

2023 IMPACT REPORT



Restoring dignity and empowering lives since 2016.

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2023 Impact Report

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A note from the Executive Director

Dear Friends and Supporters,

As we reflect on the past year, I am filled with immense gratitude and pride for the incredible impact we have achieved together. Project Ropa is dedicated to reducing waste, restoring dignity, and empowering lives in Los Angeles. In 2023 we made significant strides in providing essential clothing and hygiene items to those in need.

Our mission has never been more critical. In a city where thousands struggle with homelessness and poverty, the simple act of offering clean clothing and hygiene products can not only restore a person's dignity and self-worth, but can reduce the risk of transmissible diseases and be the key that opens the door to employment and housing opportunities.

This year, thanks to the support of our generous supporters we received \$1,419,750 worth of in-kind donations, distributed over 114,000 clothing items and pairs of shoes and directly served 4,014 people in need. Each item we provide is a step towards restoring hope and offering a fresh start to someone in need.

We have also focused on sustainability and waste reduction and have continued to partner with companies such as Conal Footwear, Frank and Eileen, Mara Hoffman and Reformation to restore dignity to those in need and give new life to surplus textiles, shoes and accessories. We have also partnered with Ridwell to re-purpose hard-to-recycle items such as unsalvageable textiles and plastic film. Our partnerships with local businesses and community groups have been instrumental in expanding our reach and impact.

Our dedicated volunteers and staff have worked tirelessly to procure and sort clothing and hygiene product donations, create hygiene and laundry kits, and distribute items directly to those in need and to our Community Clothing and Hygiene Bank partners in the Los Angeles area. Their compassion and dedication are the backbone of our organization, allowing us to touch the lives of thousands each year.

One of our most significant accomplishments this year was the expansion of our Community Clothing and Hygiene Bank, which provides bulk supplies of much needed clothing, shoes, accessories and hygiene products to mutual aid groups and nonprofit organizations that serve under-served communities in the Greater Los Angeles area. This program has enabled us to connect with organizations who might not otherwise have access to our resources and help individuals and families in need to get the resources they desperately need.

As we look ahead, we are excited to expand our programs and deepen our impact. Our vision is for a city where everyone has access to clean clothes, hygiene essentials, community and support.

None of this would be possible without the unwavering support of our donors, partners, and volunteers. Your generosity and belief in our mission inspire us every day to do more and reach higher. Together, we are making a tangible difference in the lives of so many, and for that, I am profoundly grateful.

Thank you for standing with us and for your continued support. We look forward to another year of making a positive impact and changing lives for the better.



With heartfelt appreciation,

A handwritten signature in black ink, appearing to read 'Caitlin Adler'. The signature is fluid and cursive, written on a light-colored background.

Caitlin Adler
Founder and Executive Director

**PROJECT
ROPA®**

Our Mission

The mission of Project Ropa is to reduce waste, restore dignity and empower the lives of those in need by providing clothing and hygiene essentials.

Our Vision

Our vision is a city where everyone has access to clean clothes, hygiene essentials, community and support.



Who We Are

Project Ropa is a Los Angeles based nonprofit and certified social enterprise on a mission to reduce waste and restore dignity to those in need by providing clothing and hygiene essentials.

What began in 2016 with Founder Caitlin Adler distributing clothing and hygiene items out of her personal vehicle to people living on the streets has transformed into a growing nonprofit organization with a warehouse that is a California Green Certified Facility and a staff of four who facilitate multi-channel distribution of free clothing and hygiene products to individuals and families in need in the Los Angeles area.

We believe that access to clean, well-fitting clothing is a basic human right. Although clothing falls in the physiological category at the base of Maslow's Hierarchy of Needs along with food, water, and shelter, public safety net programs do not pay for clothing. Further, clothing insecurity is a barrier to access to housing, employment, and supportive services. While the population we serve experience extreme clothing insecurity, Americans send over 12 million tons of clothing and textile waste to landfills each year.

By providing clean, well-fitting clothes and hygiene products, Project Ropa helps open doors to stable employment, permanent housing, and economic opportunity.

Over the last eight years, Project Ropa has engaged 500+ community volunteers in 9,500+ hours of service and distributed over 1.6M clothing items and 50,000 hygiene kits to 19,899+ individuals who are clothing and hygiene insecure. Through the delivery of services, we have also diverted over 500,000 lbs. of textiles from landfills.



What We Do

Through our multi-channel distribution model, Project Ropa meets people where they are: on the streets and at local community-based organizations where they receive other services. We deliver three primary services to support our mission:

1 – Our **Mobile Clothing Closet** is the only one of its kind in Los Angeles. The custom-outfitted mobile drives into communities of need carrying a full selection of high-quality clothing, shoes, and accessories. Team members assist clients in selecting clean, modern, well-fitting clothing. To support coordination of care and improve service outcomes, we operate alongside other local service partners that provide vital services such as hot meals, ID replacement services, medical and dental clinic services, mobile showers, and housing services. We also provide hygiene backpacks filled with personal care items, a roll of toilet paper, laundry kits, period products and water.

2 – Our **Grab and Go Clothing and Hygiene Services** provide access to new and gently used clothing and shoes; backpacks filled with hygiene kits that contain personal care items, a roll of toilet paper, laundry kits, period products and a bottle of water; and grab and go clothing bags complete with a clean tee shirt, underwear, and socks, labeled by gender and size. Pants, shoes, and seasonal accessories are also available.

3 – Our **Community Clothing and Hygiene Bank** fills gaps in services for community-based organizations that seek clothing and hygiene items for their clients. In 2023, we partnered with 25 local organizations to distribute monthly bulk supplies of clothing, shoes, and personal hygiene products to their unhoused, unsheltered, and at-risk clients. Some of our community partners include Food on Foot, Harbor UCLA Medical Center, Hollywood Food Coalition, North Hollywood Home Alliance, SELAH Neighborhood Coalition, T'ena Health, The Sidewalk Project and Waterdrop LA.

Our Approach: The Power of Love

Project Ropa's approach to serving our guests is deeply rooted in the concept of the intrinsic value and unlimited potential of their lives. Instead of seeing people as problems to be solved, Project Ropa views each individual as a person with unique aspirations and contributions.

Many of the individuals served by Project Ropa are working to secure employment, improve their health, and maintain stable housing. Project Ropa is there to support them at every step of their journey. Each guest is offered one-to-one service to help them select items for their individual needs and style preferences. Project Ropa's team members work diligently to help guests find clothing they'll be proud to wear – clean, stylish, and hand-picked. This level of personalized care may require time and attention, but it is where the real impact happens. It's care that restores hope, and the guests deeply appreciate it.



Community Partners



Our Community Clothing and Hygiene Bank provides bulk supplies of hygiene products and hygiene kits as well as new and gently used clothing, shoes and accessories to mutual aid groups and nonprofits in the Los Angeles area who directly serve unhoused, unsheltered, and at-risk clients. As a small nonprofit ourselves we know first hand how difficult it can be for organizations with limited resources to procure, sort, store and distribute clothing and hygiene products. Which is why we prioritize partnering with small organizations who are deeply passionate about helping restore dignity to those in need and understand how transformational access to clean clothes and personal hygiene products can be.

In 2023 we distribute over \$200,000 worth of items to the following organizations:

Better Angels United

Community Loving

Fairfax Mutual Aid Group

Food on Foot

For The People

Gracie's Giving Hands

Harbor UCLA Medical Center

Hollywood Food Coalition

Hope For The Heart of The Homeless

Hope Street Distro

Kingdom Causes Bellflower

LA Community Alliance

Love My Neighbor

Northeast Neighborhood Outreach

NoHo Home Alliance

Peace Love Knowledge

Proper Hygiene Project DTLA

SELAH Neighborhood Homeless Coalition

South Bay Abolitionist Community Care

South Hill Fridge

Stopping Crys

Starts With One Today

Sunnyside Five

The Sidewalk Project

Waterdrop LA



2023: **By the Numbers**



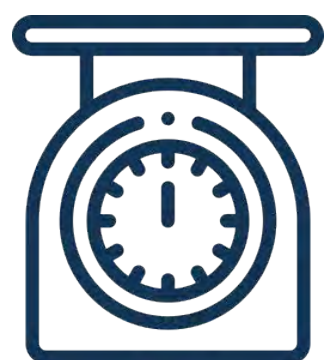
4,014

People directly served



114,342

Items distributed to those in need



19

tons of textiles given a new life



28,571

Of the items distributed were to our Community Partners



\$1,419,750

total value of donated in-kind products that we received

Financial



Summary

Fiscal year 2023, ending 12/31/2023

INCOME	
Individual Gifts	\$ 24,958
Corporate Gifts	\$ 62,890
Private Grants	\$ 46,406
Public Grants	\$ 26,990
In-Kind Gifts	\$ 1,419,750
Retail Sales	\$ 24,188
Other Income	\$ 1,978
TOTAL INCOME	\$ 1,607,160
EXPENSES	
Programs and Services	\$ 1,646,074
Administrative	\$ 114,426
TOTAL EXPENSES	\$ 1,760,500
TOTAL ASSETS	\$ 278,540
TOTAL LIABILITIES	\$ 266,497
NET ASSETS	\$ 12,043



Our Board



Caitlin Adler
CEO & Chairwoman



Jason Kiesel
Treasurer & Officer



Phreda Devereaux
Officer



Kat Kiyako Amano
Secretary & Officer



Mathieu Rasamoela
Officer

Our Generous Supporters



Financial Donors

Anonymous (60)
Adam Frand Foundation
Barry Adler
Adobe Community Fund
Mandy Amano
Tommy Amano Tompkins
Carlos Anleo
Apollo Opportunity Foundation
Irene Astrow
Michael Bonifer
Rosemarie Boward
JaVonna Boykin-Flowers
Diane Bui
James and Blake Bullock
Terese Cassinelli
Charities Aid Foundation America
Alison Choi
County of Los Angeles
DreamClub United
Clayton Du
Elise Duran
Trinity Elerick
Cindy Ensworth
Cynthia Ferguson
Charlotte Forté-Parnell
June Garrett
Grogan Living Trust
Mark Gozonsky
Jerry Hall
Ellis Hamburger
Jacey Hoch
Hollywood Food Coalition
Intuit
Raina Iyer
Gregory Johnson
Kat Kiyoko Amano
Susan Kramer
Diane Krasnoff
Alicia Kunz

Cecily Lerner
Mark Logan
Pat Loika
Candido Lopez Orozco
Melissa Mancini
Alise Martinez
Ricky Martinez
Julie Mereson
Alina Nabedrik
Star Navarrete
NeighborShare
Nordstrom Cares
Jane Paul
Penta Cares Foundation
Patricia Permakoff
Mathieu Rasamoela
Reformation
Jose-Luis Rigaud
Roland Berger
Annie Ross
Kitty Sankey
SELAH Neighborhood Homeless Coalition
Joey Shanahan
Ethan Shiri
Amanda Siegel
Richard Siegel
Richard Siegel in honor of Sam Siegel
Beverly Solocheck
Tom Staley
Schwab Charitable
The Beim Foundation
The Greater Goods LLC in honor of Angel
Abaya
The Robert Nelson Foundation
Allison Thomas
Georgeann Ursprung
Jennifer Wenger
Trina Yin

Our In-Kind Donors



Corporate

Alliant Capital
A.P.C.
Apollo Insurance Solutions Group
Apple Studios LLC
Audacy Radio
Bunker
Cartel
The Cheesecake Factory
Cherry Los Angeles
Clark Hill LLP
Colosseum Athletics
The Commencement Group
Conal Trading
David's Wholesale
Dermalogica
Disney
Dude Products
Earth Angels
eSalon
Frank and Eileen
Gold Standard Labs
Hotel June
IKEA
ISEC Inc.
Mara Hoffman
Modern Citizen
Monfrere
Monrow
NGHTMRE
Reformation
Rhone Apparel
Roboro 6
Ruggable
Scotch & Soda LLC
Shipt
Sierra Subaru of Monrovia
Supply and Demand
The Honey Pot Company
Threadly
True Classic Tees
Urban Expressions
.WWAP
Yandw Official
Yard Bombing
Yellow BYRD

Community

Alpha Kappa Alpha Sorority Inc.
Chrysalis
City of Hope
Hang Out Do Good
Hermosa Hermanos
Lava Maex
National League of Young Men
Penta Cares
Piper LA Preschool
Resurrection Catholic School
Robin's House Family Foundation
Shelter Partnership
Sheltersuit Foundation
Shoes for the Homeless
Soles 4 Souls
South Gate High School
Spare a Pair
The Church of Latter Day Saints
The Empowerment Plan
USC Department of Physical Therapy
Volunteer Collective
Why We Give Project

Individuals

Jacqueline Agustin
Atdhetare Ame
Pedro Andrade
Alondra Andrades
Dora Armenta
Katrina Ashley
Ciara Austin
Tiffany Ava
Stephany Bailey
Ani Balian
Bryson Banks
Monica Barnes
Wilson Bautista
Mary Becerra
Otis Belisle
Shirley Bonam
Elaine Boykin
Ran Boytner
Tamica Bradshaw
Tawny Brodie
Martina Bullinger
Mona Buyyala
Scott Callahan
Ayanna Carter
Chris Cheatham
William Cheng
Gabriela Cid
Christal Clemens
David Clifford Turner
Caleb Collins
Jocelyn Contreras
Leanna Cooper
Tiara Cosme
Javier Covarrubias
Danette Cubic
Kylie Cubic
Timothy Dahluaii
Altonia Dairy
Patricia Danahar
Ola Davis
Alexandra Del Salto
Debbie Derrington
Harshit Devarasetti
Caylee Diaz
Elias Diaz
Michael Doll
Kathy Donabedian
Ben Dorr
Marquet Dorsey
Nick Dugan
Elise Duran

Micaela Eckett
Cindy Ensworth
Tom Erkfitz
Linda Flores
Stephanie Flores
Javonna Flowers
Damian Galindo
Joe Gallagher
Emilia Gamez
Ash Garcia
June Garrett
Sarah Geller
Taiyana Gilbeau
Edwin Gomez
Janet Grady
Kevin Greengrove
Marlene Grossman
Sheila Haley
Jerry Hall
Hope Hanafin
Earle Hartling
Rosemary Helgeson
Eber Herrera
Jennifer Hevitt
Bella Hinojoza
Laura Hoerner
Kyera Hong
Kevin Hsu
Laetutia Hugues
Raina Iyer
Donald Jackson
Sharon Jackson
Jennifer Jaime
Anna Jarolim
Mary Jimenez
Kara Johnson
Breyon Jones
Breyon Jones
Monica Joynes
Yoselin Juarez
Jason Kiesel
Shinae Kim
Max Kiss
Jessica Lageyer
Tommi Laitio
Ian Landis
Valerie Lee
Yongki Lee
Miranda Legaspi
Jennifer Levin
Ken Levin
Joya Lewis

Evan Lewitt
Chloe Liao
Stephanie Lynne
Melissa Mancini
Jordon Martin
Mike McCollough
Alexis McDonough
Lisa Mendez
Corrina Michalak
Kelly Miles
Tarya Mitchell
Gary Moody
Sarah Moreno
Yadira Najera
Susan Newsom
Susan Newsom
Maygan Ngeng
Mikhail Nguyen
Margerite Nunez
Alana O' Herlihy
Raquel Ochoa
Krisette Odegard
Marco Origenere
Ken Ornstein
James Palermo
Melissa Paramo
Melissa Paranzo
Mitra Path
Lilly Paul
Jessica Peres
George Perez
Sheila Perez
Laurie Peterson
Chelsea Pictures
Robb Pollard
Stan Ponegalek
Cheryl Quon
Esmeralda Ramirez
Shahira Razeed
Antonella Redekosky
Tyler Reed
Alexis Rheinwald-Jones
Arturo Richi
Olivia Riopelle
Pauline Rioux
Diana Robles
Daniel Rodriguez
Liana Rojas
Maryanne Rush
Alec Salatin
Sayeda Satar
Advait Sawalkar

Louis Senno
Christin Shatter-Roman
Gigi Sierra
Brandon Silva
Christina Simon
Dan Sinks
Tanya Slaughter
Mattie Smith
Zoila Sneed
Rick St. Laurent
Dana Sterling
Darlene Stoker
Simi Storm
Ally Suarez
Stephanie Suarez
Sheila Suzuki
Krystle Swaving
Grace Tabib
Chastity Tillman
Lauren Todt
Lisa Tran
Tuan Tran
Georgeann Ursprung
Miya Ustboe
Alexa Vallejo
Renee Van Fleet
Emily Vandever
Shannon Vaughan
Zulema Vega
Daniel Villegas
Melva Voigt
Cartina Walker
Stu Walter
Jane Wang
Owen Way
April Webster
Stephanie Westbrook
Evan Wieser
Jasmine Williams
Monique Williams
Tania Williams
Michael Yadegari
Chris Yamashiro
Cherita Young
Scherezad Yusef
Kayla Zelaya
Eletta Zerazion

Our Volunteers



We would also like to thank all of the volunteers who helped us in 2023.

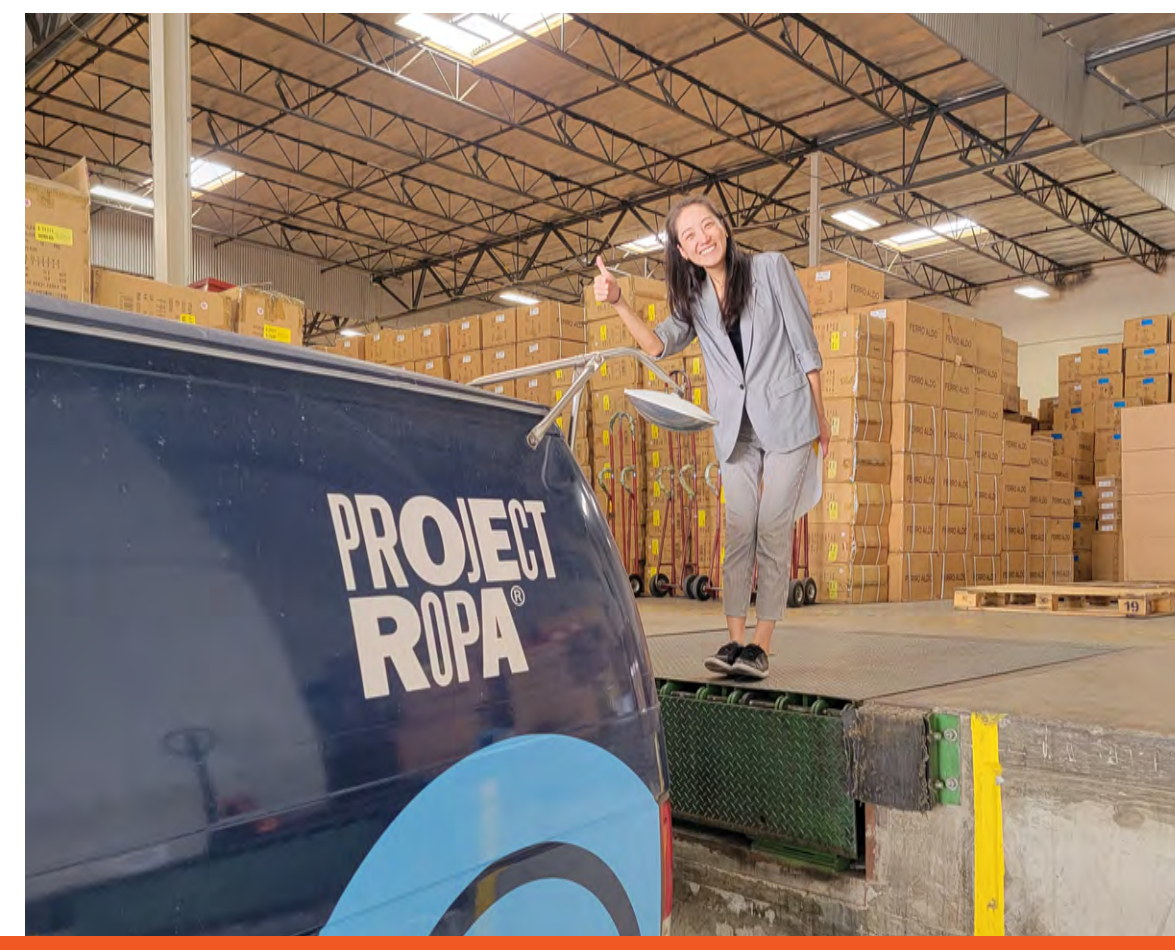
Reginald Abla
 Felicia Adams
 Aaron Alberstein
 Michael Albert
 Sikou Aiken
 Kat Kiyoko Amano
 Aaliyah Ansari
 Alize Arellano
 Danaee Arroyo
 Debra Avery
 Kimberly Azurdia
 Stephany Bailey
 Ricardo Ballesteros
 Lennys Barrientos
 Mary Becerra
 Roxana Becerra
 Rose Bedolla
 Claire Beimal
 Brittany Bemis
 Olias Ben-El
 Aishani Arpita Bhattacharya
 Morley Boyd
 Ran Boytner
 Breaking Barriers
 Journal Brual
 Maggie Bucher
 James Burk
 Lindsey Campbell
 Patricia Campbell
 Israel Cardonas
 Marianne Carroll
 Delorian Carter
 Ryan Carty
 Brandon Childs
 Tracy Chow
 Shontek Clay
 Ella Conway
 Elizabeth Cordora
 Jennifer Corte
 Nicole Cortes
 Adriana Cotaya
 Kamantha Cramp
 Cerene Credo
 Trisha Das
 Sydney Dean

Liana Delikyan
 Guzel Delmont
 Hollie Dunford
 Ashlee Dunlap
 Nick Durazo
 Easter Seals
 Diana Esparza
 Emily Etue
 Jessica Galbraith
 Columba Galvan
 Miguel Gamez
 Andrea Garcia
 Oneka Giddings
 Leah Glavan
 Ty Goodrich
 Megha Gore
 Meredith Green
 Tashyra Grier
 Margarita Gutierrez
 Kimberly Hahn
 Fedal Hanoun
 Christine Harrison
 Marcia Harrison
 Ginette Hawkins
 Sarah Hiramatsu
 Angela Hong
 Laetitia Hughes
 Maritza Hurtado
 Ideal Program Services
 Faith Jackson
 Marcel Jefferson
 Greg Jones
 Jason Joo
 Kevin Keiper
 Avinash Koul
 Thomas Kouzmanoff
 Qi Lan
 Jimin Lee
 Joseph Lee
 Aron Levinson
 Shunlai Li
 Isabella Lipstein
 Roxanne Lockett
 Shams Lodhy
 Darin Louie

Diamond Lucas
 Verla Baye Lucy Chelsie
 Vanessa Manzo
 Andrew Marquez
 Luisa Martin
 Tyler Martin
 Frances Martinez
 Julio Martinez
 Paige Matsumoto
 Nancy Mayorga
 Zachary Maywood
 Alexis McDonough
 James Meledandri
 Chris Medina
 Eric Mendoza
 Diego Meza
 Jennifer Miller
 Ruth Molina
 Nancy Mork
 Drew Moulton
 Wendy Moulton
 Kelsea Nanan
 Anthony Nguyen
 Kjirsten Nystrom
 Oluchi Obiagwu
 Marianne Padden
 Shailendra Panchal
 Sonal Panchal
 Tom Parks
 Dominica Patterson
 Emily Perry
 Timothy Peters
 Montinee Pongsiri
 Rebecca Portillo
 Krystal Quintanilla
 Haydee Ramirez
 Mathieu Rasamoela
 Preeya Rao
 Sarah Rauh
 Fig Regenwether
 Tyler Reynolds
 Olivia Riopelle
 Nicole Rivera
 Michelle Rivera
 Kristin Robbins

Rosa Robert
 Pavel Romanov
 Crystal Romero
 Rob Romero
 Damaris Rosado
 Sofia Rojas
 Giovanna Ruiz
 Emily Ryan
 Hope Sabater
 Eric Sanchez
 Gabriel Sanchez
 Paige Sanderson
 Advait Sawalkar
 Christina Scott
 Soral Shah
 Travis Shane
 Erika Shipman
 Lidiya Shutaya
 Leah Silver
 Angella Sipaque
 Burnita Smith
 Kate Smith
 LeLoni Smith
 Sierra Stark
 Daniel Tabor
 Hidi Taemoo
 George Tanaka
 Richard Tanner
 Michelle Teh
 Tabetha Thomas
 Marque Toliver
 Brittany Wade
 Cameron Ward
 Jennifer Waterson
 Cindy Wilde
 Gloria Williams
 Spencer Woodard
 Vicky Wong
 Lexie Yee
 Paula Zamora
 Gazal Zein
 Isabella Zermeno
 Julian Zuniga Trejo





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