

Annual Report

Fiscal Year 2021

01.01.2021 - 12.31.2021

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Our tax ID is 81-0832318



CEO's Letter

In 2021 LavaMae^x made significant headway bringing more showers and care services to the street.

We significantly built on our global community of service providers—a group of dedicated people who believe in restoring dignity and treating our unhoused neighbors with extraordinary care, love, and respect—who are bringing their own LavaMae^x-designed programs to the street.

Meanwhile, we continued to make local impact by bringing our mobile showers and care services to the streets of Francisco, Oakland, and Los Angeles.

This report highlights the incredible progress we've made thanks to the hard work and generosity of so many. And as we move forward, we'll use our proven leadership and programs to reach tens of thousands of people in need with our Radical Hospitality approach.

Together, we'll continue to make strides for a world where everyone has access to hygiene and sanitation—no matter where they are.



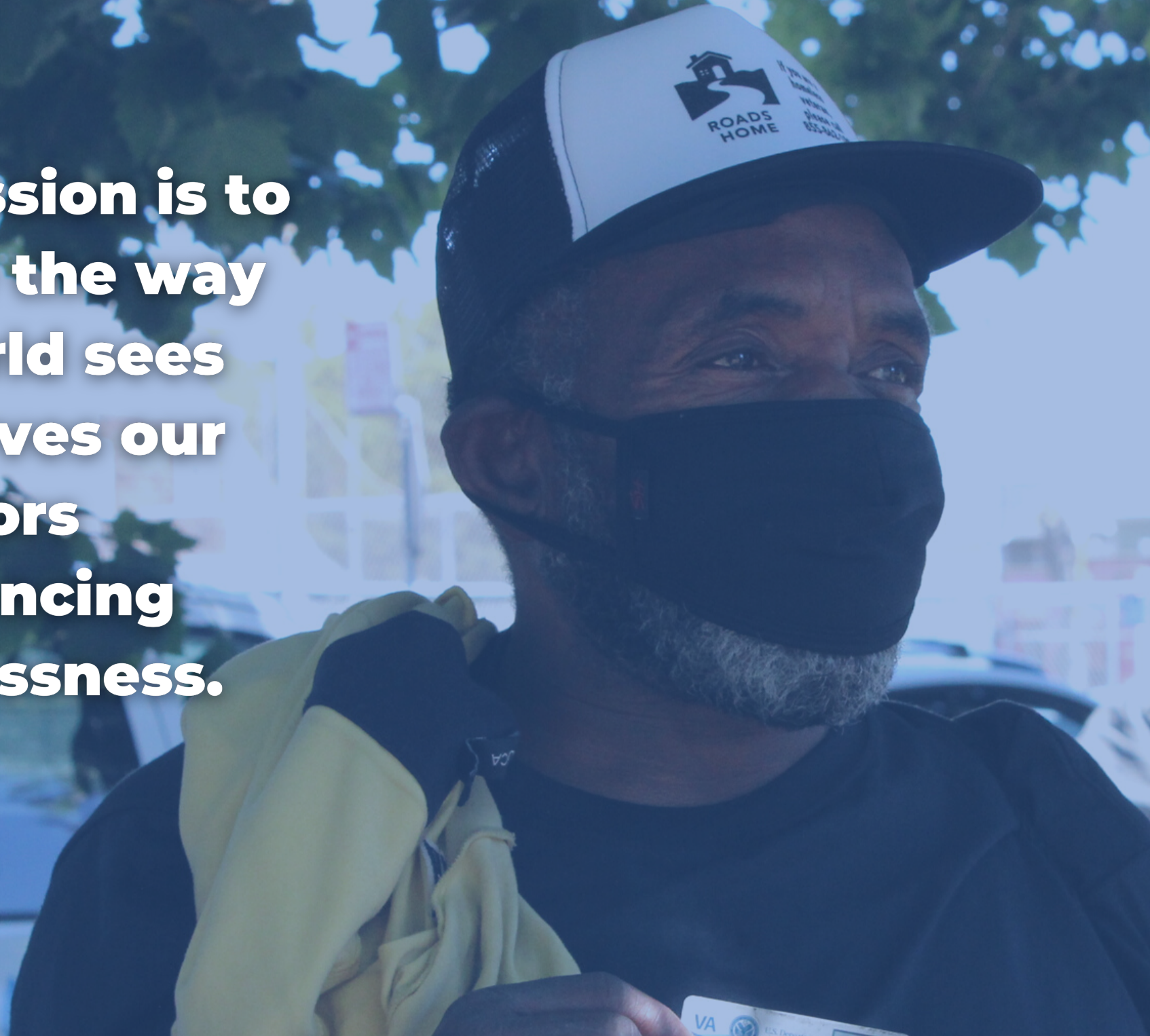
Kris Kepler, CEO



What We Do

LavaMae^x is a nonprofit that teaches and funds organizations around the world to bring mobile showers and other services that promote well-being to people experiencing homelessness.

**Our mission is to
change the way
the world sees
and serves our
neighbors
experiencing
homelessness.**



Our Vision

We envision a world where hygiene is treated as a basic human right where communities mobilize to provide Radical Hospitality®.



**Radical Hospitality®
is our philosophy
of meeting people
wherever they are with
extraordinary care. It's
rooted in everything we do.**

2021 Impact Summary

Program Scaling

LavaMae^x teaches and funds organizations around the world to launch and sustain their own LavaMae^x-designed programs with our Radical Hospitality[®] approach.



78

Affiliates Received Consulting



14

New Programs Launched in **14** Cities



13,498

Guests Served by Trained Affiliates



31,908

Showers Provided by Trained Affiliates



\$43,500

Seed Funding Allocated

Direct Services

LavaMae^x delivers weekly shower services in San Francisco, Oakland, and Los Angeles one day a week, along with hosting Pop-Up Care Villages throughout the year.



1,062

Guests Served



1,541

Showers Provided



6

Pop-Up Care Villages Hosted



74

Service Partners Engaged



50

Volunteers Recruited

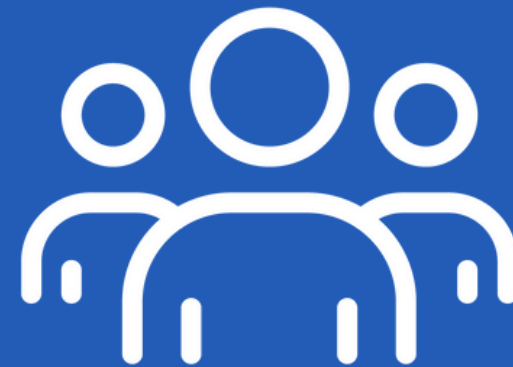
Program Scaling

LavaMae^x scales its proven model of mobile hygiene and other street-based care services through 1:1 program consulting, seed funding, and building a worldwide support network.

In 2021, we supported **78** organizations with our services resulting in the launch of **14** new programs, including mobile hygiene and Pop-Up Care Villages, in **14** cities.

In total, all of our trained affiliates served **13,498** people with **31,908** showers and other care services in 2021.

We also invested **\$43,500** in funding to **four** organizations bringing mobile hygiene and DIY handwashing stations to their communities.



The Neighborhood Well (TNW)

Washington DC Metropolitan Area
Mobile Showers Launched November 2021

LavaMae^x started working with TNW in March 2020 and assisted with trailer design, providing dry-run training, and more. This program became the first to bring mobile showers adjacent to our country's capitol.

"Taking a refreshing shower is a necessity that we take for granted. Some shelters aren't accessible for unhoused people, so we want to provide an avenue for people to have access to their basic needs and health."

Camille Adebayo,
Executive Secretary

Image by The Neighborhood Well

Brooklyn Community Services (BCS)

Brooklyn, New York City

Mobile Showers Launched April 2021



The Right Turn
for a Brighter Future



TURNING POINT

BCS Mobile Care Unit

This bus provides hot
showers and caring
support.

BCS joined the LavaMae^x consulting program in 2019 and received in-person training in San Francisco, assistance with the build out of their bus, and more.

LavaMae^x also allocated \$15,000 in seed funding in partnership with Unilever's The Right To Shower.

"LavaMae^x gave us a new perspective on what a shower can do and the difference it can make in a person's day. They improved our service, and continue to provide us with ongoing support."

Jodi Querbach,
COO

Image by Brooklyn Community Services

Archangel Raphael's Mission (ARM)

New Brunswick, New Jersey

Mobile Showers Launched July 2021

LavaMae[®] started working with ARM in June 2020 and provided technical training, service design, project proposal development, and more including \$10,000 in seed funding through Unilever's The Right To Shower.

"Anyone with an interest can Google shower trailers. But the expertise that LavaMae[®] provides through their consulting is invaluable. They made our dream possible and sustainable."


John El-Maraghy
Co-Founder

Image by Archangel Raphael's Missions

Moving Waters

Houston, Texas

Mobile Showers Launched May 2021



Moving Waters joined the LavaMae[®] consulting program in 2019 and were connected to grant resources, trained on trailer specifications, service delivery training, and more. LavaMae[®] also allocated \$10,500 in seed funding in partnership with Unilever's The Right To Shower.

We are so thankful for LavaMae[®]! We even had our consultant, Javier, send a recorded video for our Board retreat to send words of encouragement and inspiration. He has an amazing heart!

Jennifer Park
Founder

Image by Moving Waters



Red Feather Development Group

Flagstaff, Arizona

DIY Handwashing Station Deployments in 2021

LavaMae^x has worked with Red Feather Development Group since 2020 to build our DIY handwashing stations and host workshops for indigenous households to build their own. In 2021, we funded the organization \$12,500 which resulted in nearly 200 new handwashing stations.

"We get tearful thanks from many of our clients, as they do not have running water and this helps to provide safer hygiene practices for households."

Joe Seidenberg,
Executive Director

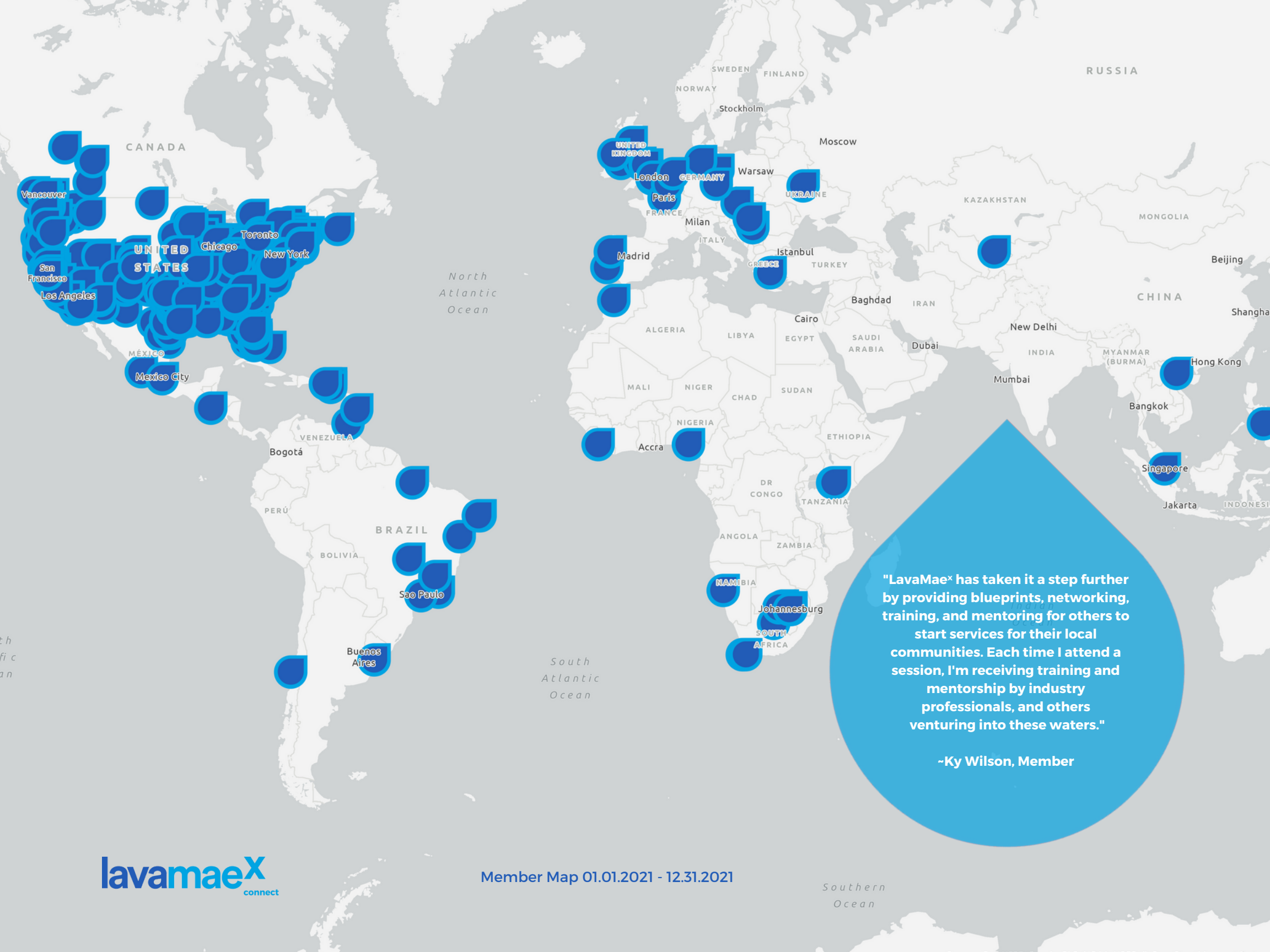
Image by Red Feather Development Group

LavaMae^x Connect

Launched in January of 2021, LavaMae^x Connect became a one-of-a-kind community platform for people at all stages of bringing mobile showers and care services to the street.

By the end of its first year, the platform reached **1,587** members across **670** communities across **33** countries that were brought together with **32** virtual workshops, Q&As, and roundtables to learn, and share innovations and best practices. Members also downloaded more than **3,220** of our in-depth toolkits and resources.



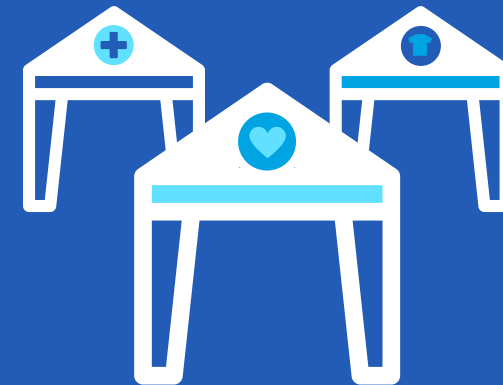


"LavaMae^x has taken it a step further by providing blueprints, networking, training, and mentoring for others to start services for their local communities. Each time I attend a session, I'm receiving training and mentorship by industry professionals, and others venturing into these waters."

~Ky Wilson, Member

Pop-Up Care Village Toolkit

LavaMae^x created Pop-Up Care Villages (PUCV) to mobilize partners and bring services such as clothing, case management, healthcare, haircuts, and more to the street.



In conjunction with the launch of LavaMae^x Connect, we published our open-source Pop-Up Care Village Toolkit in January 2021.

This toolkit is an essential resource for service providers wanting to host their own PUCVs. In 2021 the toolkit has been downloaded **430** times and resulted in **three** new PUCV programs.

The Right To Shower

Brooklyn, New York City

Pop-Up Care Village Hosted November 2021

LavaMae[®] and Unilever's The Right To Shower built a social enterprise in 2019 that's funded more than \$300,000 for hygiene initiatives across the country. In 2021, we provided our toolkit and consulted the company to host its own Pop-Up Care Village that served more than 185 guests.

Image by The Right To Shower

Direct Services

While we consult with people and organizations across the globe, staying connected to the street, and our guests is vital to our work.

LavaMae^x delivers weekly shower services in San Francisco, Oakland, and Los Angeles one day a week, along with hosting Pop-Up Care Villages throughout the year.

In 2021, LavaMae^x served **1,062** guests with **1,541** showers and **6** Pop-Up Care Villages alongside **74** service partners and **50** volunteers.



A photograph of a man, Myron, smiling broadly and giving a thumbs-up gesture. He is wearing a grey t-shirt with the text "I HAVE A PLAN" and "Geographic Information Systems" printed on it. The background is a blue wall with white silhouettes of people and a shower stall. A blue circular graphic is overlaid on the left side of the image, containing text.

"I feel like a million dollars!"

Myron, LavaMae^x Guest

In 2021 LavaMae^x brought its mobile showers back to the streets with new COVID-19 protocols to ensure the safety of our guests and staff. In Oakland, we met Myron who was very excited about getting a shower. After 15 minutes, with a brand new set of clothes, he came out with the biggest smile.

I
HAVE
A PLAN

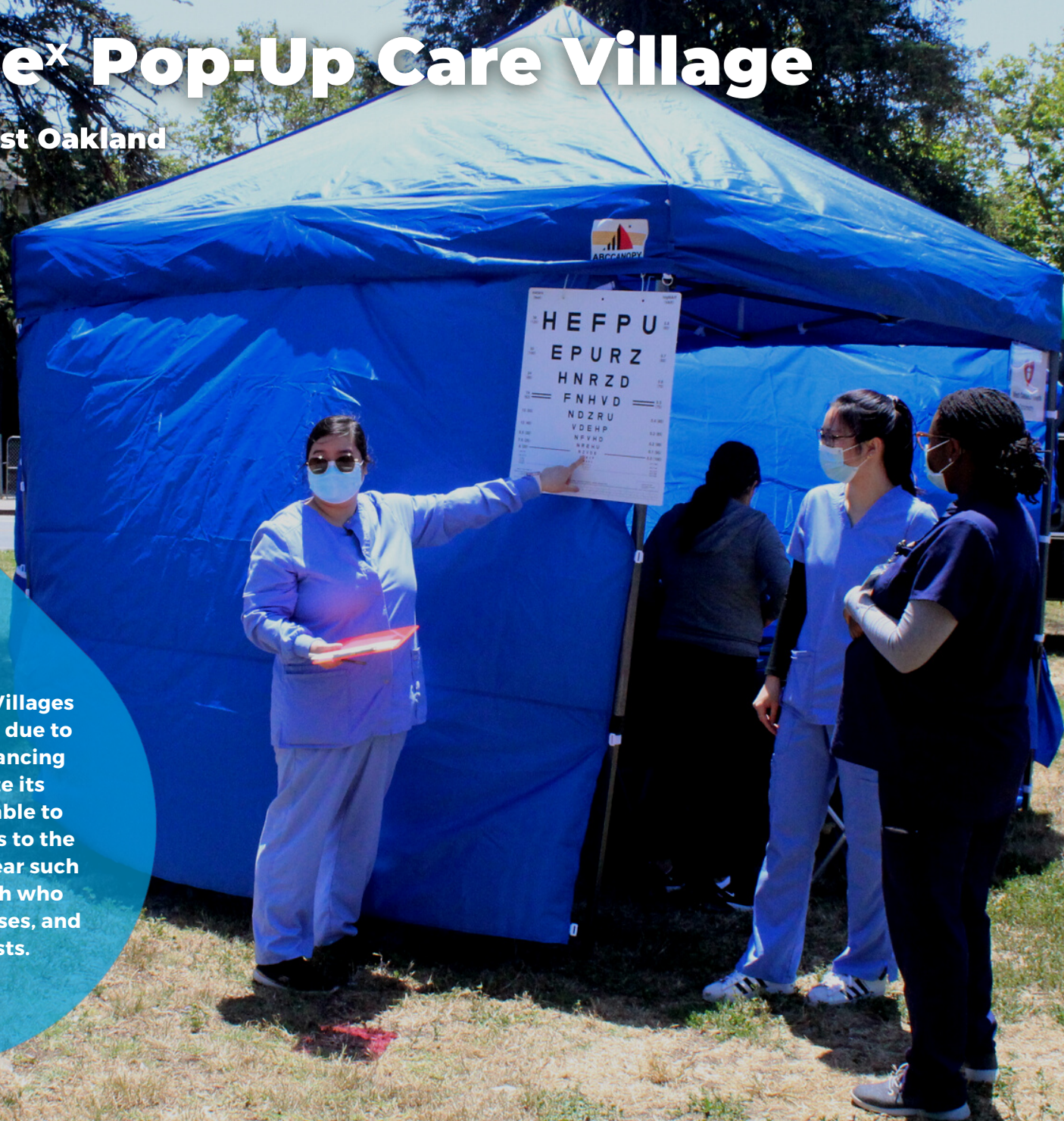
Geographic Information Systems

CISRIAN.COM

LavaMae^x Pop-Up Care Village

Elmhurst Park, East Oakland
Hosted May 2021

LavaMae^x Pop-Up Care Villages looked different in 2021 due to COVID-19 physical distancing requirements. Despite its smaller size, we were able to bring dozens of partners to the street throughout the year such as West Oakland Health who brought eye exams, glasses, and referrals to our guests.



Press Highlights

FAST COMPANY

The CHRISTIAN SCIENCE
MONITOR®

SB SUSTAINABLE
BRANDS

SEE
change

THE
OAKLANDSIDE

allure

Thank You

Because of the hard work and generosity of so many, we were able to support more people and organizations bringing mobile showers and care services to the street.

[See 2021 Supporters >>](#)

Financials

Fiscal Year 2021

Statement of Activities and
Financial Position
As of December 31, 2021.

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

Revenue

\$3,001,139

Government Grants*	\$792,237	26%
Individual Gifts	\$618,847	21%
Foundation Grants	\$581,780	19%
Corporate Gifts	\$567,883	19%
In-Kind Gifts	\$416,125	14%
Misc. Income	\$24,267	1%

Expenses

\$2,116,712

Programs & Services	\$1,697,090	80%
Administrative	\$339,810	16%
Development	\$79,812	4%

Net Income

\$884,427

Net Assets

\$1,559,451

Assets	\$1,658,034
Liabilities	\$98,583

*Total is Federal COVID-19 relief funds

Board of Directors

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Fran Heller

Nick Kozlak

Secretary

Trey Graham

Treasurer

Andy Chen

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Kristy Donohoue

Gabriella Makstman

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