

2017 Annual Report



HUNGER FOR SUCCESS®

From our founder

Dear supporters and community stakeholders,

We are celebrating our third year and a lot has changed within our organization. Hunger For Success has experienced a tremendous amount of growth in three specific ways:

1. We exceeded \$60,000 of funding for the first time.
2. We expanded to Los Angeles, California
3. We hired a consultant to help us recruit more participants and plan a fundraising event.

This will allow **Hunger For Success** to help more people and cover much of the West Coast. This type of growth comes with a tremendous amount of responsibility. Our board of directors are careful to safeguard this funding and work diligently to motivate other foundations, corporations, and individuals to continue to invest in our growth.

In 2018, we will focus our energy on the following areas:

1. Get certified and register with the State of Washington's DSHS Vocational Rehab department.
2. Apply for more grants in Washington, Oregon, and California.
3. Establish more corporate partnerships.
4. Double the amount of people we help find and keep family wage jobs.

Please join us in our efforts to reduce poverty.

At your service,



Brad Lebowsky

Founder



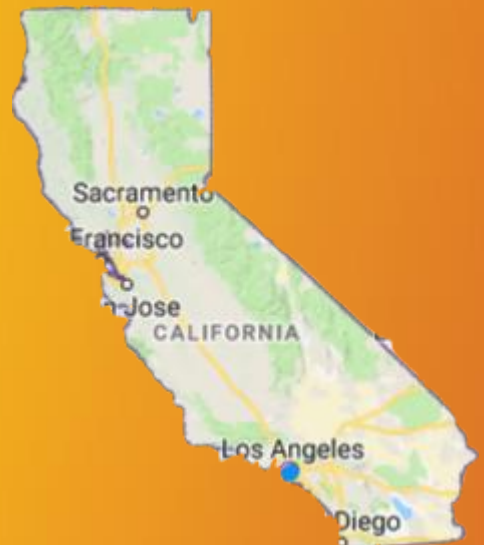
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What makes us different:

- Evidence based approach that has been tested and proven for over 25 years.
- Focused on helping people find and keep family wage, full time jobs.
- The only nonprofit organization implementing Professional Development training to ensure long lasting employment.
- No other organization follows you through your entire development journey, from High School to College to profession and beyond.
- Hunger For Success™ was started by professional managers with over 50 years (combined) of training and development success.



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Our Program



Our Approach

Resume Building: We help our participants customize their resume to bring out their unique talents. Using a personal mission statement and accomplishment statements, we will separate them from the rest and increase their chances of getting an interview.

College Navigation: We provide our participants with a step-by-step College entrance guide, scholarship lists, and a list of colleges to help them navigate the entrance process.

Our Approach

Professional Development: Our training includes strength based management, listening skills, and generational strategies. We use books from Marcus Buckingham, Charles Green, and Haydn Shaw.

Job Placement: We help our participants find and keep a full time, family wage jobs. We stay with them for at least six months into their job for mentoring. We use a personalized development plan and conflict resolution to help their success.



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Our Accomplishments

Community Impact

	2017	2016	2015
Total Outreach:	64	46	84
Total Participants in Training:	21	9	7
Total Social Media Impressions:	21,220	7,517	4,974
Total Family Wage Jobs Found:	14	6	2

Who are we meeting?

- Single Mothers
- People who are in transition (homeless)
- Barriers to employment
- Criminal backgrounds (felon)
- Veterans
- Laid-off professionals
- People wanting to start small businesses



How participation works?



Our participants can stay with us for years even after they have found and kept a family wage job. Our current number of participants shows how many people we're engaging, people both employed and unemployed.



Why our mission is important

Race	General Population	Homeless Population
Latino	48%	35%
White	28%	20%
Asian/Pacific Islander	14%	1%
African American	8%	40%
Other	2%	3%

Source: [Los Angeles Homeless Services Authority](#)

2017 Demographic Characteristics	City of Los Angeles	All Los Angeles County
Veterans	2,518 (7%)	4,828 (8%)
Chronically Homeless Individuals	10,617 (31%)	16,916 (29%)
Chronically Homeless Family Members	136 (0.4%)	615 (1%)
Substance Abuse Disorder	6,321 (20%)	9,285 (18%)
Brain Injury	3,301 (11%)	4,691 (9%)*
Persons with HIV/AIDS	897 (3%)	1,160 (2%)
Serious Mental Illness	10,617 (31%)	15,728 (30%)
Physical Disability	5,894 (19%)	8,829 (16%)*
Developmental Disability	2,104 (7%)	3,213 (6%)*
Domestic Violence Experience	11,277 (36%)	17,945 (34%)

* Accumulated numbers for all Service Planning Areas. These do not necessarily equal county-wide totals.



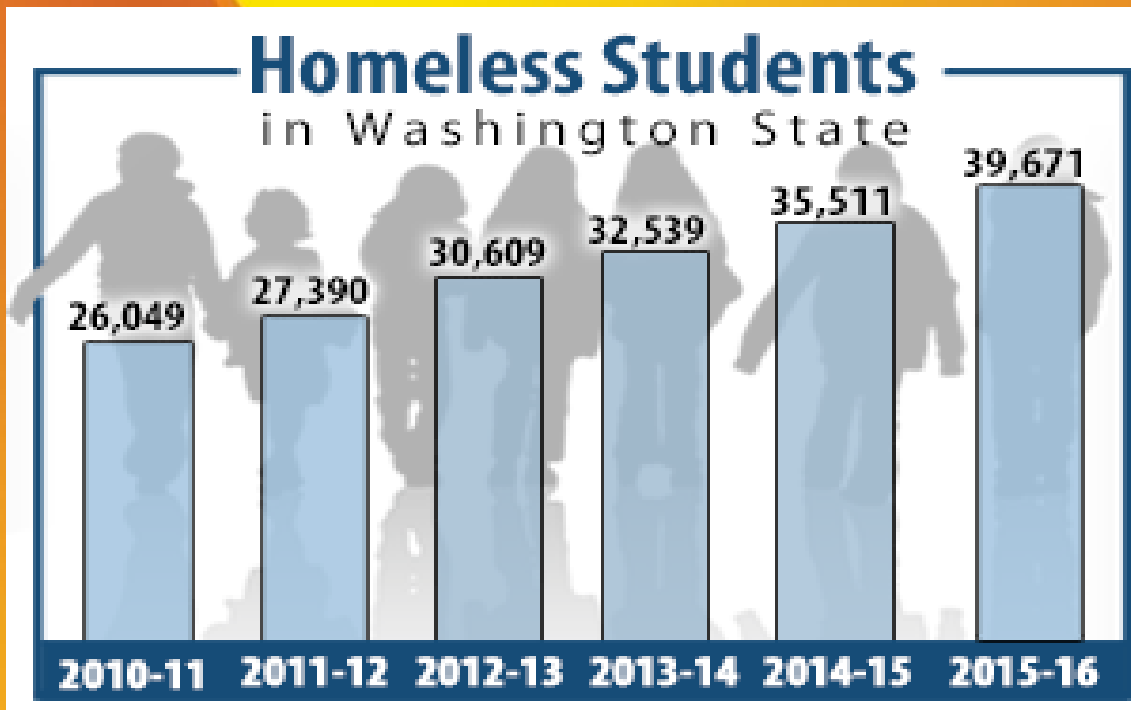
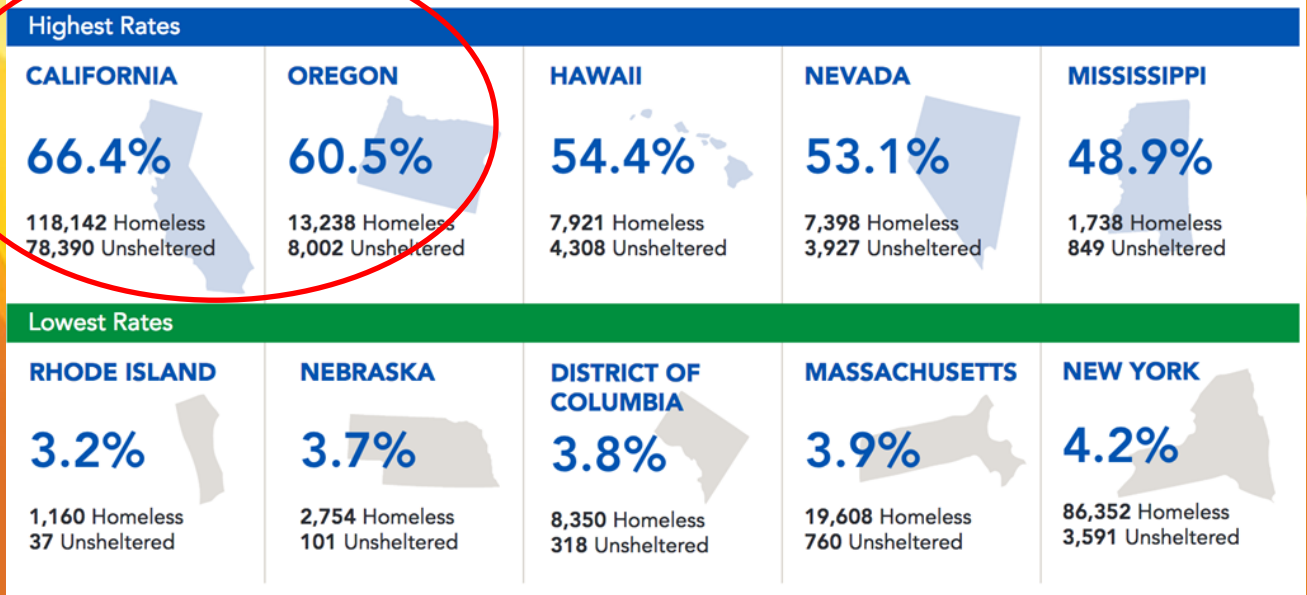
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Why our mission is important

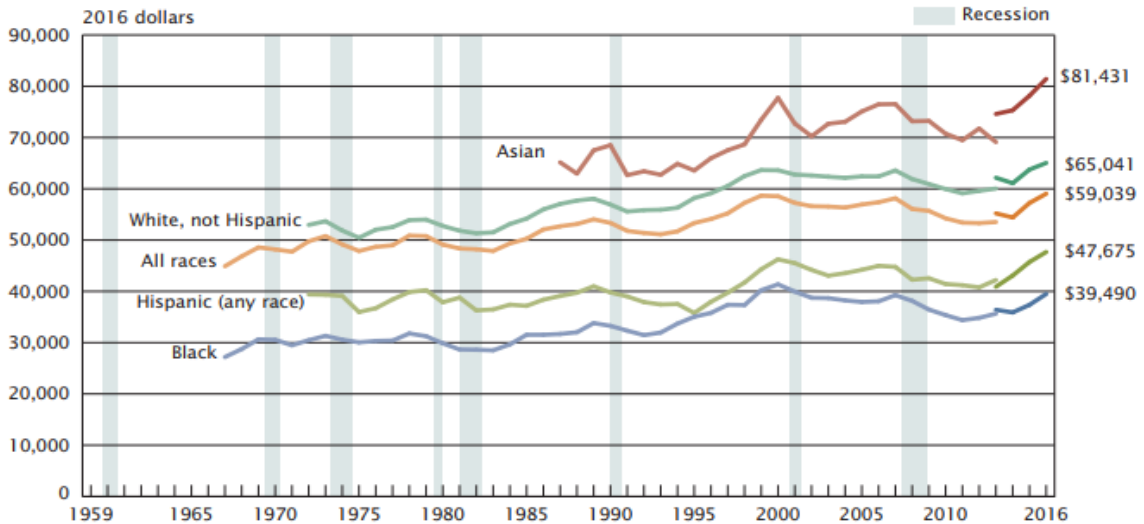
EXHIBIT 1.8: States with the Highest and Lowest Rates of Unsheltered Homeless People 2016



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Why our mission is important

Figure 1.
Real Median Household Income by Race and Hispanic Origin: 1967 to 2016



Note: The data for 2013 and beyond reflect the implementation of the redesigned income questions. The data points are placed at the midpoints of the respective years. Median household income data are not available prior to 1967. For more information on recessions, see Appendix A. For more information on confidentiality protection, sampling error, nonsampling error, and definitions, see <www2.census.gov/programs-surveys/cps/techdocs/cpsmar17.pdf>.

Source: U.S. Census Bureau, Current Population Survey, 1968 to 2017 Annual Social and Economic Supplements.

Main reasons for being homeless according to homeless individuals surveyed

- ✓ Unemployment
- ✓ Lack of Affordable Housing
- ✓ Mental Illness
- ✓ Substance Abuse
- ✓ Access to Services
- ✓ Low Paying Jobs
- ✓ Family Disputes

Said mental illness



Said substance abuse

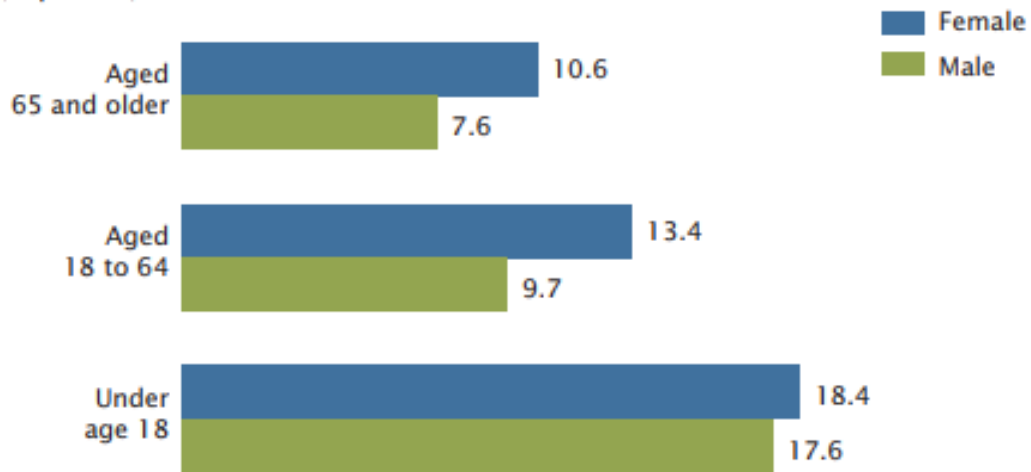


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Why our mission is important

State	Municipality	2016 population	% in poverty	% children in poverty	Median household income	Median family income
CA	LA	3,909,244	19.5%	28.5%	\$54,432	\$61,372
OR	PDX	627,134	14.7%	18.8%	\$62,127	\$80,758
WA	VN	172,899	12.4%	15.3%	\$56,615	\$67,876

Figure 6.
Poverty Rates by Age and Sex: 2016
 (In percent)



Note: For information on confidentiality protection, sampling error, nonsampling error, and definitions, see <www2.census.gov/programs-surveys/cps/techdocs/cpsmar17.pdf>.
 Source: U.S. Census Bureau, Current Population Survey, 2017 Annual Social and Economic Supplement.



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Our Strategic Plan

Our 2017 Plan Accomplishments:

1. Increase their recruiting with high schools and colleges: **Acquired a partnership with a local school district serving five high schools.**
2. Build our individual donor base: **We achieved over \$60,000 of funding for the first time.**
3. Obtain more feedback: **we sat down with community stakeholders and our participants and improved our services to find more family wage jobs.**

Our 2018 Plan:

DOUBLE OUR PARTICIPANT BASE:

Leveraging our three State strategy we will grow participants with the following investments:

1. CALIFORNIA: Partner with social service agencies and one local high school
2. WASHINGTON: Contract with the State's Vocational Rehab
3. OREGON: Increase community partnerships

INCREASING FUNDING:

- ✓ Apply for a minimum of 20 grants in 2018
- ✓ Increase our corporate sponsorships from \$1,500 to \$5,000
- ✓ Implement on fundraising event in Los Angeles

MORE FAMILY WAGE JOBS:

We will find more family wage jobs for more participants than ever before.



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Our Strategic Plan

S.M.A.R.T Goals:

DOUBLE OUR PARTICIPANT BASE:

S Obtain three new partnerships in Los Angeles to recruit 50 total participants throughout the West Coast in 2018 **M**

A Contract with Washington State by 1/2018 **M**

R Obtain a new community partner in Oregon by June 2018 **M**

T

Specific

Attainable

Relevant

Yes

Time Based

Measurable

INCREASING FUNDING:

S Apply for a minimum of 20 grants in 2018 to raise \$100,000 **M**

Increase corporate sponsorships to \$5,000 **M**

A • 20 grants by June 2018

R • Fundraising event in LA on May 5, 2018

T

Specific

Attainable

Relevant

Yes

Time Based

Measurable



Our Strategic Plan

S.M.A.R.T Goals:

MORE FAMILY WAGE JOBS:

S

70% of participants are working in full time family wage jobs



Measure specific jobs by participants quarterly

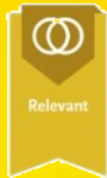
M



A

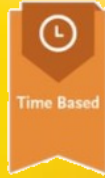


R



Yes

T



Monthly progress reports for each participant. Communication with each participant every two weeks at a minimum.

NEW TOOLS for 2018:

- New participant guide
- New employment plans
- New monthly progress reports
- New evaluation plans
- New participant intake form



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Our Financial Performance

Balance Sheet

	Total	
	As of Dec 31, 2017	As of Dec 31, 2016
ASSETS		
Business Savings	30,009	0
TOTAL BUS CHK (9811)	2,711	931
Total	<u>\$32,720</u>	<u>\$931</u>
TOTAL ASSETS	\$32,720	\$931
LIABILITIES & EQUITY		
Total Liabilities		
Equity		
Net Assets	931	356
Net Revenue	31,788	575
Total Equity	<u>\$32,720</u>	<u>\$931</u>
TOTAL LIABILITIES & EQUITY	\$32,720	\$931



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Our Financial Performance

Profit and Loss Statement

	Total	
	As of Dec 31, 2017	As of Dec 31, 2016
Revenue		
Corporate Donations	1,592	0
Fee for Service	7,075	2,370
Grants and Foundations	50,000	0
Individual Donations	1,364	2,413
Interest Earned	<u>9</u>	<u>0</u>
Total Revenue	\$60,040	\$4,783
Expenditures		
ADMINISTRATIVE EXPENSES	4,690	1,979
FUNDRAISING EXPENSES	125	153
MARKETING EXPENSE	763	448
PROGRAM EXPENSES	22,673	1,628
Total Expenditures	<u>\$28,251</u>	<u>\$4,208</u>
Change in Net Assets	\$31,789	\$575



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Engagement

DONATE

To support Hunger for Success™ visit our **NEW** website at:

www.helpH4S.org

VOLUNTEER/MENTOR

To volunteer for Hunger for Success™ send us an email:

info@helpH4S.org

SOCIAL MEDIA and ONLINE



WA and OR: 360-HELPH4S (435-7447)
Los Angeles, CA 323-673-440



info@helpH4S.org

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Access our podcast, [The Career Mentor Podcast](#) on iTunes, Spotify, or by using the mobile app from Podbean.com.

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