new brand” of clients in The Women’s Room – articulate, high-functioning women who never expected to be in the position of needing our services, but whose lives were knocked off balance by the pandemic and who have struggled to get back on their feet. In particular, Wanda lived close to Friends In Deed as a child, supported us and donated items, but never imagined she would need our services herself.

Her problems began when she had to take a pay cut in her job, and then found herself increasingly less able to work due to disability. To make things even worse she was denied SSDI, and then was forced to move out of her apartment when the owner decided to sell. Unable to find anywhere she could afford on her retirement income, Wanda began living in her car.

Fortunately she was given a flier at the Salvation Army that mentioned Friends In Deed and The Women’s Room. She remembered the organization from many years before, and decided to give us a try. She “felt the warmth” and kept coming back, eventually opening up to Jane and Jenny, and agreeing to accept housing services.

Possibly because Wanda managed to be open to whatever possibilities were available, an opportunity came up very quickly. Wanda is now in bridge housing, and talks about how good it feels to sleep in a bed, feel safe, and eat healthy meals whenever she wants them. However, bridge housing is not without its challenges for a woman who has been used to her own place, and Wanda often finds it overwhelming to live so close to so many other people, many of whom have significant challenges of their own. She is working hard to keep a positive attitude and looking forward to one day having her own permanent place to live again. Wanda tells us that, once she is settled in her own home, she wants to come back to Friends In Deed as a volunteer – and we look forward to that possibility!





VOLUNTEERS

Volunteers are the life force behind our organization. They support our lean staff in assisting our clients, providing services, and helping our organization run smoothly.

Annie, who is studying for a master's degree in social work and researches nonprofits for a local philanthropist, has a strong personal and professional connection to Friends In Deed. She immediately "fell in love" with the organization, particularly The Women's Room, which impressed her with its efficient operation by just three staff members. Annie's involvement has benefited Friends In Deed both through her volunteer work and her recommendations to her employer, aligning with their mission to support local grassroots efforts.

After initially filling gaps in The Women's Room schedule, Annie took on a regular Wednesday volunteer shift and has led workshops on vision boards and goal-setting for the guests. She loves talking to the ladies and hearing their stories, and says she is often in awe of how they turn up with a smile on their faces even after a traumatic night of living on the streets. Annie says she tries to "check in her own stuff at the door" – because whatever she has going on in her life, it's nothing compared to what our guests are dealing with.

306
VOLUNTEERS

12,773
VOLUNTEER HOURS

3,543
VOLUNTEER SHIFTS

\$454,207.88
WORTH OF TIME DONATED
(ESTIMATED AT \$35.56 PER HOUR)

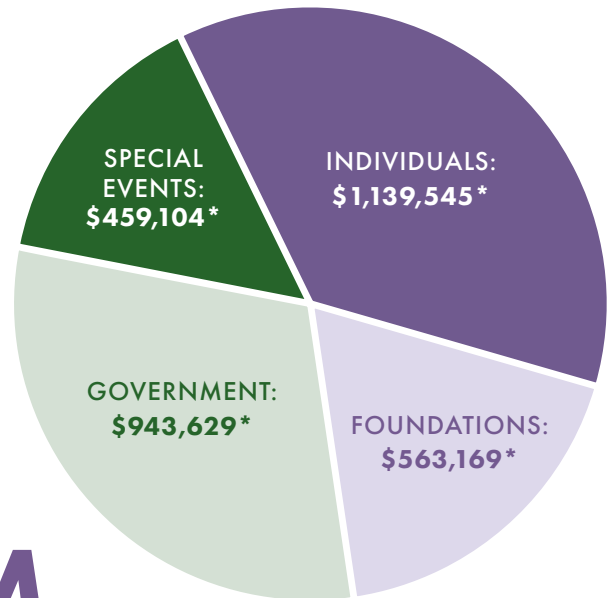




FUNDRAISING & OUTREACH

Fundraising and outreach are cornerstones for sustaining the mission of Friends In Deed and serving the community.

\$3,105,447*
TOTAL FUNDRAISING



* unaudited numbers

2,100

INSTAGRAM FOLLOWERS
336 POSTS + 500 STORIES

3,044

FACEBOOK FOLLOWERS
413 POSTS

365

TWITTER FOLLOWERS

894

YOUTUBE VIDEO VIEWS:

4,365

EMAIL SUBSCRIBERS
(AS OF 8/15/24)

924

PODCAST DOWNLOADS

\$1.3M

IN-KIND CONTRIBUTIONS

542

FIRST-TIME DONORS

322

CIRCLE OF FRIENDS
\$1,000+ DONORS

1,654

TOTAL DONORS

4,199

DONATIONS



WHO WE ARE

(CURRENT STAFF AND BOARD AS OF JUNE 30, 2024)

STAFF

(listed in alphabetical order)

Helen Angove
Director of Operations

Jane Armbruster
TWR Case Manager

Isaac Arreola
Harm Reduction Specialist

Marty Campolo
*Deputy Director and
Grants Officer*

Coty Dietel
Food Pantry Aide

Olivia Esteb
*Housing Navigation Program
Manager and Substance
Abuse Specialist*

Ryan Greer
Senior Director of Programs

Al Hackett
Outreach Specialist

Doug Haught
TWR Security and Grounds

Tish Inong
*Director of Street Outreach
and Housing*

Jenny Juarez
TWR Program Manager

**Rabbi Joshua
Levine Grater**
Executive Director

Yesenia Marin-Acosta
TWR Program Associate

Kristina Martin
Food Pantry Program Associate

Marlene Martinez
*Assistant Director of Eviction
Prevention and Rental
Assistance (EPRA)*

Stacey McCarroll
*Director of Eviction Prevention
and Rental Assistance (EPRA)*

Joel Moss
MSW Intern

Tim Nistler
Director of the Food Pantry

Hughes Ong Hoa
*MSW Intern, Street
Outreach and Housing*

Najwa Payton Jones
*Housing Navigator and
Outreach Liaison*

Elyse Reed
Development Associate

Lindsey Reed
*Director of The Women's
Room (TWR)*

Evangelina Rivera
Food Pantry Manager

William Shelby
*Senior Intensive Case
Management Specialist*

Virginia Valencia
*Outreach Program Manager
and Mental Health Specialist*

Laura Van Alstine
*Director of the
Bad Weather Shelter*

Merria Velasco
*Senior Director of
Development*

Dani Vinokurov
Development Associate

Lily Villalobos
*MSW Intern, Street Outreach
and Housing*

Kenyetta Wilson
Controller

BOARD

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Leslie White
Vice President

Christopher Pelch
Treasurer

Debby Singer
Secretary

Richard Cheung D.C.
Immediate Past President

Kevin Bourland

Ervin Galvan

Timothy Howett, Esq.

Ursula Hyman

Nishanthi Kurukulasuriya

Don Meaders

Jeff Salcido

Stacy Santeramo

Lana Slavitt

Pamela Marx
Board President Emeritus

CONTACT

FRIENDS IN DEED IS A REGISTERED 501(C)(3) NONPROFIT ORGANIZATION. (TAX ID 95-1644608)

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