



2019 Annual Report





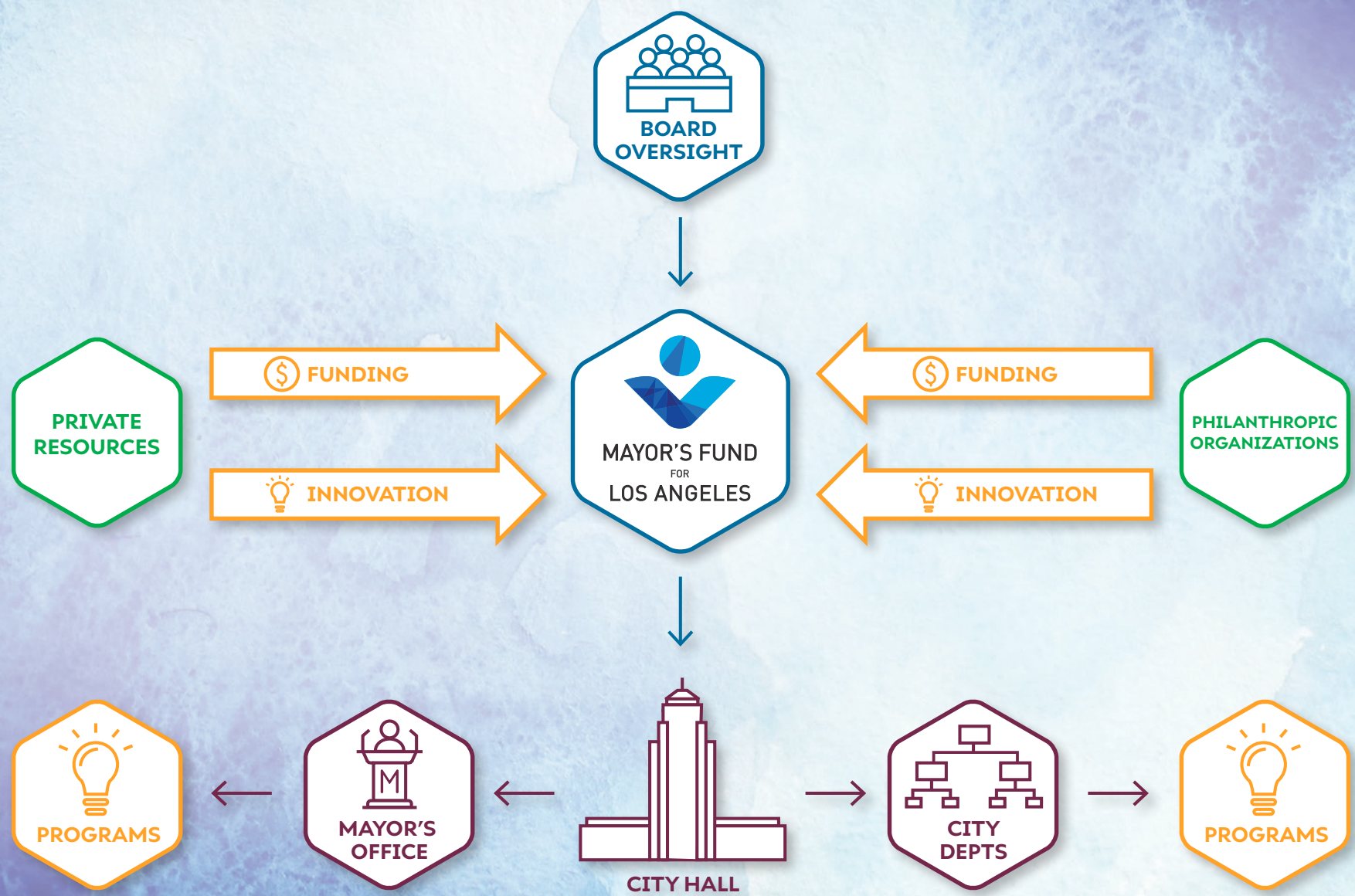
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How We Create Impact





From Our Leadership Team



Jeremy Bernard
President and CEO



Kathleen Brown
Board Chair

Dear partners, supporters, and Angelenos,

Los Angeles is a dynamic metropolis. It's a place where opportunities for connection and innovation arise every day. The Mayor's Fund for Los Angeles was founded in 2014 as a bold answer to some questions: why not create a hub to support broad goals in the public interest, activating connections between the public sector, private enterprise, and philanthropy? Why not magnify City government's impact by uniting the expertise and innovation of business with philanthropy's risk capital?

With that mission at heart, the Fund has spent the past five years building partnership-driven programs that have touched the lives of millions.

Our position as an independent nonprofit situated alongside City Hall lets us take risks that government cannot, bringing new resources to bear on LA's most pressing challenges. Key partnerships with the Mayor's Office let us expand the boundaries of what was once thought feasible.

This annual report looks back further than the just-concluded fiscal year. In it, you'll see how an innovative idea became a reality, generating a track record that proves just how much can be achieved through public-private collaboration at the municipal level. We are proud that many programs the Fund has launched now have permanent homes at the Mayor's Office and throughout City government. We're excited to move forward with our ongoing work to foster opportunity and enhance Angelenos' quality of life.

The Mayor's Fund for Los Angeles would have attained only a fraction of its current success without the leadership and vision of Deidre Lind, our founding President, and Marc Stern, our founding Board Chair. We have taken up that momentum as the Fund enters its next five years. We're confident that we can continue building partnerships and expanding the Fund's impact throughout the region.

We remain as committed as ever to the Fund's vision: to bridge the public, private, and philanthropic sectors to benefit Los Angeles. We hope you will take this opportunity to read about what we've accomplished in five years, and to think about what your continued support can make possible as we embark on a new chapter for the Fund.

Jeremy Bernard, President and CEO
Kathleen Brown, Board Chair



MFLA as an Incubator

Risk and reward: the innovative incubator inside City Hall

City Hall's impact and reach are unparalleled, but a city government that serves four million people must provide and maintain a vast array of programs and services for its residents. Given this focus, cross-sector collaboration between the private sector and philanthropy offers an opportunity to pilot new ideas with a higher tolerance for risk. From its founding, the Mayor's Fund for Los Angeles has sought to make bolder civic experimentation possible by fusing public goals with philanthropic flexibility to kickstart forward-looking initiatives.

MFLA's SPARK program, seven pilot programs that tested new ideas and pushed the limits of the status quo, resembles a venture capital fund in its pursuit of civic innovations to tackle some of LA's toughest problems. SPARK allowed MFLA to take on a new role in catalyzing bold ideas by funding programs as a direct grantmaker. MFLA's traditional collaborations have also made it possible for good civic ideas to find permanent homes with the City or our partners.

Today, the fabric of City government includes many ideas that were untested until MFLA incubated them and carried them through to success.

The Los Angeles Innovation Team started out as an MFLA partnership with Bloomberg Philanthropies. Now a City-funded arm of the Mayor's Office, it helps renters learn their rights; reaches new, diverse pools of police recruits; and creates data-driven approaches to longstanding problems.

Los Angeles hired its first Chief Procurement Officer as a result of work by the Fund's Operations and Innovation Team, which also permanently improved the City's approach to workplace safety and real estate management.

A SPARK grant set the groundwork for the LA Cyber Lab, the first city-level public-private partnership dedicated to tackling cybersecurity threats. Another SPARK grant created the Collateral Consequences Legal Reentry Clinic, now permanently housed at Loyola Law School where it helps formerly incarcerated people return to society and find jobs and housing.

“Support from the Fund has been instrumental in helping the City test cutting-edge approaches to solving challenges — ideas that we’re able to scale up to make a difference in the lives of Angelenos for years to come.”

– Ana Guerrero,
Chief of Staff,
Office of Mayor Eric Garcetti

A photograph of the Hollywood sign on a hill, with the word 'HOLLYWOOD' visible in white letters against the brownish-green vegetation of the hillside.

HOLLYWOOD



The Big Impacts

Reaching millions: civic partnerships expand what's possible

Los Angeles steps up to its challenges, no matter how demanding. Cross-sector partnerships expand the range of talent available to tackle those challenges. MFLA's work over the past five years has made life better for millions across all of Los Angeles and made communities safer, more resilient, and better equipped to face the future.



Summer Night Lights

MFLA is a key backer of Summer Night Lights, which keeps parks open late and offers sports, food, arts, workshops, and more, serving around 700,000 Angelenos a year. In 2018, SNL contributed to a 10.2% drop in gang-related crime throughout the city's GRYD zones. The program received the Secretary's Award from the U.S. Department of Housing and Urban Development for its outstanding work as an innovative and impactful cross-sector initiative.



LA College Promise

Over 9,000 former LAUSD students have attended community college tuition-free through LA College Promise. This program laid the groundwork for California's statewide College Promise program, inaugurated in 2017 and expanded earlier this year.



Hire LA's Youth

Hire LA's Youth began in 2014 with a goal of connecting 10,000 youth with jobs. The program matched nearly 17,000 young people with job opportunities last year, and with the new online tool Find Your Future, the Mayor's goal of 20,000 youth hires by 2020 is well within reach.



Our Programs



64

**beds opened at
YWCA shelter**



75

**additional beds
to open in South LA
with MFLA support**



249

**beds opened at
Winter Shelter
Program sites**

Shelter Activation & Innovation Fund (SAIF)

Tackling Los Angeles' homelessness crisis

SAIF provides resources to augment publicly funded shelters and support more temporary and bridge housing. The goal is to activate shelter beds as quickly as possible. To date, SAIF has partnered with the YWCA Greater Los Angeles to open a shelter for women in Hollywood, given capacity-building support to a Home at Last Shelter in South LA, and provided gap funding for four Winter Shelter Program sites.

"Home at Last specializes in bridge housing. We work with transitional-age youth, aged 18 to 24. After the Los Angeles Fire Department rolled out a new directive this year, we had to decrease occupancy in our shelters until we had a new sprinkler system. Without the Fund, we wouldn't have been able to keep shelters open."

– Elyse Steward, Program Manager, Home at Last CDC



**Destinations include
Egypt, Mexico, Japan,
France, and Vietnam**



60+
participants
since 2018



80%
young women of color
in 2018 fall cohort

Mayor's Young Ambassador Program

Creating a global horizon for LA students

Launched in 2018, the Mayor's Young Ambassador program (MaYA) lets students currently participating in LA College Promise travel abroad to interact with international peers, meet government officials, visit cultural landmarks, and take part in community service. Upon their return, the MaYA Alumni Network provides valuable networking opportunities.

"I'm the only one of my siblings who was born in the United States. My father was deported when I was three months old. My family didn't see college as a big priority, but in high school, I was sure I was going to college, and I started at LA City College in Hollywood. Now I'm looking into becoming a foreign officer, diplomat, even an ambassador. But I always want to bring it back to LA and see how I can put my part in."

– Griselda Mendoza

While attending school with help from LA College Promise, South LA-born Griselda Mendoza joined the first cohort of the Mayor's Young Ambassadors (MaYA).





98,000+
products sold



\$1,500,000
gross revenue



2,700
job training
hours for women

LA Original

Supporting creative entrepreneurs across Los Angeles

LA Original provides a platform to showcase our diverse makers and promote locally designed, assembled, or manufactured goods through a line of LA-branded products. These sales support creative entrepreneur programs. In addition, LA Original encourages people to shop local while providing a new badge of LA pride for residents and visitors alike. Our dynamic and intentionally collaborative mark for LA represents the unique creative culture here in Los Angeles. Proceeds from LA Original support the Downtown Women's Center's "Made by DWC" program that teaches job training and maker skills to women transitioning out of homelessness.

"It has been a privilege to support Mayor Garcetti's vision for LA Original, a program that unites and cultivates a community of local artists, designers, and manufacturers. LA Original is creating a new generation of entrepreneurs, elevating awareness of the extraordinary makers who fuel our city's creative spirit while also raising job training funds for women transitioning out of homelessness."

- Ashley Jacobs, Chief Marketing Officer, Office of Mayor Garcetti

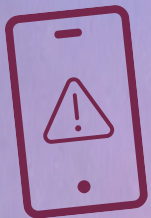




360,000+
downloads
since release



Nation's 1st
publicly available
early warning app



Alerts for **4.5+**
magnitude earthquakes
with Level 3+ shaking

Earthquake Early Warning App: ShakeAlertLA

Protecting life and property before shaking starts

The nation's first publicly available earthquake early warning application, ShakeAlertLA draws on U.S. Geological Survey seismic sensor data to alert users in the LA County before an earthquake. Since the application's release in January 2019, continued improvements have made ShakeAlertLA even more responsive to Angelenos' needs.

"Public-private partnerships are essential to drive civic innovations. There's no getting around the importance of that. It's the only way to encourage companies to do things we feel are important as a City—deploying 5G technology equitably, for example, or developing the ShakeAlert app. Without partnerships, it might have been hard to get the City to move fast enough around the app. The private sector can make some investments in resilience that create opportunities we wouldn't otherwise have."

– Jeanne Holm

In addition to serving as Los Angeles' Deputy Chief Information Officer, Jeanne Holm is also the Mayor's Senior Tech Advisor. She led the development of the MFLA-supported ShakeAlertLA app, which warns Angelenos to take cover in the critical seconds before an earthquake.





1st
city to report data
at indicator level



2nd
city nationally
to complete a
Voluntary Local
Review of progress



23
student interns
contributed to project



5
partner academic
institutions

Sustainable Development Goals

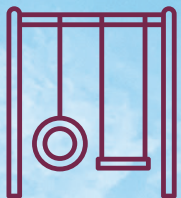
Creating a sustainable Los Angeles

Los Angeles is committed to the United Nations' Sustainable Development Goals (SDGs). The SDGs are a framework of goals and targets to end poverty, protect the planet, improve equity, and broaden prosperity. With support from the Conrad N. Hilton Foundation, MFLA has worked with the Mayor's Office to implement the SDGs at the local level, track Los Angeles' progress toward meeting those targets, and incorporate the goals into the City's long-term planning.

"Amid the complex challenges facing our community, the SDGs add value by serving as a force multiplier and common language that brings public, private, philanthropic, and nonprofit actors together around shared priorities. Having philanthropy work directly with the public sector is so important. The work nonprofits do is tremendous, but the City can be a center point for activity, a convener, and centrifugal force to bring efforts together around specific needs."

– Erin Bromaghim

Nearly every single one of the United Nations' Sustainable Development Goals can be mapped onto an active Mayor's Fund for Los Angeles program. As the Conrad N. Hilton Foundation Fellow on Sustainable Development Goals, Erin Bromaghim coordinates that effort and extends it to development across Los Angeles.



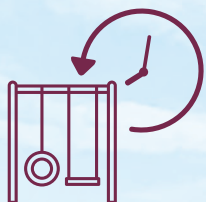
695,000+
visits across 32
sites in 2018



352
youth hired in 2018



434,600+
meals served in 2018



6,700,000+
visits estimated
since 2008

Summer Night Lights

Creating lifelong memories and safe neighborhoods

For over a decade, Summer Night Lights (SNL) has successfully reduced crime and promoted positive community activity across 32 Los Angeles neighborhoods by keeping parks open into the evening. At each site, nonprofits and trained staff—including local youth—provide family-oriented programming from athletics, arts, and food to learning, health, and more. Now extending through November at selected sites, SNL has become a national model of civic partnership.

“My personal goal is to become a teacher. Working as a part of the youth squad has helped me manage my time and do activities with a range of children. I want to be a site coordinator to be more organized and plan out the day.”

– Rosa Vazquez

Rosa Vazquez first attended Summer Night Lights at the age of 10, signing up for programs—and eventually as a Youth Squad member—at the Lou Costello Jr. Recreation Center near her home. Today she serves the program as a Youth Coordinator at the Hazard Park Skate Plaza near Ramona Gardens.





130
collegiate
women signed up for
mentorship program



125
professional women
signed up to become
mentors



200
participants in first
WiSTEM networking
event



47
high school seniors
received the WiSTEM
LA Book Scholarship

Women in STEM

Empowering girls and women to become STEM leaders

The City's Women in STEM (WiSTEM) initiative empowers women and girls pursuing careers in science, technology, engineering, and mathematics—fields in which they are historically underrepresented. As LA's science and technology sectors grow, WiSTEM leverages mentorships, site visits, and professional networking events to build a framework of support for women and girls at every stage of their careers.

"I am starting my graduate work at USC, and I want to keep in contact with my mentor. I want to help set up programs like WiSTEM to help people from Guam who don't have access to a credible science background."

– Janielle Cuala, mentee

Janielle Cuala was born and raised in Guam, and came to California to study biochemistry at Cal State University-Los Angeles. She is now beginning a graduate program at the University of Southern California.

"I'm sure that five years from now there are going to be plenty of WiSTEM success stories. This could be done nationwide. We'll mentor future leaders and future scientists. We need to cultivate those future professionals in STEM."

– Maura Palacios Mejia, mentor

Janielle's WiSTEM mentor Maura Palacios Mejia is a postdoctoral scholar at the Howard Hughes Medical Institute, working with both the City of LA and The Nature Conservancy while teaching field classes at UCLA.

112

job placements

1,050

Find Your Future participants

Find Your Future

Find Your Future helps young Angelenos find jobs that align with their interests and will kick off their careers. Developed in partnership with the City of Los Angeles Economic and Workforce Development Department and the Los Angeles Area Chamber of Commerce, Find Your Future's online portal lets young job seekers access free career planning resources, and connect to employers and an online support community.

2 years

of cost-free community college for eligible students

56% increase

in full-time enrollment for LAUSD first-time college students

LA College Promise

Los Angeles College Promise (LACP) is the realization of a bold vision to make higher education attainable for any striving young Angeleno. Launched in 2017 as a partnership between the Mayor's Fund, the Mayor's Office for Economic Opportunity, and the Los Angeles Community College District, LACP provides two years of free community college tuition for eligible LAUSD graduates. The LACP model has now been adopted statewide as California College Promise, giving millions of first-time students a path to college.



3,800

elected officials in attendance

All 50 States & D.C.

were represented

National League of Cities

In November 2018, Los Angeles hosted the National League of Cities Annual City Summit, a convening of local government leaders to exchange ideas and strategies around economic development, climate change, transportation, and more. Representing city leaders at all levels, the City Summit showcased LA's 21st-century leadership on sustainability and innovation. It also provided high visibility for the release of new tools to help city governments realize data-driven policy solutions.

25,000+

VolunteerLA visitors

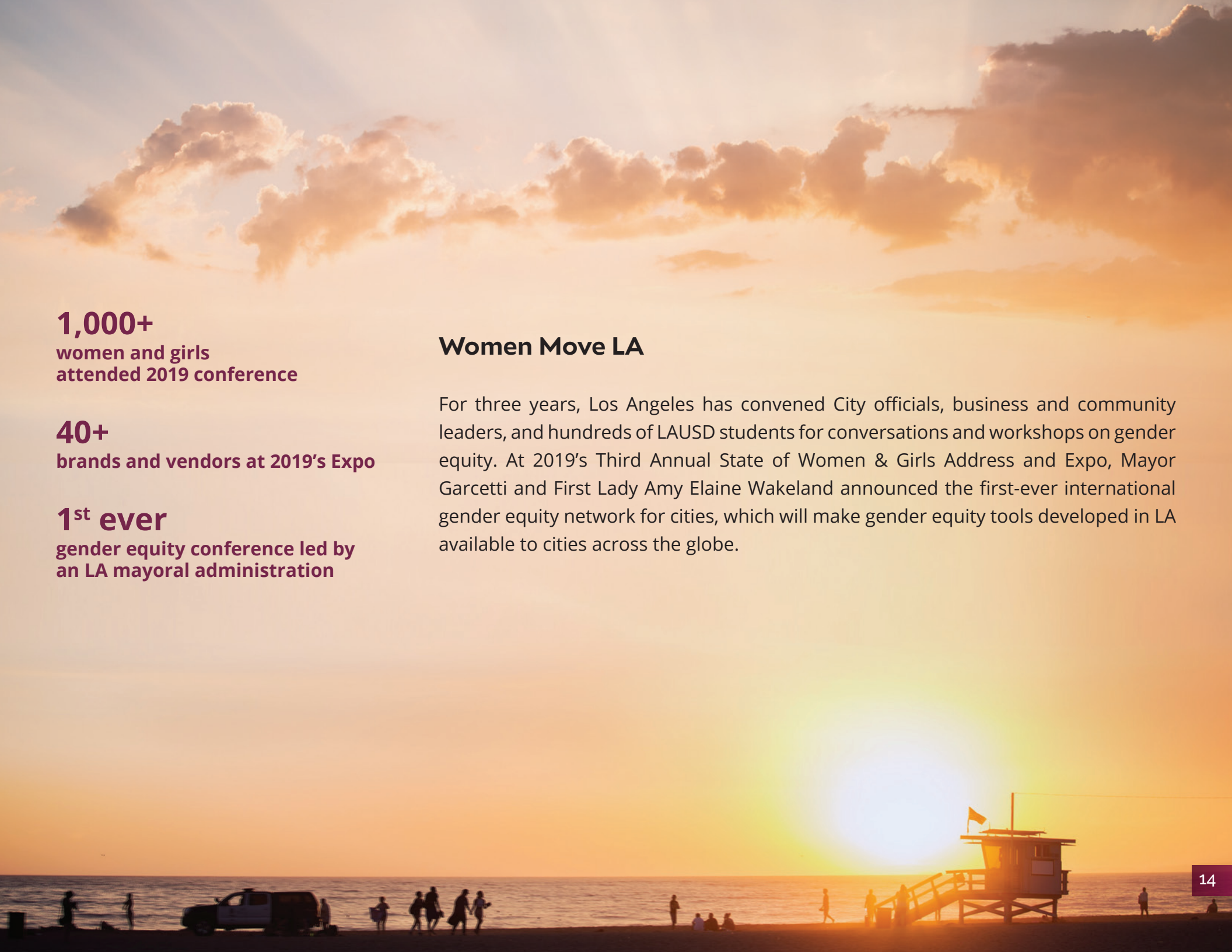
7,500+

VolunteerLA Corps members

VolunteerLA

VolunteerLA's mission is to revitalize LA's culture of service by making volunteer opportunities accessible and meaningful, and by building collaborations that inspire citizen engagement. Through an online platform of service opportunities and active measures to coordinate and track volunteerism, VolunteerLA is helping Angelenos create positive change in their city.



A full-page background image showing a sunset over a beach. The sky is filled with large, orange-tinted clouds. The sun is a bright, glowing orb on the horizon. In the foreground, the silhouettes of people are visible on the beach, some walking and others sitting. A lifeguard stand is also silhouetted on the right side of the beach.

1,000+

women and girls
attended 2019 conference

40+

brands and vendors at 2019's Expo

1st ever

gender equity conference led by
an LA mayoral administration

Women Move LA

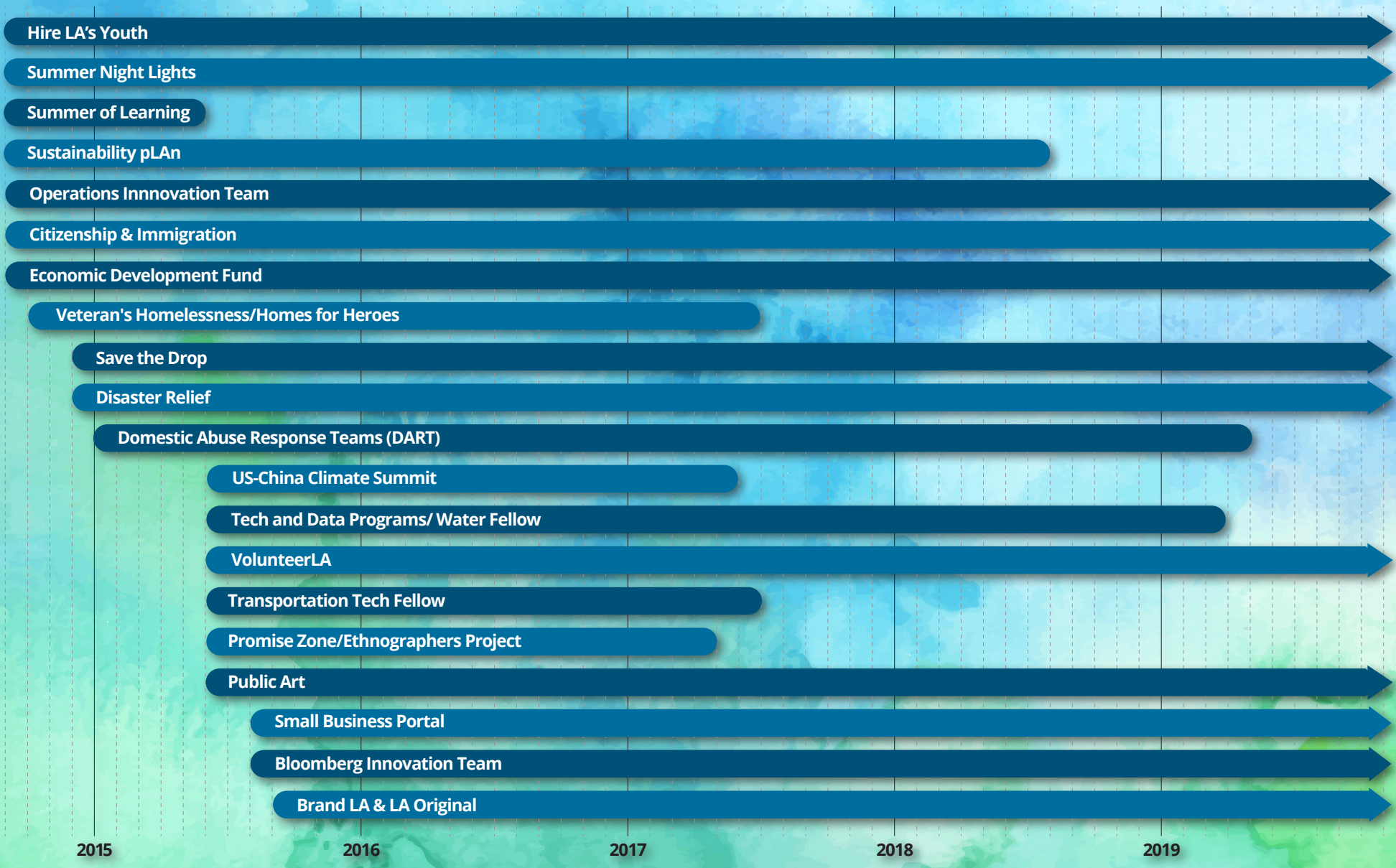
For three years, Los Angeles has convened City officials, business and community leaders, and hundreds of LAUSD students for conversations and workshops on gender equity. At 2019's Third Annual State of Women & Girls Address and Expo, Mayor Garcetti and First Lady Amy Elaine Wakeland announced the first-ever international gender equity network for cities, which will make gender equity tools developed in LA available to cities across the globe.

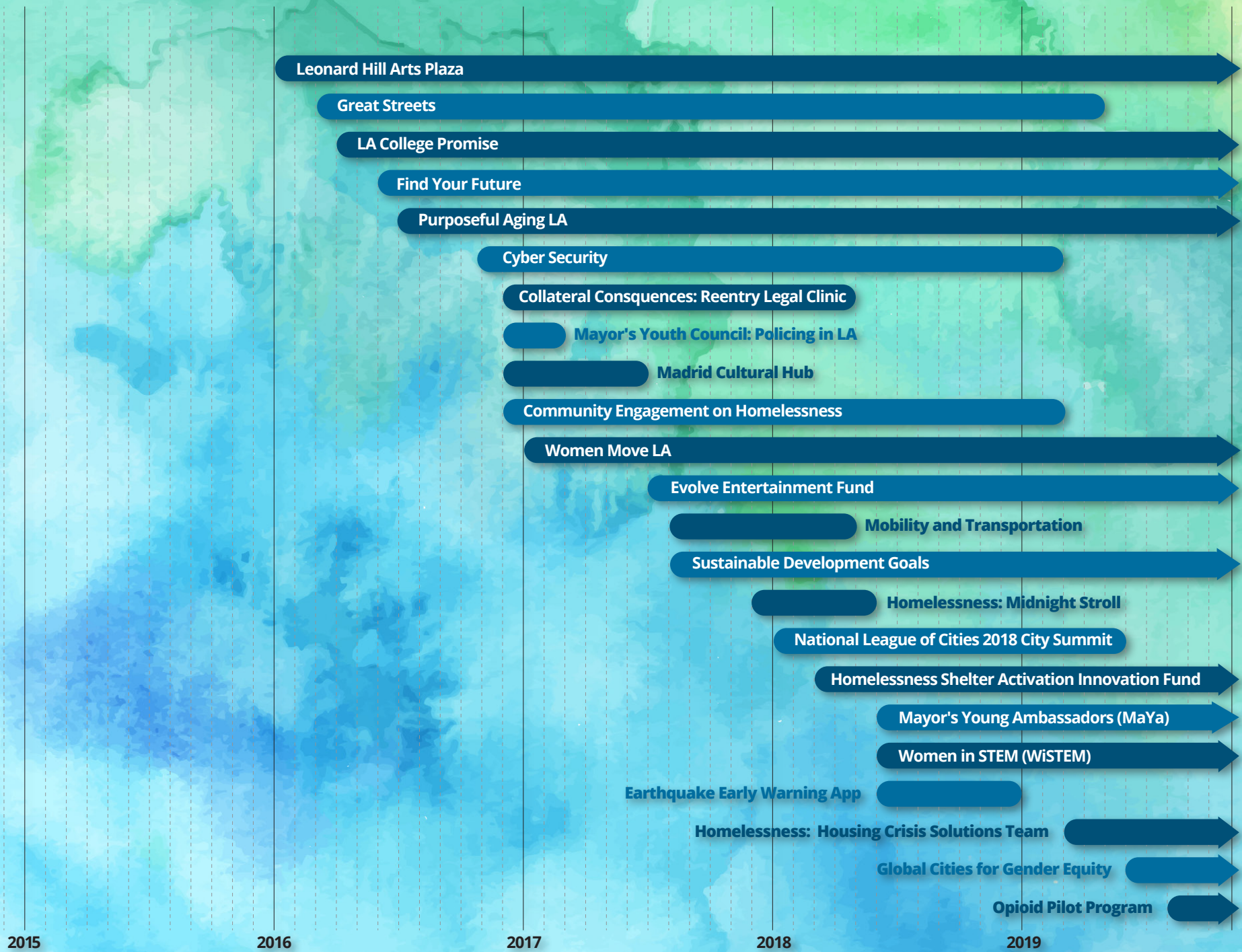


5 years



Through the Years

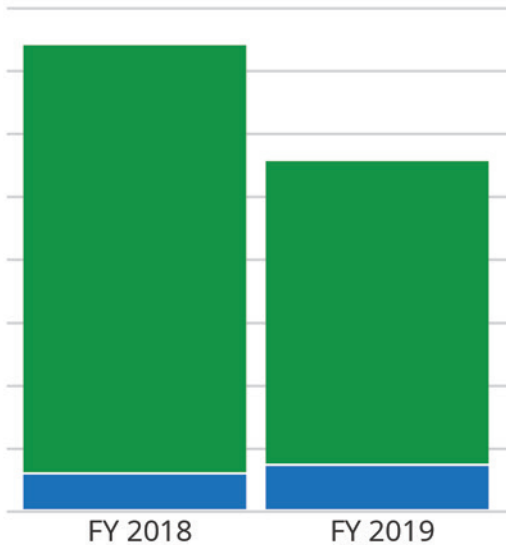






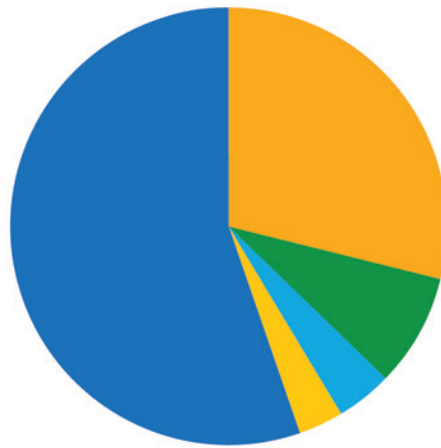
Financials

Programs vs. Operations Expenses



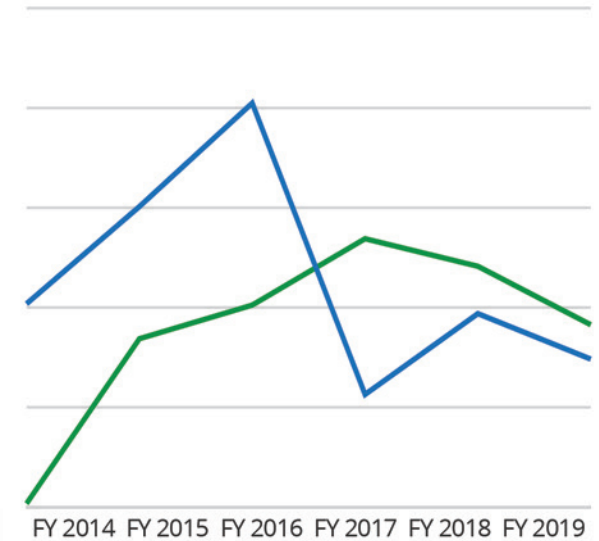
	FY2018	FY2019
Programs	\$7,528,144	\$4,799,848
Operations	\$539,986	\$682,897
	\$8,068,130	\$5,482,745

Total Expenses By Program



Quality of Life	\$3,043,053
Economic Prosperity	\$1,582,888
Other Programs	\$173,907
Management and General	\$453,919
Fundraising	\$228,978

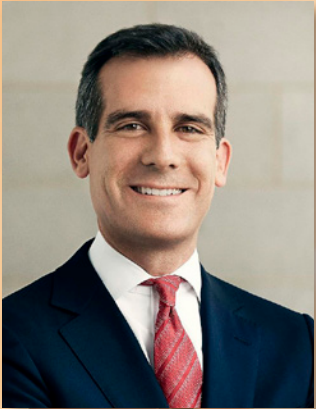
Total Revenue vs Total Expenses



	Total Revenue	Total Expenses
FY 2014	\$6,113,100	\$107,330
FY 2015	\$9,034,461	\$5,061,339
FY 2016	\$12,145,298	\$6,072,711
FY 2017	\$3,386,789	\$8,068,130
FY 2018	\$5,889,176	\$7,325,356
FY 2019	\$4,449,263	\$5,482,745



Letter From the Mayor



Eric Garcetti
Mayor of Los Angeles

Dear friends,

A world city like Los Angeles thrives on collaboration — and the success of the Mayor's Fund for Los Angeles is a testament to how Angelenos are committed to connecting, serving, and uplifting each other every day.

Five years ago, the Fund grew out of a goal to connect the City to itself by combining public sector reach with private sector flexibility. Today, the Fund is a reliable platform for cross-sector collaboration, bringing new resources to bear on persistent challenges in every industry, in every neighborhood.

The results speak for themselves. Our city parks are staying open on summer nights as safe spots for community interaction. Young people are connecting with employers and colleges, setting those individuals on the path to stable careers. Private sector experts are operating out of City Hall to improve government systems. Advocates and industry leaders are uniting to pursue equal opportunity for all.

Those are just a few examples — there are many more. We are grateful for the way the Mayor's Fund for Los Angeles has harnessed the power of partnership to improve the quality of life for Angelenos. As it embarks on its next five years, I'm proud to continue working with the Fund to serve this city. My thanks to its many partners and supporters. Let's keep moving Los Angeles forward.

Sincerely,

Eric Garcetti
Mayor of Los Angeles

From the Noun Project:

Download by Graphic Tigers
Christmas snowflake by ProSymbols
Mobile phone by Alfred Brave
Alert by Markus
Single Bed by Eynav Raphael
Globe by ProSymbols
People Group by Oksana Latysheva
Woman by Deemak Daksina
School and Playground by Made
Boy by Linker
Meal by anbilero adaleru
Time by callorine
Handshake and Graduate by iconsmind.com

Watercolor Backgrounds:

Blue/Green Designed by rosalerosa / Freepik
Red/Yellow Designed by vectorcat / Freepik

