



# Annual Report 2022

lavamaeX



## **Our Mission**

**To change the way  
the world sees and serves  
our unhoused neighbors.**





# **Radical Hospitality®**

**Meeting our unhoused  
neighbors wherever they  
are with extraordinary care.**



# 2022

## BRINGING RADICAL HOSPITALITY TO COMMUNITIES ACROSS THE GLOBE

It's been three years since LavaMae<sup>®</sup> pivoted and set an ambitious new impact goal to teach and support organizations across the globe to launch and sustain their own LavaMae<sup>®</sup>-designed programs and serve 100,000 people by 2024.

And in 2022 we reached a huge milestone: **54,000 guests served!**

Crossing that halfway point was just one of the many milestones we've celebrated in 2022, and we could not have done it without our passionate supporters, phenomenal team, and dozens of dedicated partners.

This work takes a village!

The joy and commitment I've seen in our team this past year has been truly rewarding. You'll never meet a bigger group of cheerleaders and advocates who invest hours of their time training, mentoring, and rooting for changemakers who are doing this challenging work.

Core to everything we do is how we deliver services to people experiencing homelessness. It's the exceptional level of care, love, and respect we give to our guests and instill in our training curriculum that makes the difference. Because sadly, our unhoused neighbors rarely receive it.

This Radical Hospitality is what ignites the sense of dignity and humanity in our guests to live life to the fullest. Especially through the tough times.

We believe that with Radical Hospitality, we'll strengthen our shared humanity and proactively change the way we see and serve our unhoused neighbors.

Because with every new affiliate launch, every smile from a guest, every volunteer and service partner we recruit, and every supporter who gives their generosity, we all take one giant step toward progress.

Our impact in 2022 could not have been possible without our incredible community of donors, volunteers, service partners, affiliates, and staff. It's our shared commitment that's changed the lives of so many, and what has built a powerful movement to serve tens of thousands more people worldwide.

Thank you, from the bottom of my heart, for such an amazing year. We hope this report makes you feel proud to be part of our community.

Together, we'll continue to build a world where hygiene is a human right—where communities everywhere mobilize to deliver Radical Hospitality.



Kris Kepler  
LavaMae<sup>®</sup> CEO

**lavamae<sup>x</sup>**

TO OUR NEIGHBORS EXPERIENCING HOMELESSNESS  
YOU DON'T DESERVE THIS. NO ONE DOES. THIS ISN'T A  
PUNISHMENT, IT'S A TEMPORARY CONDITION. AND  
YOU'LL GET THROUGH IT. WE KNOW THAT YOU WILL.  
THERE ARE THOSE OUT THERE WHO THINK YOU'RE  
LAZY, NOT WORKING HARD ENOUGH. THEY WORRY  
THAT IF YOU'RE TOO COMFORTABLE YOU'LL NEVER  
WANT TO LEAVE. (YEAH, RIGHT.) BUT THEY'VE NEVER  
BEEN IN YOUR SHOES. MANY OF US HAVE. SO WHEN WE  
SAY YOUR NAME, LOOK YOU IN THE EYE, OFFER YOU A  
HOT SHOWER AND A WARM TOWEL, IT'S BECAUSE WE  
CONSIDER YOU TO BE OUR GUEST. IT'S OUR HONOR TO  
SERVE YOU. IT MAKES US PROUD. THANK YOU FOR  
THAT. BECAUSE WE LOVE OUR CITY, AND YOU'RE A BIG  
PART OF IT. TOGETHER WE'LL MAKE IT BETTER.

#RADICALHOSPITALITY

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[www.lavamae.org](http://www.lavamae.org)

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# 2022

## PROGRAM SUMMARY

### 1:1 Mentorship

We spent **1,500+** hours consulting with people and organizations across the globe replicating our innovative programs.

### Hygiene for Humanity Fund

In partnership with Unilever and Kohler, we invested **\$140,000** into mobile hygiene initiatives across the United States. We also secured **\$110,000** in grant funding from The Starbucks Foundation to award in 2023.

### LavaMae<sup>x</sup> Connect

Our global community support platform reached **1,100** active members from 30 countries.

### Mobile Hygiene

We provided nearly **1,200** showers at four partner sites in San Francisco, Oakland, and Los Angeles.

### Pop-Up Care Village

We hosted **five** events in Downtown Oakland meeting multiple needs, boosting spirits, and fostering a positive sense of community.

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# 2022

## BY THE NUMBERS

### Program Scaling

LavaMae® trains, advises, or funds people and organizations around the world to launch and sustain their own LavaMae®-designed programs with our Radical Hospitality® approach.



**55**

Affiliates Received Consulting



**15**

New Programs Launched in **14** Cities



**11,650**

Guests Served by Our Affiliates



**10,093**

Showers Provided by Our Affiliates



**1,505**

Consulting Hours Sponsored



**\$140,000**

Grant Funding Allocated

### Direct Services

LavaMae® delivers weekly shower services in the San Francisco Bay Area and Los Angeles and hosts Pop-Up Care Village events in the Bay Area every year.



**1,269**

Guests Served



**1,198**

Showers Provided



**5**

Pop-Up Care Villages Hosted



**43**

Service Partners Engaged



**73**

Volunteers Recruited



**578**

Volunteer Hours Credited

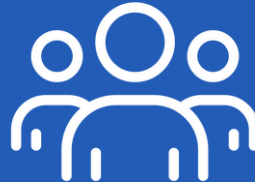
# 1:1 Mentorship

## PROVIDING EXPERT CONSULTING AND BUILDING LASTING RELATIONSHIPS

Our 1:1 Mentorship program is a personalized consulting model where our team partners with dedicated people and organizations who are at all stages of bringing mobile hygiene and Pop-Up Care Village programs to their communities.

We provide in-depth training, we cheerlead and celebrate milestones, and we overcome some big hurdles. It's our relationship-building and expert support that brings these essential services to the streets faster with Radical Hospitality.

- In 2022, we worked with **55** people and organizations and celebrated the launch of **15** new mobile hygiene and Pop-Up Care Village programs from **14** organizations in **14** cities worldwide
- All of our launched affiliates served **11,650** people with **10,093** showers and other care services
- We sponsored **1,505** consulting hours with our affiliates—a value of **\$112,875**—thanks to our generous supporters



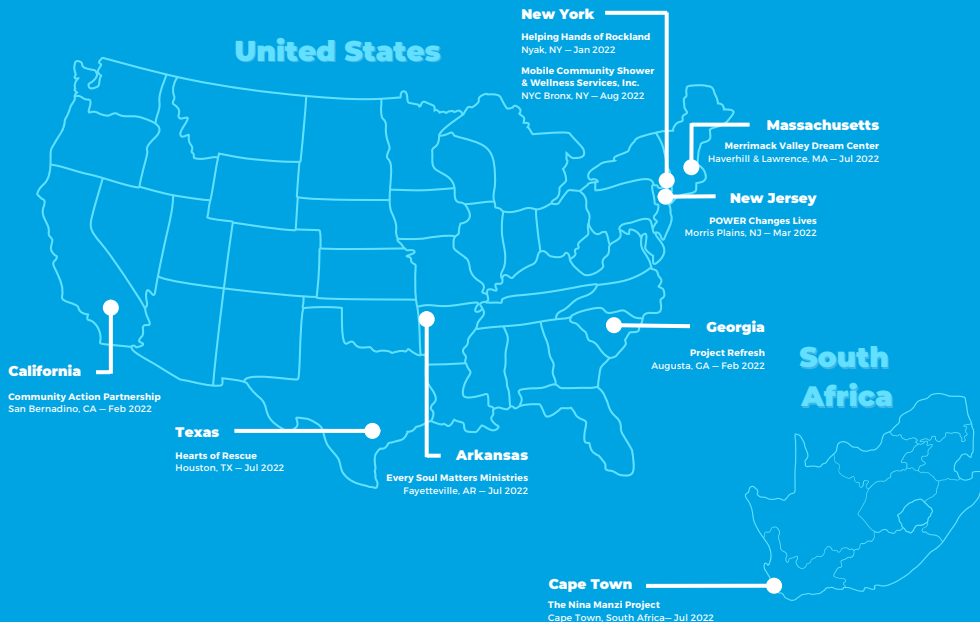


# 2022

## NEW MOBILE HYGIENE PROGRAMS

# 9

### New Mobile Hygiene Programs





**MOBILE COMMUNITY SHOWER & WELLNESS SERVICES, INC. (MCSWS)  
NYC BRONX, NY**

 COURTESY OF MCSWS

**lavamaeX**

“

**One of our guests is living on the streets but does not let her circumstance impede her hygiene practices. She comes every day we're giving showers with a huge smile and vivacious attitude and says, "I would like to take a shower today." When she exits the shower she has clean clothes, fresh lipstick, and a smile that could melt the sun.**

”

Samuel Cabassa  
Founder of MCSWS

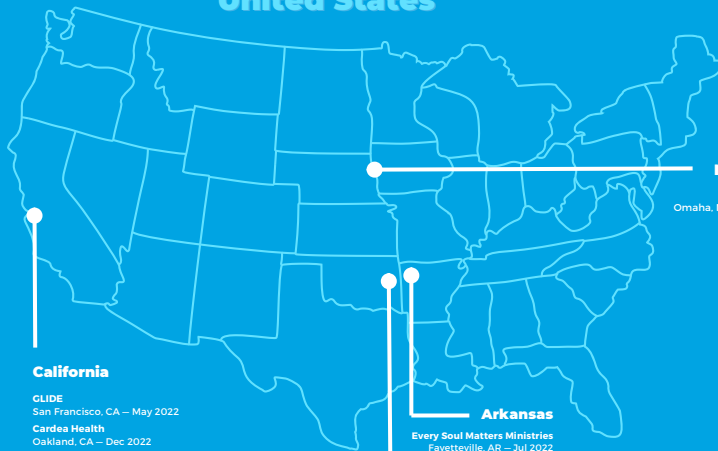
# 2022

## NEW POP-UP CARE VILLAGE EVENTS

# 6

New Pop-Up Care  
Village Events

### United States



#### California

**GLIDE**  
San Francisco, CA – May 2022  
**Cardea Health**  
Oakland, CA – Dec 2022

#### Nebraska

**Aspire of Life**  
Omaha, NE – Aug 2022

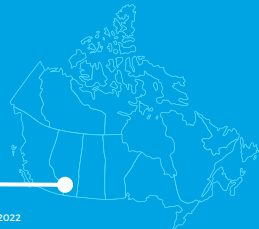
#### Oklahoma

**BeHeard Movement**  
Tulsa, OK – Jul 2022

#### Arkansas

**Every Soul Matters Ministries**  
Fayetteville, AR – Jul 2022

### Canada




#### Alberta

**BeTheChangeYVC**  
Calgary, Alberta – Aug 2022



**THE BEHEARD MOVEMENT  
POP-UP CARE VILLAGE  
TULSA, OK**

 COURTESY OF THE BEHEARD MOVEMENT

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“

**“In my last job as a security guard, I met an unhoused person who told me about his cancer diagnosis. It hurt my heart to hear this. A month later I got a new job and didn't see him anymore. But about a year later at the BeHeard Pop-Up Care Village, I saw him there and gave him the biggest hug ever! I was so glad to know that he was okay. Thank you BeHeard for giving me this reunion!”**

”

Anonymous Partner DJ  
BeHeard Movement Pop-Up Care Village

# Hygiene for Humanity Fund

## A GRANT PROGRAM THAT INVESTS IN MOBILE HYGIENE PROGRAMS ACROSS THE UNITED STATES

The Hygiene for Humanity Fund invests critical dollars into mobile hygiene solutions developed by local organizations that provide water, sanitation, and hygiene (WASH) access to people experiencing homelessness.

The fund is powered by corporate and foundation partners who believe that hygiene is a human right.

- In 2022, we partnered with Unilever and Kohler to invest **\$140,000** from the fund to **14** organizations serving **36** cities to launch or sustain their programs
- All of our Hygiene for Humanity Fund grantees served **9,626** people with **29,183** showers
- We partnered with The Starbucks Foundation to invest **\$110,000** into eight mobile hygiene programs in 2023



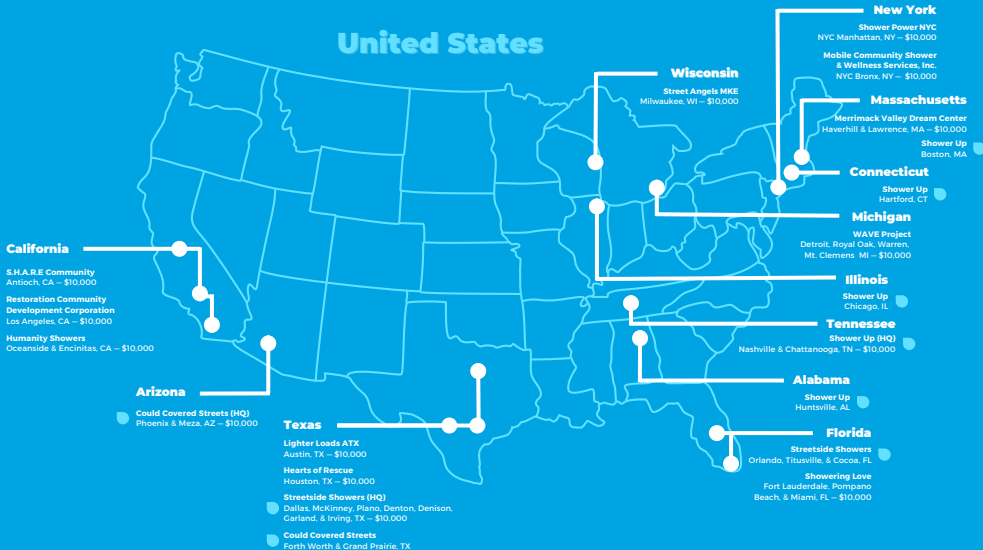
# 2022

## NEW MOBILE HYGIENE GRANT INVESTMENTS

# \$140K

 In New Grant Investments

### United States



● ORGANIZATIONS IN MULTIPLE STATES



# ShowerUp

Shower Grace Hope Love

Nashville's Mobile Showers


[www.ShowerUp.org](http://www.ShowerUp.org)

MADE POSSIBLE  
BECAUSE OF THE SUPPORT OF:

506 *Lofts*

*The* RUSSELL  
NASHVILLE

— SHOWER UP  
NASHVILLE, TN & MULTIPLE STATES

 COURTESY OF SHOWER UP

**lavamae**x

“

**After not taking a shower for a while, our guest Charles took a shower with us and we asked him how it made him feel. He said, “I feel like a brand new person—back to the land of the living. Thanks, y’all!” He was smiling from ear to ear and walked away with so much more confidence.**

”

Paul Schmitz  
Co-Founder and Executive Director  
ShowerUp



# LavaMae<sup>x</sup> Connect

## A GLOBAL COMMUNITY SUPPORT PLATFORM FOR DIRECT SERVICE PROVIDERS

LavaMae<sup>x</sup> Connect provides the space for people at all stages of bringing mobile hygiene, Pop-Up Care Villages, and other care services to their communities.

It's a place to access online events, download do-it-yourself toolkits, take part in open discussions, and troubleshoot issues with other organizations and social entrepreneurs in our field.

- At the end of 2022, the platform reached **1,137** active members from **675** cities across **30** countries
- Our DIY toolkits, which provide in-depth information on replicating any of our direct service programs, reached **2,611** downloads
- We hosted **16** online events that brought dozens of people together to learn about Radical Hospitality, budgeting, safety, marketing, fundraising, and much more





# Community Spotlight

## **IMMORTALITING FOUNDER VICKY ARALI BRINGS VALUABLE INSIGHT TO LAVAMAE<sup>x</sup> CONNECT COMMUNITY**

Throughout the week, Vicky Arali brings Immortaliting's Metamorphosis mobile hygiene van to the unhoused and refugee communities of Athens, Greece. Since March 2021, her program has brought showers, haircuts, food, and more to nearly 1,500 people.

Vicky joined the Connect platform in 2022 and has since used our in-depth toolkits and resources to enhance her program and provide valuable insight to other community members during our online workshops.

Vicky's story is just one example of many how our Connect platform is a valuable tool not only for its resources but its powerful sense of community and support.



 COURTESY OF IMMORTALITING

**lavamae<sup>x</sup>**

# Direct Services

## STAYING CONNECTED TO OUR LOCAL COMMUNITIES WITH RADICAL HOSPITALITY®

LavaMae® brings showers and toilets on wheels to the streets of San Francisco, Oakland, and Los Angeles to help our unhoused neighbors rekindle dignity, restore hope, and unlock the opportunity that comes with being clean.

We also host Pop-Up Care Villages (PUCVs) in the San Francisco Bay Area to bring showers, case management, healthcare, clothing, haircuts, and more to the street.

- In 2022, we had the joy of bringing our Radical Hospitality to **1,269** guests
- We recruited **73** volunteers who dedicated **573** hours to support our guests, staff, and service partners
- We teamed up with **43** service partners to deliver a variety of essential care services to our guests alongside our staff and volunteers





# Mobile Hygiene

## RESTORING DIGNITY, REKINDLING OPTIMISM, AND FUELING A SENSE OF OPPORTUNITY

In 2022, our mobile hygiene program provided **1,198** showers to **524** guests across three partner sites and at our Pop-Up Care Villages.

### San Francisco & Oakland

- We partnered with the San Francisco Community Health Center (SFCHC) to serve the Tenderloin/Polk community. The SFCHC provided harm reduction services, wound care, and advanced health screening referrals alongside us
- We provided showers at five Pop-Up Care Villages in Downtown Oakland throughout the year

### Los Angeles

- We partnered with the Weingart East LA YMCA to serve the Boyle Heights community every 2nd, 4th, & 5th Thursday of the month. Project Ropa brought its mobile clothing van every 2nd Thursday, and Western University of Health Sciences provided temporary dental partials every week
- We partnered with USC Keck School of Medicine to serve the Lincoln Heights community at Lincoln Park every 1st and 3rd Thursday of the month





“

**John and Antionette, a couple we've provided showers to since 2019 while living in an Oakland navigation center, just got union security jobs at a big Bay Area company! John came to our last Pop-Up Care Village of 2022 to share the news in his brand-new suit. Big hugs were shared all around!**

”

Adam Vera  
LavaMae<sup>x</sup> Operations & IT Director



# Pop-Up Care Villages

## **MOBILIZING DOZENS OF PARTNERS AND VOLUNTEERS TO BRING MULTIPLE CARE SERVICES TO THE STREET**

We designed Pop-Up Care Villages to not only increase access to services, but to create a joyous setting with the goal of creating a cohesive, positive sense of community.

In 2022, we hosted **five** Pop-Up Care Villages in Downtown Oakland that brought dozens of care services to **717** guests.

We brought more than **600** outfits and shoes, haircuts, showers, or massages to our guests including more than **530** referrals to housing, mental and physical healthcare, or employment aid.

This impact could not have been accomplished without the dedication of our volunteers and service partners who made our events a huge success. We Lava you!



# Press Highlights

## OUR WORK IN THE HEADLINES

*Grassroots initiatives need more than seed money to thrive >>*

Inside **Philanthropy**

*Why street-level services for unhoused people should be part of funder strategies >>*

**Candid.**

*How a small business owner brought mobile showers to the streets >>*

 **SEE**  
change





# Thank You!

OUR GENEROUS SUPPORTERS ARE  
WHAT KEEP US MOVING FORWARD



**\$1,278,017**

Fundraising Revenue



**\$332,272**

In-Kind Revenue

[See 2022 Supporters >>](#)

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# Financials

## Fiscal Year 2022

01.01.2022 - 12.31.2022

### Revenue **\$1,610,289**

Foundation Grants	\$532,700	33%
Individual Gifts	\$476,292	30%
In-Kind Gifts	\$332,272	21%
Corporate Gifts	\$250,706	15%
Misc. Income	\$18,320	1%

### Expenses **\$2,049,548**

Programs & Services	\$1,502,005	73%
Administrative	\$309,718	15%
Development	\$237,825	12%

### Net Assets **\$1,120,192**

Statement of Activities and Financial Position  
As of December 31, 2022.

# Board of Directors

## Board Chairs

Fran Heller

Nick Kozlak

## Secretary

Trey Graham

## Treasurer

Andy Chen

## Directors

Debra Schoenberg, Esq.

Fernando Domínguez Panuaga

Gabriella Makstman

Kenneth Wun

Patrick Steele

Scott Armanini

Shobeir Shobeiri



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