



# ACTIVATE

2018 in Review



# Our Work

A look at what we've accomplished

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- Mobile Hygiene
- Pop-Up Care Villages
- Replication
- *coming home*



# In 2018,

we delivered showers and other critical services to 6,872 houseless neighbors across California and inspired 100+ organizations around the world to launch their own mobile hygiene programs modeled after ours.

# Mobile Hygiene

Delivering dignity, one shower at a time.

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5,611

guests showered

22,035

showers provided

San Francisco • Los Angeles • Oakland



# Pop-Up Care Villages

Pop-Up Care Villages are invaluable one-stops for critical services. Built on three pillars of service—restoration, advancement, and community—they embody Lava Mae at its best.

# Pop-Up Care Villages

Our reputation as a trusted service provider means guests are eager to use our partners' services such as medical, dental/vision care, legal assistance, and employment resources.

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10 Pop-Up Care Villages

103 Partners activated

315 Volunteers

1,910 Guests served

San Francisco • Oakland







"A LOT OF PEOPLE EXPERIENCING HOMELESSNESS FEEL LIKE THEY HAVE NO SUPPORT AND NOTHING ON THEIR SIDE. AT LAVA MAE'S POP-UP CARE VILLAGES, YOU MAKE FRIENDS WITH THE PEOPLE WHO ARE HELPING YOU OUT. AND YOU REALIZE THERE'S A LOT OF PEOPLE WHO ARE FIGHTING FOR YOU AND THERE TO SUPPORT YOU. AND THAT MAKES ME FEEL REALLY GOOD. LIKE I CAN ACTUALLY MAKE IT OUT OF THIS SITUATION."

- ALBERT, PUCV GUEST

Intentionally designed to be as warm and welcoming as possible – with live music, art therapy, meditation, and festive visuals – PUCVs foster a true sense of community and ensure our guests feel cared for and seen.





"AS A HOMELESS MAN IT BROUGHT JOY TO MY HEART TO WORK ALONGSIDE MANY VOLUNTEERS FROM ALL WALKS OF LIFE WITH ONE COMMON GOAL: THAT ANYTHING IS POSSIBLE WHEN WE WORK AS A TEAM. I LEARNED THAT EVEN THOUGH WE MAY BE DIFFERENT IN SOME WAYS WE ALL NEED A HELPING HAND SOMETIMES, AND FOR THAT I THANK YOU."

– MARIO, LAVA MAE GUEST VOLUNTEER



Radical Hospitality™ is deeply rooted in all we do.

Our research shows our guests feel healthier, more hopeful, and better able to navigate life on the streets and persevere in seeking their goals.

# Replication

In response to thousands of requests for our mobile hygiene service, we launched our replication program to help communities everywhere create programs modeled after ours.

# Replication

Lava Mae inspired or directly assisted **100+** new mobile hygiene programs around the globe.

Our mobile hygiene toolkit has been downloaded by **1500** people and organizations from **15** countries.

We launched our Center of Excellence in 2018 to train and support replicators.

We trained **12** individuals/organizations; two are slated to launch in Q1 2019.





"I DISCOVERED LAVA MAE WHILE SEARCHING FOR MOBILE SHOWERS FOR PEOPLE EXPERIENCING HOMELESSNESS. FINDING LAVA MAE WAS TRANSFORMATIVE BECAUSE I WOULDN'T HAVE TO REINVENT THE WHEEL.

THEIR TOOLKIT HAS HELPED ME TREMENDOUSLY AND GREATLY REDUCED MY START-UP TIME. I'M FOREVER GRATEFUL TO LAVA MAE FOR HELPING THOSE OF US WHO STRIVE TO RESTORE DIGNITY AND BRING HOPE TO THOSE WHO NEED IT MOST."

– FOUNDER,  
STREETSIDE SHOWERS

# *coming home*

Our experience on the streets illuminated the need to create a bridge between the housed and unhoused. *coming home*, a curated augmented reality + audio art installation, was our response.



# *coming home*

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produced in partnership with ZERO1

18 stories across  
8 SF neighborhoods

740  
people experienced the pilot

220  
people shared reflections





"I'M BROUGHT TO TEARS. THIS IS AN INCREDIBLE OPPORTUNITY TO HEAR STORIES THAT I WOULDN'T HAVE HEARD. THESE STORIES ARE PROFOUNDLY INTIMATE AND GIVE A WINDOW INTO PEOPLE'S EXPERIENCES THAT ARE FILLED WITH WISDOM. I COME AWAY WITH A DEEPER COMPASSION AND A RENEWED COMMITMENT TO MAKE MORE CONNECTIONS WITH MY HOUSELESS NEIGHBORS."

- INSTALLATION VISITOR

# *coming home*

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## What we learned:

That providing a lens into the lives of our unhoused neighbors is vital to shattering stereotypes, seeding empathy and understanding how alike we all are.

## What surprised us:

The demand. After its inaugural run at PROXY, coming home went to Minnesota Street Project and is slated for installation at SF UN Plaza in Spring 2019.



# Thank You

Our donors, volunteers, and partners have made all of this possible. For this, we are infinitely grateful!

# Financials

## Fiscal Year 2018

Statement of Activities and  
Financial Position  
As of December 31, 2018.

These financial statements have been  
audited by [Healy & Associates](#).

## Revenue

**\$3,717,458**

Foundation Grants	\$2,143,497	58%
Individual Gifts	\$607,086	16%
Corporate Giftss	\$662,024	18%
In-Kind Gifts	\$288,222	8%
Misc. Income	\$16,629	<1%

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## Expenses

**\$2,965,244**

Programs & Services	\$2,260,922	76%
Administrative	\$553,936	19%
Development	150,386	5%

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## Net Income

**\$752,214**

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## Net Assets

**\$2,028,861**

Assets	\$2,144,731
Liabilites	\$115,870

# Board of Directors

## Board Chair

John Rootenberg

## Secretary

Nora Cregan

## Treasurer

Parth Bhakta

## Directors

Andy Chen

Kristy Donohoue

Fran Heller

Libby Marsh

Debra Schoenberg

Amy Schoening

Maura Tuohy





"AGAINST THE BACKDROP OF OUR TIME, IT'S MORE IMPORTANT THAN EVER TO SEE OURSELVES IN EACH OTHER – TO HONOR OUR SHARED HUMANITY REGARDLESS OF OUR CIRCUMSTANCES. IN THIS, I BELIEVE, LIES RADICAL POTENTIAL.

JOIN US AS WE SPARK A GLOBAL  
RADICAL HOSPITALITY™ REVOLUTION!"

~ DONIECE SANDOVAL, FOUNDER/CEO