A BRIEF REPORT TO THE BOARD OF DIRECTORS ON THE PROGRESS OF PRINCIPAL PROGRAMS OF BUILD HOPE INCORPORATED FOR FY2020

Jenny Scanlin, President

Purpose: Build Hope, Inc. ("BHI") is funded entirely by grants and the in-kind support of staff at the Housing Authority of the City of Los Angeles and centers its work and resources on supporting residents living government-assisted housing. As a companion our look forward at the FY2021 program and budget, this report provides the Governing Board with a review of the activities and program successes for FY2020.

Issues: This year BHI stretched its partnerships and increased its resources more than any year since establishing its mission in 2002. Working collaboratively with over 30 donors and over a dozen distribution and service partner organizations, BHI pushed the envelope to bring new and varied resources to residents in response to the COVID pandemic and through its established programming.

Pathways to Higher Education.
In 2020, KPI held its 8th Annual Scholarship event. Challenged to complete financial assistance applications and college acceptance during the pandemic, BHI extended its timeframe for accepting scholarship applications and held a successful virtual event in July connecting and congratulating our twenty-nine graduating high school seniors who received academic scholarships totaling $38,000. Our scholars received awards between $500 and $2,500. Each of their roads to college told of their resilience and tenacity; with an average GPA of 3.4, our scholars are currently attending school on campuses such as Yale University, UC Berkeley, Cal Poly Pomona, UCLA, UC Irvine, CSU Chico, Texas Christian University, San Francisco State, as well as El Camino College and Los Angeles Southwest College. This year, BHI awarded its first Continuing Scholarship to one of our 2019 recipients, who attended the event and shared her experience and advice having completed her first year of college. This year scholarships were funded through the generosity of the Price Philanthropies Foundation, the County of Los Angeles Probation Housing Based Day Supervision (HBDS) Program, and various other businesses comprising HACLA’s Section 3 program.

BHI understands that the path to higher education begins at a young age and for many years has aligned with the Grade Level Reading Campaign led by the Annie E. Casey Foundation. This initiative seeks to improve third-grade reading outcomes through leveraging strategic partnerships and resources to improve reading levels. With generous book donations from the National Book Foundation's Book Reach Environment initiative, BHI was able to distribute 15,000 books targeting mothers of newborns and encouraging reading as a bonding experience to our adventurous
young adult readers. Creating access to books is a foundational initiative for BHI and this year we found two new ways to do this. In partnership with teachers in Watts, BHI assisted in hosting book fairs at our public housing sites and donated books and bookcases to our Bridge housing facility run by the Salvation Army on Imperial. In 2020, BHI sponsored new outdoor community libraries/book exchanges at HACLA’s fourteen public housing sites and senior sites in HACLA’s Asset Management portfolio. BHI purchased Little Free Libraries, which will be placed in high public traffic locations around HACLA properties and will be regularly replenished with books for adults and children of all reading levels. In 2021, BHI hopes to host a competition to bring on local artists to help decorate these libraries to add visual appeal and peak resident interest.

**Bridging the Digital Divide.**
The pandemic has revealed the need to address the digital divide more than ever. Knowing the limitations on connectivity at many of HACLA’s public housing sites including those with Wifi networks already in place, BHI focused on increasing internet connectivity, providing access to computers and devices, and ensuring young learners at our sites have the opportunity to keep up with school work despite school closures, youth program stops, and distance learning.

Thanks to partnerships with Human I-T and Starry Internet, the generosity of private donors and the efforts of our partners and staff, BHI has been able to perform mass distribution of devices at our sites:

- **751 Chromebooks** were distributed between summer and year end to our Project SOAR college students and families with children three (3) or more school-aged children living in the household. With continued donations coming in, BHI expects to have 40 more Chromebooks to be available by early 2021.
- **2,500 headphones** and headsets were distributed alongside these Chromebooks and made available in HACLA’s active Computer Labs for students and adults who came in to utilize Computer Lab resources.

In June, Starry announced a new partnership to expand access to affordable, **high-quality broadband internet** to the more than 600 households in Mar Vista Gardens. The partnership has given residents the option to subscribe to low cost-service plans ($15/month) with high-speed broadband and no data caps or extra fees. Starry announced the extension of free internet service through the end of the calendar year to all Mar Vista residents. Assessing the success of this program, in October, Starry announced the expansion of internet connectivity throughout most of HACLA’s public housing sites and is addressing digital desserts in our communities of Imperial Gardens, Jordan Downs, Nickerson and Pueblo Del Rio this fall and will bring the program to Rancho San Pedro, Pico Gardens, Estrada Courts and William Mead in early 2021. Sites not slated for Starry’s program are being served with individual hot spot distribution being paid for through HACLA’s CARES Act funds. BHI is assisting in the planning efforts and educating residents on the opportunity.
**Financial and Resource Security.**

During this public health crisis, many households across HACLA’s sites were affected physically, socially and financially. As one of our response efforts, BHI partnered with a national non-profit called the Family Independence Initiative (FII), which raised funds to support low-income families during the pandemic. In late spring/early summer, 200 heads of household for families who have experienced financial hardship, such as unpaid leave, care of a vulnerable or infected relative, loss of wages due to involuntary cancellation of work, or unpaid leave of absence due to school and daycare closures were randomly selected via a lottery to receive $500 in financial support. In 30-days BHI was able to distribute a total of **$100,000 in financial support** to HACLA’s vulnerable families. In addition, BHI partnered with El Nido who provided similar support to 15 families in San Fernando Gardens and 115 families in Jordan Downs accounting for **$65,000 in additional financial support**. Two donors, Top Dawg Entertainment and the ThinkWatts Foundation have been working through BHI to provide rent payments to public housing residents providing a month of **rent relief** to seniors and large households.

Through partnerships with Baby2bay, Mending Hearts and A Children’s Dream, BHI provided more than **50,000 diapers, 7,500 backpacks, and over 3,000 educational toys** to support public housing and Section 8 households. Some initiatives were targeted, including a duffel bag filled with hygiene items, clothes, blankets and toys provided to over 200 foster youth living in public housing. These items were given away through knock and drop events and through the recreation and after school partners at public housing sites as well as public housing management offices.

As COVID took hold in our communities, BHI pivoted to address the primary needs of residents and found the greatest included household supplies, PPE and food. **Raising close to $400,000 in just a few months time**, BHI was able to organize the delivery of over **77,000 meals to seniors and disabled** households; ran free **farmer’s market deliveries** for two months at Nickerson Gardens, serving every household; and co-hosted multiple **grocery bag deliveries** bringing fresh food, meat and produce to thousands of larger families at public housing sites in South Los Angeles and Rancho San Pedro.

With resource delivery in such high demand, BHI was awarded a grant to purchase a delivery van which will assist with current and future resource efforts moving forward.

This year has truly spoken to the enormous collaboration that BHI has built over the years and the magnitude of lives that have been touched throughout this critical time. The work ahead remains to be seen but based on our ability to deliver, we are ready for the challenge.

**Funding:** The stated programs receive in-kind grant support from external organizations

**Attachments:**
1. KPI Scholarship Brochure
2. 2020 By The Numbers
3. 2020 COVID Response Summary
8th Annual
SCHOLARSHIP CELEBRATION
KPI welcomes our scholarship award recipients, their families, our sponsors, our partners, and colleagues to this wonderful event.

This year, we have awarded $38,000 in scholarship funds to residents of HACLA communities. This group of bright young people have worked hard to reach this point and have demonstrated grit, curiosity, and commitment to their education.

ABOUT KIDS PROGRESS, INC.

Kids Progress, Inc. (KPI) is a 501(c)(3) organization created in 2002 by the Housing Authority of the City of Los Angeles (HACLA) to support social service programs that enhance quality of life and ensure long-term academic and economic success for residents in HACLA’s public housing developments.

With HACLA’s restricted budget and continuing cuts at the federal level, the needs of residents in HACLA’s housing communities continue to grow. In order to build sustainable communities of choice, investment in People and access to resources is extremely important. Five core components of our work include:

- Workforce Development & Lifelong Learning
- Education & Youth Development
- Health & Wellness
- Safety and Security
- Civic Engagement
Welcome
Doug Guthrie, President & CEO, HACLA

Keynote Speaker
Cielo Castro, Chief of Staff, Fairplex Pomona

Student Speaker
Zenaida Aguirre Gutierrez, Scholarship Recipient & Resident of Nickerson Gardens Public Housing

KPI Scholarship Alumna Speaker
Brisa Bernal, 2019 Scholarship Recipient & Sophomore at the University of California, Irvine

Presentation of the Scholars
Jennifer Thomas Arthurs, Vice President of KPI

Donor Highlights & Remarks
Jeff Bischoff, Senior Sales Director, Yardi

Congratulate the Grads!
Group Activity

Closing Remarks
Jenny Scanlin, President of KPI & Chief Development Officer, HACLA
BIOGRAPHY

Cielo is Chief of Staff at Fairplex, a nonprofit, 501(c)(3) organization that leads a 487-acre campus proudly located in the City of Pomona. Fairplex is a public-private partnership with the County of Los Angeles and is home of the LA County Fair and more than 500 year-round events. She came to Fairplex after serving as Transparency Officer for the City of Los Angeles Office of City Administrative Officer, acting as executive liaison with external stakeholders and providing oversight support for the City’s $8 billion budget. Cielo was previously Deputy to Los Angeles County Supervisor Hilda Solis, where she was responsible for discretionary grant making; staff hiring, recruitment and development; and policy issues including immigration, housing and community development. Cielo served the Obama Administration as Special Assistant at the U.S. Department of Housing and Urban Development in Washington, D.C., where she advised the Assistant Secretary of Community Planning and Development on policy and political matters regarding a $50 billion grant portfolio and over 1,200 grantees. Previously, she had seven years of experience working with elected officials as Director of Constituency Services with the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, and in outreach roles with the National League of Cities.

Cielo previously served as a Commissioner to the Los Angeles Fire and Police Pension board, appointed by Mayor Eric Garcetti in September 2014. She enjoys her book club, and her role as the Los Angeles co-coordinator of Las Comadres para las Americas, and Professional Development Advisor for Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. Cielo was a 2007 National Hispana Leadership Institute Executive Program Fellow.

Cielo is a Southern California native, born in East Los Angeles, and raised in the City of Norwalk by immigrant parents. She received a Bachelor of Science in Business Administration from Boston University, and a Master of Public Administration from the Harvard Kennedy School. Cielo and her spouse Jesse Saucedo live in the City of Los Angeles, where Jesse serves on the Eagle Rock Neighborhood Council. They are parents to twins, Adelina Azalea and Tomas Antonio.

Commissioner Castro was appointed to HACLA’s Board on December 15, 2017.
SPEAKERS

ZENAIDA AGUIRRE GUTIERREZ

Biography

Zenaida is a rising freshman at Yale University who comes from a family of Mexican immigrants. She attended Gertz-Ressler High School, where she was actively involved in student government and cheerleading. Zenaida is interested in immigration studies and completed an independent study project surveying undocumented people in her community. For fun, Zenaida likes to free-write and make TikTok videos with her sister. She finds strength in activism and stands up for what she believes in.

BRISA BERNAL

Biography

Brisa is an incoming sophomore student at the University of California, Irvine, where she is majoring in psychology. Her interest in psychology began when she took AP psychology her high school senior year. She plans to one day do research at Irvine and to join student organizations that will not only help her leadership skills, but also help other people. Some of her future goals include obtaining her degree in psychology, followed by going to graduate school to get her masters, in hopes to one day be able to work in the field of psychology.

JEFF BISCHOFF

Biography

Jeff Bischoff began his career at Yardi in 2012 providing technical support for Yardi’s Public Housing clients and moved to Yardi’s PHA sales team in 2015. Jeff enjoys his role as an ambassador for Yardi and leader in partnering with PHAs. Since 2017, Jeff Bischoff and Yardi have supported HACLA’s Section 3 program by donating funds for career development and skills training. This year, they are also contributing to the KPI scholarship program. Jeff earned a B.Sc. cum laude in Business Management from California Polytechnic San Luis Obispo.
# 2020 Scholarship Recipients

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<thead>
<tr>
<th>Award</th>
<th>Recipient Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td><strong>$2500 Award</strong></td>
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<tr>
<td></td>
<td>Zenaida Aguirre Gutierrez</td>
<td>Nickerson Gardens, Yale University</td>
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<td></td>
<td>Sandy Garcia</td>
<td>Pueblo Del Rio, UC Santa Barbara</td>
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<td><strong>$2000 Award</strong></td>
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<td></td>
<td>Alma Garcia Rangel</td>
<td>Avalon Gardens, UCLA</td>
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<td></td>
<td>Yuliana Pineda</td>
<td>Imperial Courts, UC Berkeley</td>
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<td><strong>$1500 Award</strong></td>
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<tr>
<td></td>
<td>Mahtab Ahmed</td>
<td>Mar Vista Gardens, Cal Poly Pomona</td>
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<td></td>
<td>Edgar Jaime</td>
<td>Jordan Downs, CSU Dominguez Hills</td>
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<td></td>
<td>April Alvarado</td>
<td>Nickerson Gardens, CSU Los Angeles</td>
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<td></td>
<td>Elizabeth Juarez</td>
<td>Mar Vista Gardens, Cal Poly San Luis Obispo</td>
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<td>Leslie Cardona Camarena</td>
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<td>Jennifer Martinez</td>
<td>William Mead, Lycoming College</td>
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<td></td>
<td>Daisy Costilla</td>
<td>Mar Vista Gardens, CSU Chico</td>
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<td>Sofia Rico</td>
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<td>Marie Cruz</td>
<td>Rose Hill Courts, UC Merced</td>
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<td>Karina Rodriguez-Fraire</td>
<td>Ramona Gardens, CSU Los Angeles</td>
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<td>Araceli Gonzalez Herrera</td>
<td>Gonzaque Village, Texas Christian University</td>
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<td>Fatima Sanchez</td>
<td>San Fernando Gardens, CSU Northridge</td>
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# 2020 Scholarship Recipients

## $1000 Award

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<tr>
<td>Michael Blancas</td>
<td>Pico Gardens, CSU Los Angeles</td>
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<tr>
<td>Bonelsy Chavez</td>
<td>Pico Gardens, UC Merced</td>
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<tr>
<td>Esmeralda Garcia</td>
<td>Ramona Gardens, CSU Dominguez Hills</td>
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<tr>
<td>Andrea Hernandez</td>
<td>San Fernando Gardens, San Francisco State University</td>
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<tr>
<td>Vanessa Herrera</td>
<td>Avalon Gardens, CSU Los Angeles</td>
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<tr>
<td>Angel Saavedra</td>
<td>Pico Gardens, CSU Los Angeles</td>
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<tr>
<td>Daniel Sandoval</td>
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<tr>
<td>Jhonny Vargas</td>
<td>Nickerson Gardens, CSU Dominguez Hills</td>
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<td>Cindy Villanueva</td>
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## $500 Award

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<tbody>
<tr>
<td>Alejandra Gonzalez</td>
<td>Nickerson Gardens, El Camino College</td>
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<td>Donye Jackson</td>
<td>Nickerson Gardens, Los Angeles Southwest College</td>
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<tr>
<td>Gabriela Olmedo-Valdez</td>
<td>Imperial Courts, El Camino College</td>
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<tr>
<td>Katherine Romo Montes</td>
<td>Avalon Gardens, El Camino College</td>
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THANK YOU

Since 2012, Kids Progress, Inc. (KPI) has been providing college scholarships to high school seniors in HACLA’s housing communities. Students have pursued a variety of majors, including engineering, biology, computer science, and communications degrees at community colleges, state colleges, as well as Ivy League universities. This cannot happen without the support of our sponsors, partners, and friends who generously give to provide this scholarship opportunity to students who need it most. Thank you!

—Jenny Scanlin, President of Kids Progress, Inc.

KPI SCHOLARSHIP FUND

If you are interested in donating to the KPI Scholarship Fund, please contact us at (213) 252-1207 or visit www.kidsprogressinc.org. KPI is a registered 501 (c) (3) non-profit corporation.
HACLA is committed to preserving, enhancing, and expanding deeply affordable housing and improving the quality of life for Angelenos with a focus on People, Place, and Pathways to Opportunity.
KIDS PROGRESS, INC.
Transforming the Lives of Youth Living in Public Housing Communities

2020 BY THE NUMBERS

Awarded 29 College Scholarships Totaling $38,000

Provided......

15,000 Books

3,000+ Toys

7,500+ Backpacks

40,000+ Hygiene Products

60,000+ Diapers
YOUR DONATION MADE A Difference

SUMMARY


- The epidemic and its consequences have created significant challenges for HACLA’s tenants, as workplaces have shut down, unemployment has surged, schools and daycares have closed, and food insecurity has increased.

- HACLA’s partners, which include city government offices, faith-based organizations, nonprofits, foundations, private businesses, and philanthropic individuals, have stepped in to help protect our tenants during these uncertain times.

BY THE NUMBERS

Across 14 of HACLA’s public housing sites with 19,040 residents:

- 370 of our most vulnerable households have received some form of financial assistance.

- 231 households have received rental assistance via external donations.

- 30,000 masks are being distributed to all tenants living at our sites to help prevent the spread of the virus.

- 14,263 households received support with groceries, in the form of packaged goods, fresh farm produce, bagged deliveries, and gift cards.

- 8,295 households have received weekly deliveries of prepared meals, with a focus on our children, senior citizens, and disabled communities.

- 5,406 households received items such as toilet paper, diapers, baby wipes, and cleaning supplies.

- 2,509 households with school-aged children have received computers, headphones, and tablets.

- 975 households have received art supplies, books, paper, and other items, to keep children actively learning.

- ALL public housing residents have access to free COVID-19 testing, thanks to our partnership with the LA Fire Department.