

2023-2024  
**ANNUAL  
REPORT**





#### NOTE FROM A FRIEND & BOARD CHAIR

## A YEAR OF BECOMING

This was the year of Becoming at Project Hope Alliance. Becoming is one of our five core values (For the Kids, Stronger Together, Becoming, Catalysts for Change, For Each Other). To us as a team, Becoming is personal and organizational growth and learning, evolving our model of care and its execution, and progress over perfection. For our youth and families experiencing homelessness, which we have the privilege to walk alongside, it means progressive gains and opportunity. As you can see through the pages of this annual report, what a tremendous year of Becoming it was!

We've elevated and invested in our internal expertise and capacity, refined and streamlined our exceptional model of care, moved forward with new partnerships, and together unlocked the incredible potential of our children and youth. Our steadfast commitment to impact, advocacy, and hope for the kids has yielded life-changing outcomes like you'll see in Nancy's beautiful story. It has also resulted in the award of a first-ever, \$2.1 million Systems Change grant from CalOptima to build a coordinated, youth-centered system of care for Orange County's students experiencing homelessness. All this while increasing our high school graduation rate to 94% for seniors experiencing homelessness which exceeds the national rate by more than 30%.

Though we will always be Becoming, we are very proud of the way that we have lived into this value as team members, community partners, and innovators this past year. Of course, without you, none of this would be possible. Thank you for believing in our vision and our mighty mission. We can't wait to see what this new school year will bring.

**Jennifer Friend**  
*CEO*  
*Project Hope Alliance*



At Project Hope Alliance, one of our core values is "for the kids" because we see hope, possibility, and unlimited potential in our kids. We believe they deserve - like all kids - every opportunity to engage in their education, dream big for their futures, and just be kids. Because of our partners, our dedicated donors and volunteers, and our amazing team, we can walk alongside our kids every day to provide the support they need to thrive.

On behalf of our Board of Directors, thank you for helping our kids and our team believe anything is possible.

**Lynn Hemans**  
*Board Chair*



## Our Mission

To end the cycle of homelessness, one child at a time.

## Our Work

Project Hope Alliance deploys a long-term model of care for kids and youth experiencing homelessness in Orange County. Working alongside our education partners, we embed professional case managers directly on school campuses across Orange County to eliminate barriers caused by homelessness that could impede a student's ability to learn and succeed in school. Our mission is rooted in building trusting relationships with youth so we can provide individualized support in the form of academic guidance, social-emotional well-being, and basic life resources from Kindergarten through 24 years of age.

**We believe anything is possible for kids experiencing homelessness.**



**ELEMENTARY**  
(KINDERGARTEN–6<sup>TH</sup> GRADE)



**MIDDLE/HIGH SCHOOL**  
(7<sup>TH</sup>–12<sup>TH</sup> GRADE)



**OLDER YOUTH**  
(AGE 18–24)

# Project Hope Alliance At a Glance

## Our Reach

Project Hope Alliance supports students experiencing homelessness across three school districts and one charter school in Orange County.



**Newport-Mesa**  
Unified School District



**SCHOLARSHIP PREP**  
**ORANGE COUNTY**

## Youth Served

We support youth in the context of their families including parents, guardians, and siblings. In addition to providing direct support to students on campus, we provide school supplies, food, and other resources to support the student's family.

**484**

Children  
& Youth

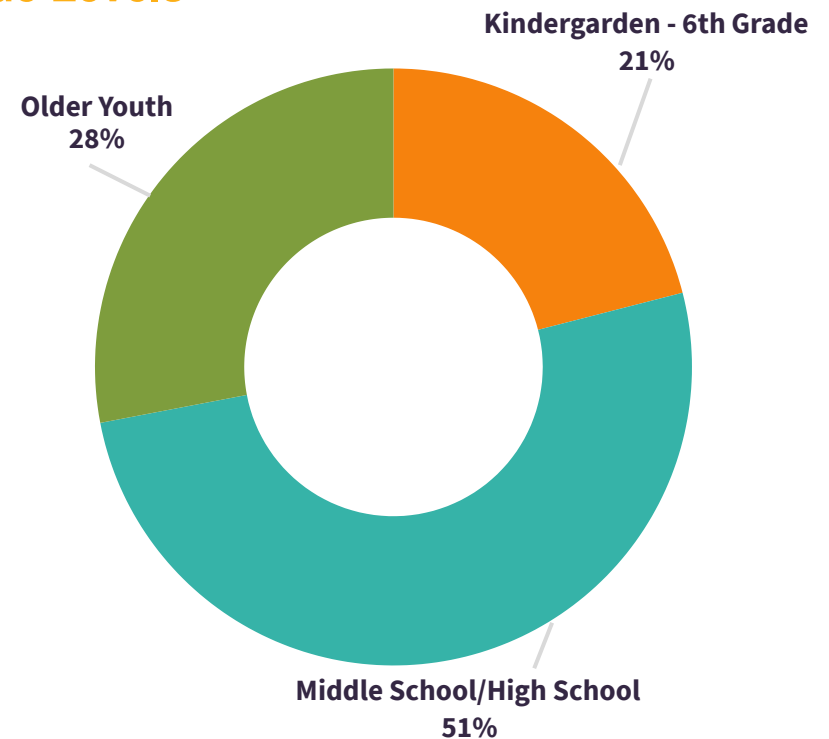
**326**

Families

**1,153**

Individuals  
Served

## Grade Levels



## Transitional Age Youth (TAY)

Transitional age youth are from the age of 18-24 years old. Our youth continue to pursue their goals to ultimately end the cycle of homelessness.



**24.5%** Pursuing Higher Education and Employed



**34%** Pursuing Higher Education



**41.5%** Employed



# FORWARD TOGETHER:

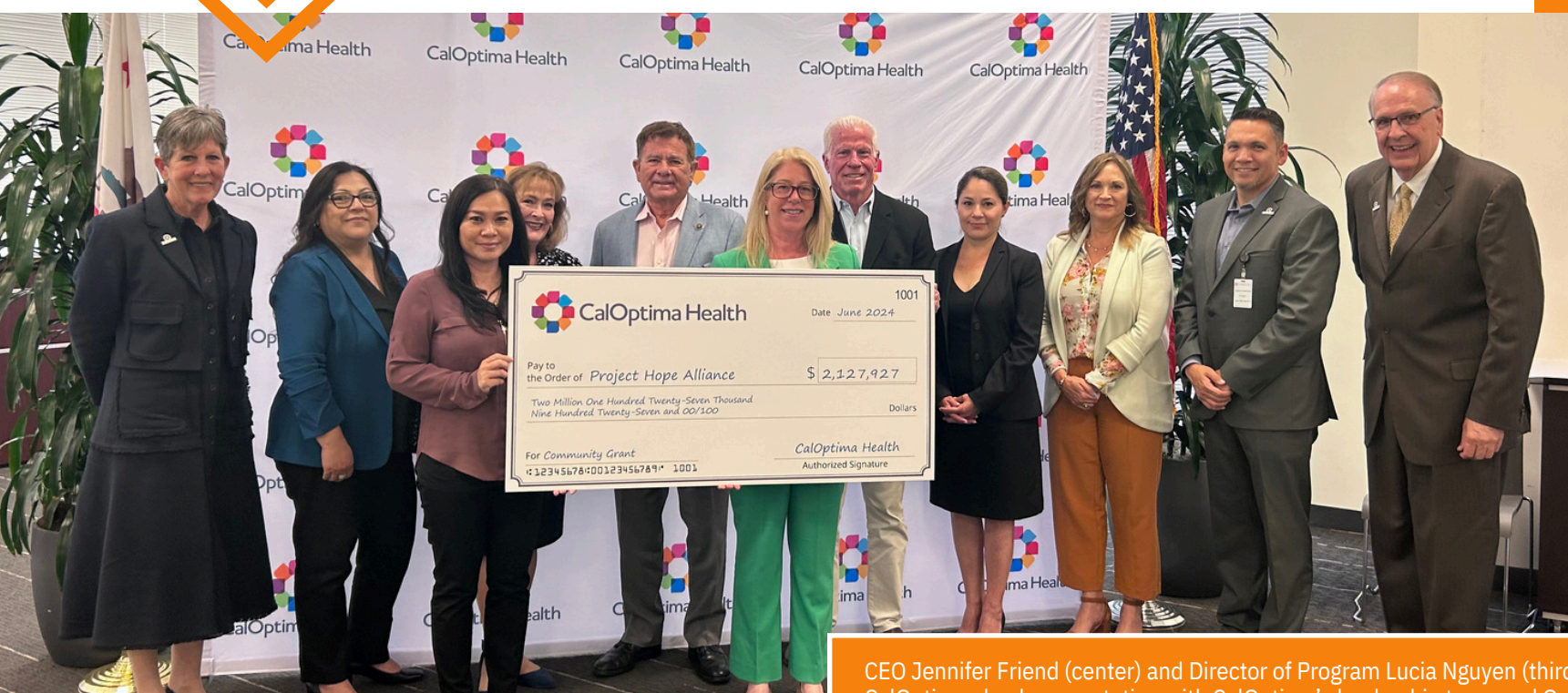
Changing the system of care for all  
students experiencing homelessness



Earlier this year, Project Hope Alliance was awarded a competitive, three-year \$2.1 million Systems Change Grant from CalOptima, Orange County's largest health insurance provider for low-income residents! This monumental grant will help Project Hope Alliance work closely with the Orange County Department of Education to build a coordinated, youth-centered system of care for Orange County's 23,000+ students experiencing homelessness. We thank CalOptima for recognizing student homelessness as an urgent need in our community. This opportunity would not be possible without our education partners, and our generous community of supporters for seeing our kids and supporting our mission. We could not celebrate this moment for our county's kids without each of you!



Scan to learn more about PHA being awarded this CalOptima grant.



CEO Jennifer Friend (center) and Director of Program Lucia Nguyen (third from left) at the CalOptima check presentation with CalOptima's leadership team and Orange County Board Supervisor Doug Chaffee.

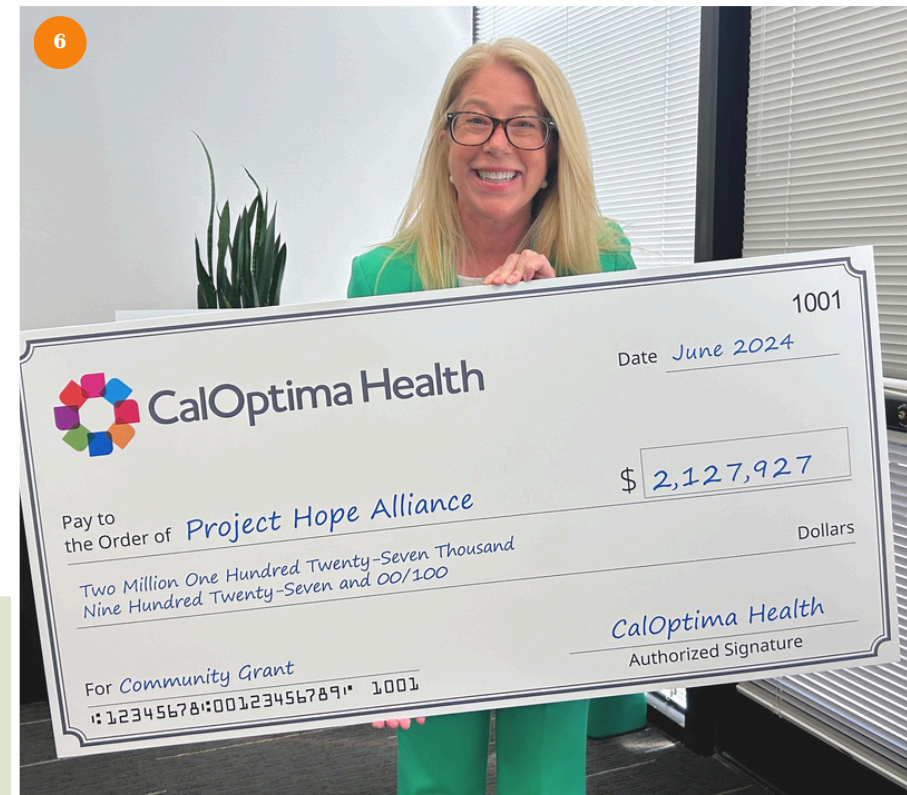


Celebrating another year of monumental

# IMPACT, ADVOCACY, and HOPE FOR THE KIDS

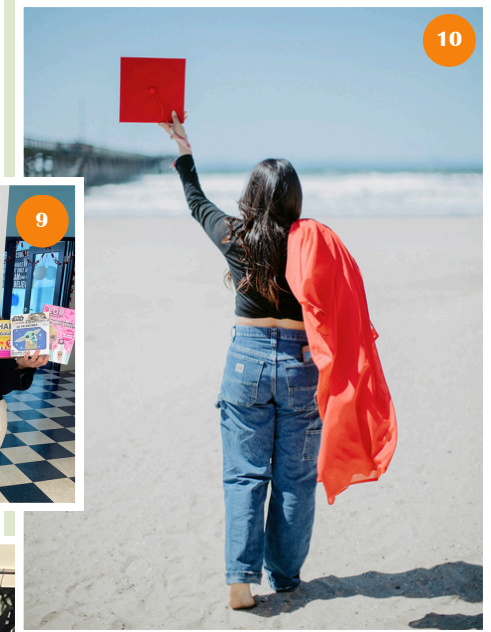


1. Pastor Jason Smith accepting the Catalyst of Hope Award on behalf of St Andrew's Presbyterian Church at our 10th Annual Anti Gala
2. Our Chief Partnership Officer, Shelby Feliciano-Sabala, and District Manager, Jocelyn Balderrama, presented at the National Association for the Education of Homeless Children and Youth annual conference attended by thousands of youth advocates
3. Our kids explored the California Science Center during summer break



4. Loving volunteers beautified our Community Space during Love Costa Mesa
5. Our friends at Michelman & Robinson transformed our Community Space into Santa's Workshop to provide holiday cheer to our students and families
6. Project Hope Alliance awarded a 3 year \$2.1 million grant from CalOptima to improve the system of care for Orange County's students experiencing homelessness





7. Our CEO Jennifer Friend received the Orange County Business Journal's 2023 Innovators of the Year award

8. Our friends at Feet First Entertainment supported our kids throughout the year with team building activities that provided bikes and skateboards for our youth

9. Our case managers, Kirya and Catherine, showcasing recent donations for our youth

10. Our Class of 2024 seniors achieved a 94% high school graduation rate!

11. Kids helping kids get prepared for the new school year

12. We welcomed guests to our second annual Open House to learn more about our mission

13. Our friends at St. Andrew's Presbyterian hosted another wildly successful food drive for our youth

14. Our CEO Jennifer Friend was named among State Senator Dave Min's 2023 Women of Distinction for her leadership



# 94%

## Project Hope Alliance High School Graduation Rate

compared to CA State average rate of 70% for students  
experiencing homelessness.

“Just by graduating high school, our youth are 400% less likely to experience homelessness as adults. We are so proud of our Class of 2024 high school graduates and we can't wait to see what they accomplish next.”

-Lucia Nguyen, Director of Programs



## THE NEXT CHAPTER FOR CLASS OF 2024





# Unlocking Potential

## Giving back to her community

Nancy first connected with Project Hope Alliance in 2017. She attended Newport Harbor High School however, due to struggles at home, she would miss school frequently and eventually fell behind academically. When money was tight, Nancy and her mom couch-surfed with family and friends. When Nancy turned 18, she was forced to leave home then began couch surfing with friends. Because she was determined to pursue her education, she eventually transferred to Back Bay High School to catch up on credits and she graduated high school on time.

Project Hope Alliance walked alongside Nancy to support her during these challenging moments in her life. We connected her to tutoring services, therapy services, and provided a mobile hotspot to use during the pandemic. Once she caught up on her credits and was ready to graduate high school, Project Hope Alliance covered the cost for her cap and gown so she could celebrate her achievement with her friends. After graduation, Nancy's case manager, Chrissie, supported her with her college and financial aid applications.

When thinking about her future, Nancy knew she always wanted a career in healthcare. Nancy enjoys helping people because people helped her during difficult times. She decided to enroll in a phlebotomy program last year and through hard work, she completed her program! Her last step was to pay for her state license which she could not afford. She eventually shared this with her case manager Chrissie wondering if Project Hope Alliance had resources. Thanks to generous donors, Project Hope Alliance was able to cover this expense and remove this barrier for Nancy.

Nancy knows her experiences do not define who she is or what she can accomplish. Nancy has big dreams for herself: she wants to help others as a phlebotomist and eventually get her own place. She does not want to struggle like her mom and if she decides to have children someday, she does not want them to experience homelessness like she did.

Nancy recently celebrated her 21st birthday and is eager to begin a new chapter in her life.



**Chrissie Lee**  
Manager of Community Based Services





# Doing more FOR OUR KIDS TOGETHER

At Project Hope Alliance, we understand that it takes a collaborative effort to support our youth and families. This year, partnerships ensured our families were not only housed, but prepared for their housing with everything they needed to make their house a home.

Our community partner Serving People In Need (SPIN) provided housing assistance to one of our families at Scholarship Prep. SPIN provided furniture while Trellis, another wonderful partner, provided this family with small appliances, bathroom supplies, as well as linens. Project Hope Alliance was then able to provide additional household items such as curtains, kitchenware, toiletries, and gift cards that the family used to purchase other necessities. Project Hope Alliance has been working with this family for the past few years, supporting youth in their school experiences throughout middle and high school.

“It truly takes the love and generosity of partners to ensure our families are housed and transitions are easy. We look forward to continue supporting our youth and ensuring that they are engaged in school, can dream, and thrive!



**Shelby Feliciano-Sabala, MSW**  
Project Hope Alliance  
Chief Partnership Officer



**SCHOLARSHIP PREP**  
**ORANGE COUNTY**

**INTERVIEW WITH KRISTEN CROWE,**  
SCHOLARSHIP PREP CHIEF COMMUNITY OFFICER

**What makes Project Hope Alliance a good partner?**

“The people - it’s not just a job or checking the boxes for Project Hope Alliance, it’s meaningful. This work is not easy and this takes special people. There’s no judgment at Project Hope Alliance. Project Hope Alliance is filled with special people.”

**What are some outcomes we are working toward together in partnership?**

“There is not necessarily one tangible outcome because we are more focused on building a support system around our families. The needs of each student and family are unique and we empower the families to advocate and access resources.”

**What was your first introduction to Project Hope Alliance?**

“From our first conversation, it was apparent that Project Hope Alliance was committed to youth experiencing homelessness and our missions were aligned. Our partnership grew out of the urgent need after the Covid-19 pandemic, when little to no resources were available to support kids in crisis. Our meaningful partnership was apparent because we truly understand and directly support McKinney Vento youth (youth experiencing homelessness)”



From left: Victor Carcamo, Scholarship Prep Coordinator of Student Services; Kristen Crowe, Scholarship Prep Chief Community Officer, Shelby Felicano-Sabala, Project Hope Alliance Chief Partnership Officer, Nidia Pravongviengkham, Project Hope Alliance Case Manager





# Project Hope Alliance's Inaugural Youth Advisory Council

In 2023, we launched our first Youth Advisory Council. Seven of our youth - ranging from high school juniors to first-year college students - participated in our inaugural Youth Advisory Council to build their leadership skills and infuse their powerful voices into our work.

With guidance from Project Hope Alliance Board Member Dr. Dawn Bounds and our Chief Partnership Officer, Shelby Feliciano-Sabala, our Youth Advisory Council members participated in skill-building workshops focused on their values, goal setting, and public speaking. Youth Advisory Council members also provided valuable feedback about our programming and made suggestions to improve our processes and communication which were implemented.

We are incredibly proud, honored, and grateful for their agency, ideas, and engagement in this work. We are committed to empowering our youth and working alongside them this past year has provided incredible perspective. We can't wait to continue this work alongside our Youth Advisory Council in the new year.



# Eliminating Barriers

## Keeping families together

Gloria first connected with Project Hope Alliance in 2023. Gloria's three children attend Scholarship Prep Charter School, Project Hope Alliance's partner in Santa Ana. Like some families we support, Gloria is currently undocumented and is able to work to provide for her children because of DACA (deferred action for childhood arrivals). Gloria has maintained her job for several years and works hard to provide for her children so they can complete their education and break the cycle of poverty.

Recently, Gloria opened up to her Project Hope Alliance case manager, Celso, about her struggles. Gloria's DACA status was expiring soon and she did not have enough money for the renewal. She feared losing her job and worse, she feared deportation and her children being without their mother.

Celso immediately took action. He called several legal aid agencies but due to high demand, they could not follow up with Gloria for 5 days. Celso then contacted World Relief Southern California. Celso shared Gloria's story and fortunately, World Relief said they could help Gloria, but everyone needed to move fast.

Celso updated Gloria and asked her to call World Relief Southern California.



**Celso Fuentes**  
Partnership Manager

Gloria called and received an appointment for the next day. Gloria attended her appointment and was informed that World Relief Southern California would be assisting with the application process and fee to renew her DACA status. Gloria's renewal application was processed on time and her DACA status was renewed. By showing up and supporting Gloria, she continues to work and her kids continue to focus on their education.

Gloria's next goal is to become a legal resident and her dream is for all three of her kids to go to college.



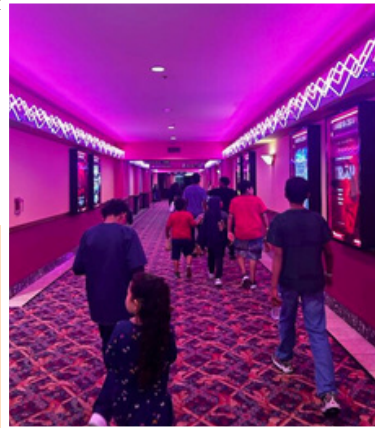




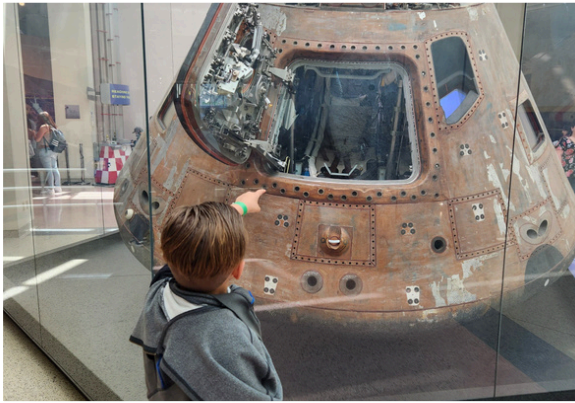
# Adventures, memories, and a **SUMMER FOR THE KIDS**

Project Hope Alliance supports kids year-round and our support is especially important when schools are closed. For many of our families, vacations, weekend trips, and even a trip to the beach is out of reach. Each year, Project Hope Alliance provides a summer enrichment program so our kids can create summer memories of their own and make friends.

Thank you to our wonderful partners and donors for helping our kids get outside, play, fully experience all that Orange County has to offer, and most importantly just be kids.









# STRONGER TOGETHER:

## Empowering Youth Through Corporate Team Building



Team building activities are essential to cultivating a company culture that thrives for years to come. Corporate partners like Rexford Industrial have placed philanthropy and volunteering at the center of their culture. This year, Rexford Industrial assembled hundreds of study survival kits for our youth and spent an afternoon beautifying our community space. Thank you, Rexford Industrial for supporting our mission to end homelessness for our kids!

“ We are dedicated to creating lasting, positive change throughout Southern California’s infill communities. Our RexForGood community engagement program weaves volunteerism and nonprofit partnerships into the fabric of our culture and operations. Through our partnership with Project Home Alliance, we are able to provide lasting support for children and youth experiencing homelessness.

– Kristy Silver  
Capital Project Manager at Rexford Industrial



The Rexford Industrial team volunteering for our annual spring cleaning in our community space.



# Support Beyond the Classroom

## Realizing dreams on the field

From the first time Sarah met her Project Hope Alliance case manager, Natalie, Sarah felt comfortable and knew Natalie was someone she could trust. Sarah quickly shared that she and her family were sleeping in their car. Despite their challenging living situation, Sarah maintains a positive outlook on life. When Sarah is not doing homework in Natalie's office or participating in school programs, she is part of the soccer and track team.

During a recent meeting with Natalie, Sarah started rubbing her left foot. Sarah shared that her feet were hurting from practice. She explained that she was wearing Converse sneakers at practice because they were her only shoes and her family couldn't afford to buy her new running shoes. Natalie knew that Converse were not adequate running shoes and after looking at Sarah's shoes, Natalie could also see that they were in poor condition.

To provide Sarah immediate relief, Natalie gave her a new pair of Vans that were recently donated to Project Hope Alliance. Natalie assured Sarah that she would seek additional resources for proper running shoes. After reaching out to a donor and sharing her story, the donor provided a brand-new pair of athletic shoes for Sarah the very next day.



**Natalie Garcia**  
Case Manager

Sarah is bright and committed to her education. One of Sarah's goals is to improve her attendance; she knows with her dedication to her education and her teams along with Project Hope Alliance's support, she will accomplish her goal. Sarah's dream is to graduate high school and secure an athletic scholarship so that one day she can play soccer professionally.



## TEAM KID



## BOARD OF DIRECTORS

### **Lynn Hemans**

*Board Chair*  
*Head Insights and Analytics, Chipotle*

### **April Negrete**

*Vice President*  
*HR Technology Consultant*

### **Dawn Bounds, Ph.D.**

*Secretary*  
*Assistance Professor, Sue & Bill Gross School of Nursing, UCI*

### **Pete Deutschman**

*Treasurer*  
*President, The Buddy Group*

### **Sean Boulton, Ed.D**

*Director*  
*Principal, Newport Harbor High School*

### **Josh Friend**

*Director*  
*CEO, Insellerate*

### **Eric Rans**

*Director*  
*Partner, Michelman & Robinson LLP*

### **Ray Weston**

*Director*  
*Vice President & General Counsel, Retired Taco Bell*

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### **James Peterson**

### **Sheila Peterson**

### **Tara Mackenzie**

### **Kevin Mackenzie**

### **Jason Levy**

### **Christine Fontana**

### **Julie Hill**

### **Kelly Kannwischer**

### **Eric Morgan**

### **Vicki Perry**

### **Susi Eckelmann Kizer**

## SENIOR LEADERSHIP

### **Jennifer Friend, J.D.**

*Chief Executive Officer*

### **Shelby Feliciano-Sabala, MSW**

*Chief Partnership Officer*

### **Shelly Sennikoff**

*Director of Finance and Administration*

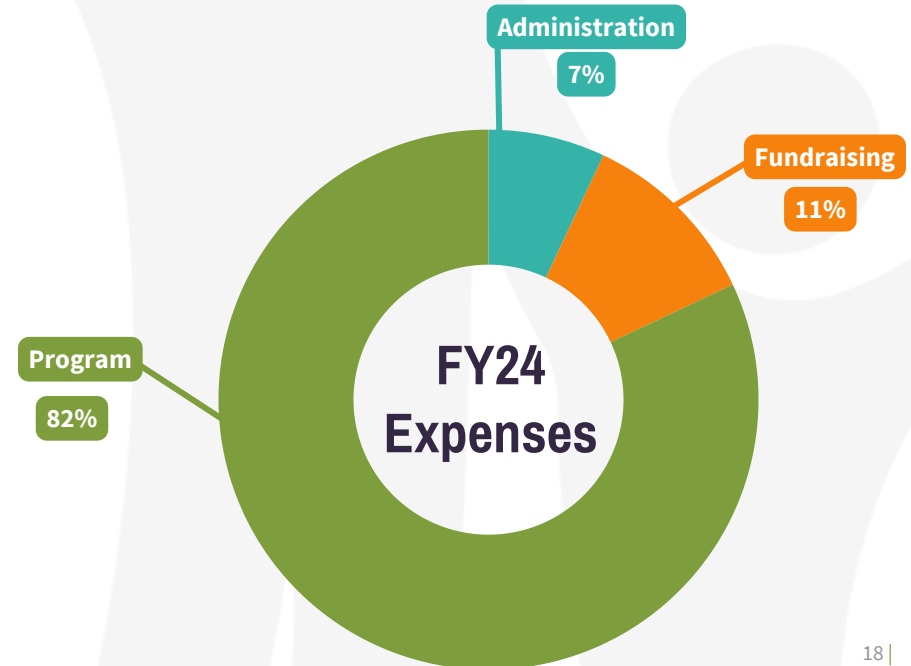
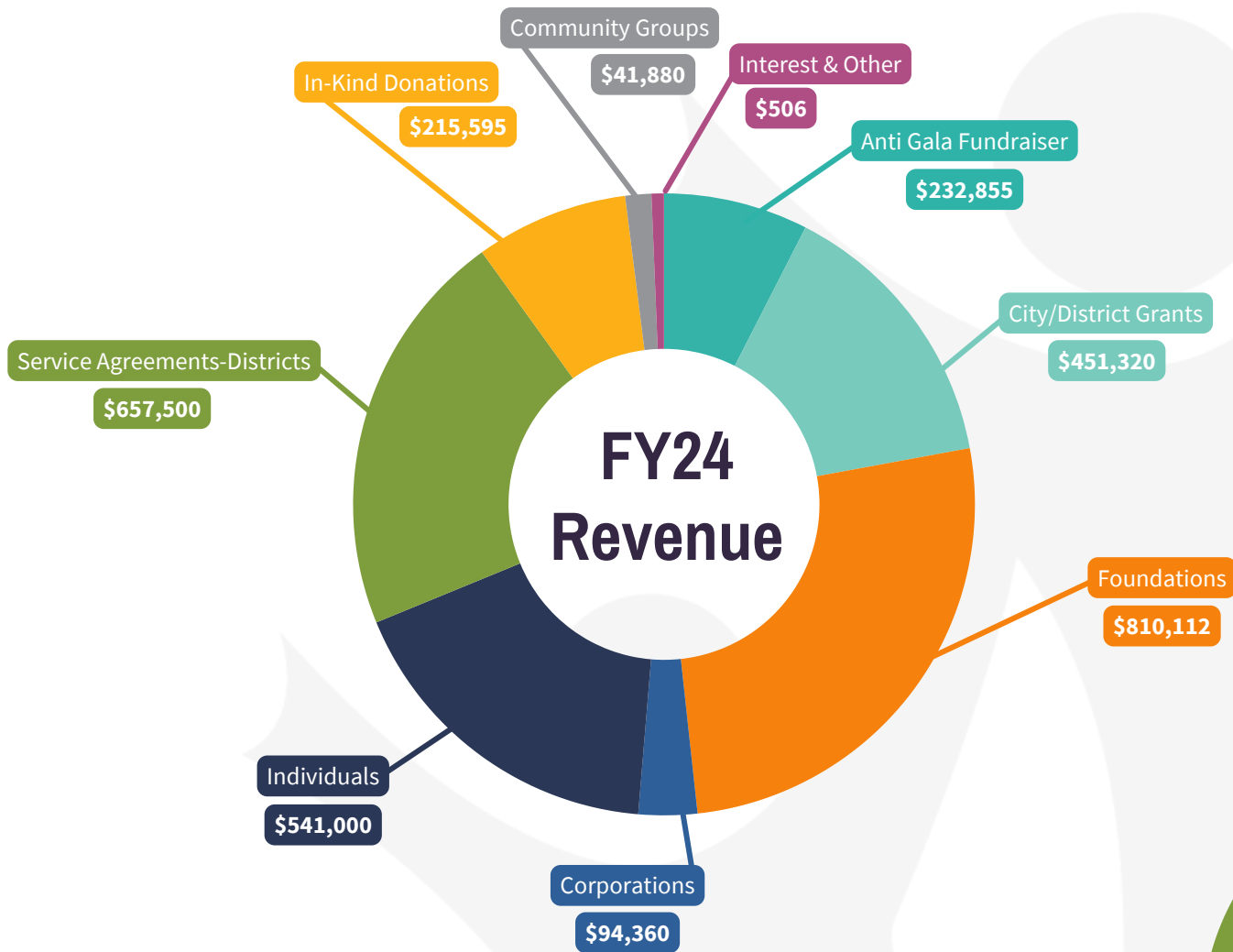
### **Lucia Nguyen**

*Director of Program*

### **Annie Song, MPA**

*Director of Development*

# FINANCIALS



FY24 Total Revenue  
**\$3,045,129**

Note: Audited financial statement will be available on our website by 12/31/2024



# THANK YOU TO OUR GENEROUS SUPPORTERS AND PARTNERS

\$100,000 – \$499,999



## DevTo Support Foundation

DAVID R. CLARE & MARGARET C.  
CLARE FOUNDATION



\$50,000 – \$99,999



EVENING STAR  
FOUNDATION

LOUIS AND  
ELIZABETH GRIES



WARNE  
FOUNDATION

LESLIE AND ROB  
MESERVE

\$25,000 – \$49,999

NANCY E. AND WILLIAM  
S. THOMPSON FAMILY  
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NAVARRO FAMILY

ARGYROS  
FAMILY FOUNDATION

LAURA KHOURI





# Kids Helping Kids







# TEAM KID

