



MAYOR'S FUND
FOR
LOS ANGELES

Annual Report Fiscal Year 2015

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IMPACT

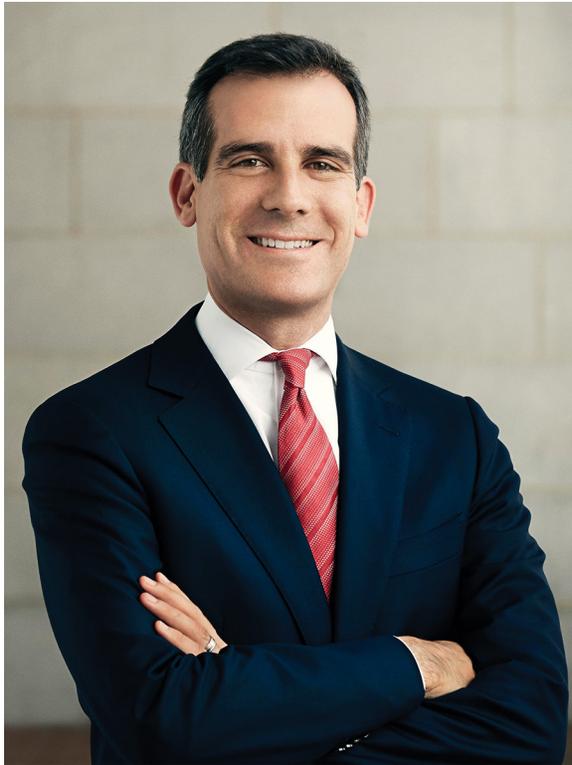
INNOVATE

AMPLIFY

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An Introduction From Mayor Eric Garcetti



Partnership and collaboration are key to making lasting change in a city with tremendous resources and persistent challenges. That's not as easy as it sounds. Although Los Angeles bursts with creativity from mountains to ocean, our city government has not always worked seamlessly with our city.

The Mayor's Fund for Los Angeles helps us move the city forward with a teamwork approach to solve our most pressing issues. It enables our philanthropic and private-sector partners to support civic endeavors to drive impact and results. In its first year, the Fund has nurtured a wide array of public-private partnerships, each contributing to four cornerstone goals: economic prosperity; improving quality of life; enhancing government efficiency; and, building resilient communities.

The Fund enables the nimbleness of private enterprise to meet the scale of city government. I have been inspired to see how quickly these partnerships moved from ideas to action. And I'm working to make this effort sustainable over the long term.

The Fund's activities over the past year will have a lasting impact on the lives of Angelenos. It brought hope to women suffering from domestic violence through the City's Domestic Abuse Response Teams (DART) teams. It provided disadvantaged youth with summer jobs. It worked to give recent immigrants valuable training in financial literacy. It raised funds from hundreds of Angelenos to support senior citizens who lost their care packages in a fire. And that's just the beginning.

To those who supported the Mayor's Fund for Los Angeles this year, thank you. Your commitment to using private resources for the public good is making Los Angeles a better place. To those of you who care about Los Angeles – about the future of our city and the quality of life of those who share it – now is the time to act.

A Note from The Chairman and President

The Mayor's Fund for Los Angeles exemplifies the best of our city. We combine the reach of the public sector, the resources of the private sector, and the metrics and accountability of the philanthropic sector for greatest impact.

Consider just a few of the programs where the Fund made a difference in its first year:

- When a structural fire destroyed care packages for shut-in seniors, the Fund responded immediately—raising money to restore, then double, the original gifts.
- The Fund supported the City's Economic & Workforce Development Department in doubling the number of summer job placements for young Angelenos through Hire L.A.'s Youth.
- It more than doubled the number of Domestic Abuse Response Teams (DART) with new funding to provide resources for victims at all 21 Los Angeles Police Department Divisions across the City.
- Through wide-ranging campaigns, small meetings, and simply reaching out, the Mayor's Fund for Los Angeles inspired over 1,000 individual donors to help address Los Angeles' most pressing issues.



The Mayor's Fund for Los Angeles is an independent nonprofit that advances critical City priorities. But it's also a laboratory, a testing ground for public-private cooperation. Drawing on private sector resources allows us to step back and ask, 'How can we pilot, expand, and innovate city programs?' The Fund creates the space to measure for success, learn as we go, and amplify programs that work. We have built the Fund to remain agile, strong and effective as mayoral administrations change over time.

As a steward of private and philanthropic contributions uniquely positioned next to city government, we can select programs with direct and measurable impact. As partners with the public sector, we hold ourselves to a standard of the strictest transparency, and the strongest internal controls. As a platform for cooperative problem solving, the Mayor's Fund for Los Angeles creates bonds of trust that break down silos.

We'd like to thank our city partners for collaborating to drive results as well as thank our donors for joining us on what promises to be a long-term, high-impact set of partnerships.

Marc Stern
Chairman, Board of Directors

Deidre Lind
President, MFLA

Year One in Review

July 2014 – June 2015... and beyond

The Mayor's Fund for Los Angeles swiftly proved itself to be a strong instrument for fundraising and partnerships. In its first fiscal year, there were 15 active civic programs and pledges totaling over \$15 million and by the end of the second calendar year, the Fund had revenue of \$22 million (through December 2015).

The Fund hit the ground running in early 2014 with the California Community Foundation as its fiscal sponsor. We assembled sufficient unrestricted donations to cover five years of operating costs at program inception, allowing for a focus on programs moving forward.

By Fall 2014, the Mayor's Fund for Los Angeles established itself as an independent 501(c)3 nonprofit with a Board of Directors drawing on the talents of local leaders in business, education, government, and the social sector. The diversity of our board reflects the unifying spirit of our mission.

The Fund jumped into action in December 2014 when an arsonist set a downtown construction site ablaze, destroying thousands of care packages designated for housebound senior citizens served by the City's Department of Aging. The Fund immediately launched a disaster-relief campaign, raising \$225,000 from 1,500 donors to deliver the gifts in time for the holidays.



Year One in Review

July 2014 – June 2015... and beyond

In the spring of 2015, the Fund made it possible to extend the LAPD's DART to every one of the LAPD's 21 divisions, providing a critical tool for breaking the cycle of violence in LA's communities. DART teams had previously served victims in fewer than half of those 21 locations across the city.

The Fund backed summer programs in 2014 serving youth in our most underserved communities in Los Angeles. By keeping parks open and active at night, we gave kids throughout L.A. a safe place to go in support of the Summer Night Light's program's seventh year. We also helped to fund summer jobs for 10,000 young people, helping the city's Employment and Workforce Development Department meet the Mayor's goal of doubling the number of youth served by the program that summer.

These are only a few of the high-impact programs the Mayor's Fund for Los Angeles has created and implemented. Our work is already attracting recognition in the world of public-private engagement, most recently through an in-depth feature in the Chronicle of Philanthropy. And we've entered our second year spearheading new ways to match private enterprise with public goals.

A vertical decorative element on the left side of the page, consisting of a complex geometric pattern of overlapping triangles in various shades of blue, ranging from dark navy to light sky blue.

Year One in Review

July 2014 – June 2015... and beyond

In September 2015, the Fund sponsored the U.S.-China Climate Leaders Summit, where Mayor Garcetti joined Vice President Joe Biden, local elected leaders, and Chinese officials to sign agreements limiting emissions. To assist in addressing homelessness, the Fund launched its #HomesForHeroes campaign in November 2015 to provide move-in assistance for 500 homeless veterans. The Fund also supports the Bloomberg i-team, which collaborates across city departments, civic leaders and nonprofit organizations to address complex city issues. Funded by Bloomberg Philanthropies, the i-team is focusing on inclusive neighborhood revitalization while supporting economic development and civic engagement.

We look forward to continuing our work and building brand-new partnerships to make Los Angeles a better place.



The Mayor's Fund for Los Angeles
Year One by the numbers

\$15 MILLION Raised in first year
(through 6/30/14)



CONNECT



YOUTH JOBS
Doubled the number served to **more than 11,000** through Hire LA's Youth

IMPACT



SAVE THE DROP
Coordinated water conservation campaign with **over 45 million impressions.**

INNOVATE



IMMIGRATION
Expanded financial literacy training to **3,000 new immigrants.**

AMPLIFY

PUBLIC SAFETY
Expanded DART (domestic abuse response teams) by **11 LAPD Divisions** to serve entire City.



Supported Summer Night Lights to reach **900,000 youth** and families in local parks.



AND WE'RE JUST GETTING STARTED!



MAYOR'S FUND
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Programs

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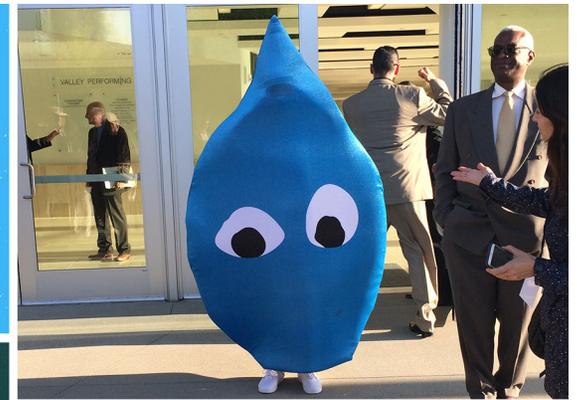
Domestic Abuse Response Team (DART)



DART is made up of victim advocates specially trained by local nonprofit organizations in conjunctions with the Los Angeles Police Department (LAPD) to address the unique needs of victims of domestic violence. The program offers key services including case management, transportation, counseling, direct intervention, medical advocacy, shelter referrals, legal services, and assistance in obtaining restraining orders.

With support from the Mayor's Fund for Los Angeles, the DART program expanded from its pilot at 10 LAPD divisions to all 21 divisions across Los Angeles. The Fund raised over \$600,000 to help expand DART, which has served over 1,080 victims during its first three months of expansion.

Save The Drop



Save the Drop/Cada Gotita Cuenta is the first cross-department public awareness campaign to engage Los Angeles communities around water conservation. Outreach focuses on outdoor water use, drought-tolerant landscaping, and common sense water reduction techniques. Save the Drop is a centerpiece of Mayor Garcetti's Sustainable City pLAN.

Save the Drop is a truly unprecedented collaboration amongst city departments that have provided media and programming to get the messaging across. City partners include the Los Angeles Department of Water and Power, the City's Department of Transportation, Bureau of Sanitation, Department of Parks and Recreation, Los Angeles Fire Department, and Los Angeles Public Libraries. Leveraging a variety of resources provided through this partnership and other public/private partnerships, the Mayor's Fund for Los Angeles continues to coordinate a robust and effective campaign.

Disaster Relief



Timely philanthropy is an important component of disaster relief, and the Mayor's Fund for Los Angeles is prepared to support the city in times of crisis. We acted in December 2014 when an arson fire at an under-construction apartment complex spread to a nearby building where gift packages for housebound seniors served by the City's Department of Aging were stored.

A campaign that the Fund launched right after the blaze raised \$225,000 from 1,500 donors throughout the city. As a result, over 4,500 seniors served by the Department of Aging received care packages for the holidays. In the case of future disasters, the Fund will coordinate with the City to pinpoint areas of need and direct philanthropic resources accordingly.

Operations Innovations Team (OIT)



The Operations Innovation Team (OIT) brings together public and private sector talent, innovation, and expertise to address long standing operational city government challenges to improve efficiency, produce budgetary savings and leverage the City's assets to spur economic development. Partnering with the Los Angeles Coalition for the Economy and Jobs, the OIT is supported by funders like 21st Century Fox, and works in collaboration with local academic partners such as UCLA, USC, and Pepperdine.

The OIT has three objectives: 1) improving the City's procurement and contracting; 2) establishing a portfolio of the City's real estate and land assets; and 3) reducing workforce injuries and costs. Under the Mayor's leadership, and working closely with the City Council and related City Departments, the OIT is developing thoughtful and strategic methods to drive immediate action and implement long-term reform.

Summer Night Lights



Since 2008, Summer Night Lights has addressed gang violence and community building by opening 32 parks to evening programming across the City. Supported almost equally by both public resources and private dollars, Summer Night Lights organized programming ranges from the arts to athletics, community learning, and social gatherings. Summer Night Lights has grown to impact thousands of families.

In 2014, the Fund raised almost \$2 million to support Summer Night Lights, guaranteeing the program's continued operation. It also allowed for a pilot extension of the program for an additional four weeks. In 2015, eight parks piloted the Friday Night Lights program, along with ongoing programming in all 32 targeted parks, with support from the Fund and generous donors, continuing successful community activities past summertime and through the end of the year.

Immigration Integration / Cities for Citizenship



The Fund has supported the Mayor's Office of Immigrant Affairs since its inception by supporting a variety of outreach programs and services. For example, Cities for Citizenship (C4C) is a national program co-chaired by Mayor Garcetti and the Mayors of New York City and Chicago that promotes financial education and literacy to individuals moving towards a path to citizenship. Pulling in private resources from generous funders such as Citi Community Development, the Mayor's Fund for Los Angeles provided grants through the C4C program to immigration-focused nonprofits to provide financial literacy training for 3,000 individuals going through the citizenship process.