

OUR COMMUNITY LA™

Technology • Empowerment • Connections • Hope



October 2021 Newsletter



In This Issue

1. Introducing WIN Spanish
2. Founder's Corner
3. Inaugural Spring Showcase
4. Domestic Violence Awareness
5. Team WIN
6. OCLA's New Website
7. Introducing New Team Members
8. Thank you to our Volunteer
9. WIN Postcards
10. OCLA Social Media

Our Mission

OCLA leverages technology to empower youth, adults, and families experiencing homelessness or resource-insecurity to find essential services. Our mobile and online tools break information barriers to offer our most vulnerable community members access to the help they need to make positive changes in their lives.

INTRODUCING WIN: WHAT I NEED SPANISH

THE SAME FREE AND
CONFIDENTIAL APP
NOW IN SPANISH



Begin with WIN: now in English and Spanish!

WIN What I Need is now available in Spanish! – 48.6% of LA County residents are Latinx; WIN Spanish is intended to break language barriers and empower homeless and/or struggling Latinx residents to find supportive services. WIN Spanish empowers Spanish readers to search for and connect to over 2000 free programs. It will also send Spanish announcements about important community events directly to users' phones.

How does it work? When downloaded, the WIN app will appear on your phone in the language you have selected in your settings. It is easy to change languages as well! Simply open your profile (in WIN's menu) and toggle from English to Spanish! **Download WIN today!**

WIN Spanish was notably supported by Paola Alvarado, who translated WIN's entire database; DogTown Media, who provided pro bono translation of the app "skin"; and the LA County Supervisor's Sheila Keuhl and Kathryn Barger who each provided discretionary grant funding to help bring WIN to LA's Spanish-speaking communities!

[Learn how to Download WIN Now!](#)

Founder's Corner

Dear Friends,

It has been a busy summer/fall at OCLA. Our June Inaugural Showcase, thanks to our incredible performers and your strong support, was a resounding success! Usage of the WIN app is rising and we are excited to announce that WIN 4.0, released in early October, is available in English and Spanish! The LA Works Signature Project Leadership teams are leading weekly volunteer efforts to keep WIN's database up-to-date and Team WIN is hard at work producing their SurVibe with WIN video series.

As we move towards shorter days and cooler nights, our unsheltered and struggling neighbors will need increased support to remain warm and healthy. In the months ahead, we will be focused on spreading the word about WIN. We are piloting a door-to-door WIN outreach program in South LA and will soon be looking for Begin with WIN community ambassadors volunteers to help us raise awareness about WIN around the county.

WIN Spanish, Team WIN, and our 'mission-critical' outreach programs are possible because of your ongoing **support**.

Thank you!

Dr. Denise McCain-Tharnstrom

Founder/President Our Community LA

Spring Showcase

Inaugural Spring Showcase Recap



OCLA'S INAUGURAL SPRING SHOWCASE 2021

OCLA'S Inaugural Showcase on Sunday, June 6th was a TREMENDOUS SUCCESS thanks to our incredible supporters! This virtual event, masterfully MC'd by the talented Howard Behman, showcased talented artists and speakers, many of whom have lived experiences of homelessness. To date, the Showcase has raised over \$19,000.00 in donations! It was a wonderful evening and we are filled with gratitude for your support.

We want to shout out to our incredible performers, Bella Hicks, Charles Brunson, Ishika Muchhal, Marcella Tracy, Sal Lozano, Shahid Osuna, Leeav Sofer and The Urban Voices Project, and Iron Donato, Lorraine Morland, Stephanie Bell, Anthony Tone Tone Taylor from The Los Angeles Poverty Department for their amazing performances. Our speakers, Bob and Pam Krupka, Dr. Jennifer Kottke, and Team WIN Panelists Andria Dunbar, Perla Espinoza, and Tony Rodriguez discussed the critical role of technology and mobile app's are a direct service need of those who are struggling!

Event Co-Chairs, Austin Haye and Melissa Schoonmaker, and committee members Ishika Muchhal and Tony Torrico, kept the virtual event running smoothly. If you missed it, you can watch it on Our Community LA's YouTube channel: https://youtu.be/XC9u_0g_Clo



WIN Statistics:

- WIN was downloaded by first-time users over 3.3K times between January 1- September 30th
- In September 2021, WIN was used 1.7K times by users looking for resources.
- The 5 most searched categories were Shelter, Food, More, Jobs, and Health.
- South LA, Metro LA, San Gabriel Valley, Santa Monica, and Long Beach were reported as the top search regions

October is Domestic Violence Awareness Month

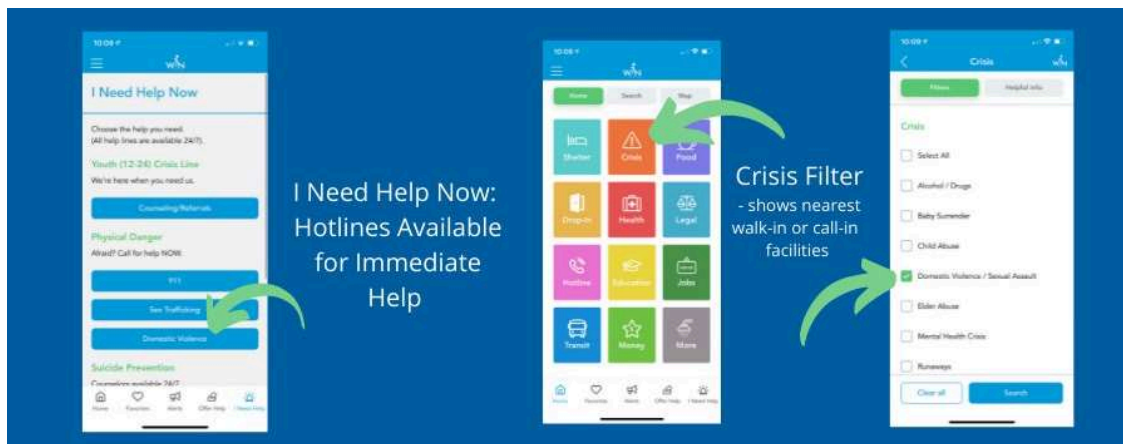
**DOMESTIC
VIOLENCE** 
AWARENESS MONTH

More than half of LA's homeless women report that they have experienced domestic or interpersonal violence (**DVHSC**). While housing insecurity and poverty make it harder for people experiencing domestic violence to escape, many of those who flee domestic violence and abuse often end up on the streets. Others struggle with severe resource insecurity as they work to build a new life for themselves and their children away from their abuser.

If you or someone you know is experiencing domestic violence, use WIN to connect with a provider who can help you.

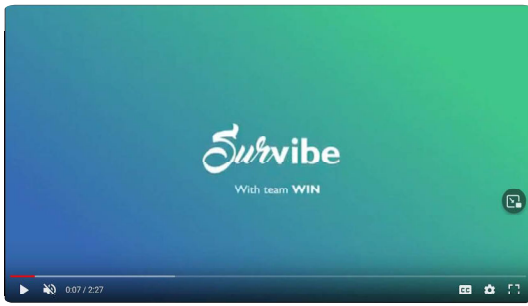
WIN: Domestic Violence Resources

WIN feature "I Need Help Now" button that takes users to a list of 24/7 emergency hotlines, including specific numbers for domestic violence and sex trafficking crisis situations. Users can also find more domestic violence and sexual assault resources under the crisis category. This will provide contact information of free and confidential facilitates.



Team WIN

Team WIN members (Perla Espinoza and Andria Dunbar) under the leadership of marketing and social media consultant, Tony Rodriguez, have been focusing on scripting, editing, and producing videos for the new website and our YouTube channel. Learn how to use the WIN app with their video "How to Use the WIN App" available in English and Spanish. And definitely watch their ongoing SurVibe Videos, which offer supportive tips for how to "shop" at a food pantry, how to cook a healthy meal from a food pantry box, determine if you qualify for a free Obama phone, and more! These short videos are featured on **OCLA-Our Community LA's** YouTube Channel.



Team WIN members, Perla Espinoza and Andria Dunbar, visit their local food pantry and explain how to use the WIN: What I Need App to find and sign up for a food pantry near you!

OCLA's New Website!

Coming Soon... OCLA's new website will feature a Find Help Section!

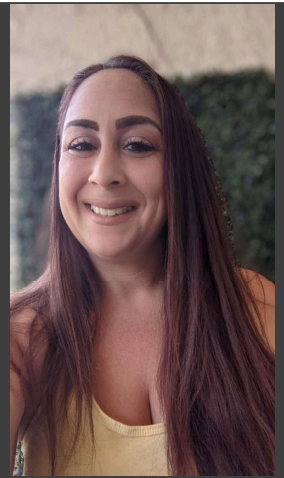
Launching in November 2021, OCLA's new homepage will feature an easy-to-use Find Help Section with links to the online version of the WIN app, Community Resources and Announcements, Team WIN's SurVibe video series, and a searchable pdf of the most recent Directory of Services for Homeless Youth and Adults in LA County.



Introducing OCLA's Newest Team Members

Jen Ortiz OCLA's Community Data Specialist

Should your agency be in WIN? Reach out to Jen! Bringing with her expertise gained in over 11 years in the nonprofit world, Jennifer Ortiz joined OCLA to oversee WIN's community provider database. Jen is responsible for the maintenance and updating of the WIN database, as well as raising awareness about WIN among community providers. To learn how to have your agency included in WIN, update your agency information or to obtain general information about how to introduce WIN to your community, contact Jen at windata@oclawin.org.



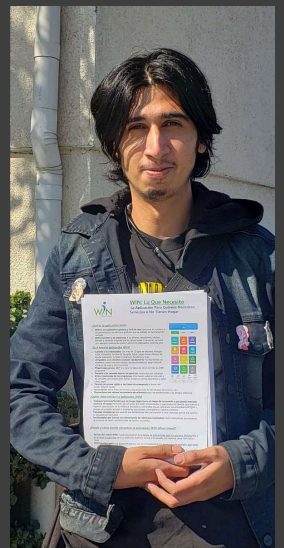
Lisa Nguyen OCLA's Outreach and Communications Coordinator

Lisa Nguyen, an MPH student at the UCLA Fielding School of Public Health with a strong interest in supporting the well-being of marginalized communities, joined OCLA in August of 2021. Lisa is responsible for OCLA's social media and newsletter, and in building community partnerships to spread the word about WIN. Are you or your nonprofit interested in helping us get the word out about WIN in your community? Contact Lisa at outreach@oclawin.org.



Eduardo Bracamontes WIN's South LA Direct Outreach Lead

Eduardo Bracamontes has joined OCLA to spearhead OCLA's new pilot- a direct outreach program based in South LA. Eduardo will be spreading the word about WIN door-to-door to South LA businesses and residences. If your South LA business is interested in receiving WIN flyers to give out to your clients or if you are interested in inviting OCLA to present on WIN at a South LA event, please contact Eduardo at WINinSLA@oclawin.org.



Thank You to Our Volunteer Intern

Zander Levy, a sophomore at Chapman University, volunteered with OCLA as a database intern from December-June 2021. A Creative Producing major interested in the business of entertainment, and native LA County resident, Zander has volunteered at various homeless shelters and food banks since he was in high school. He chose to work with OCLA in 2021 because he wanted to support WIN's broad ability to support the greater Los Angeles community. Much of Zander's time was devoted to updating programs related to Health and Domestic Violence, which he reported was very fulfilling.

Volunteering with OCLA was a terrific experience and he recommends it highly for those interested in community outreach and assisting the homeless in LA!— Chapman reopened this fall and Zander has returned to classes but we miss him! Thank you, Zander, for volunteering with OCLA/ WIN!



WIN: What I Need Information Postcards

¿Necesita refugio, comida, o atención de salud?

Comienza con **WIN**
WHAT I NEED

Una aplicación GRATUITA y confidencial que te conecta con recursos gratuitos en el condado de Los Angeles. **WIN What I Need®** es el primer paso para obtener apoyo.

Descarga WIN What I Need® Hoy:

No tiene teléfono?
Utiliza WIN por Internet:
www.oclawin.org

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800LA2021

#OCLAWIN #BeginWithWIN #WINAPP #TEAMWIN

NEED SHELTER, FOOD, HEALTHCARE?

Begin with **WIN**
WHAT I NEED

A FREE and confidential app that connects you to free resources in LA County. **WIN What I Need®** is the 1st step to getting support.

Download WIN What I Need® Today:

No phone?
Use WIN online at:
www.oclawin.org

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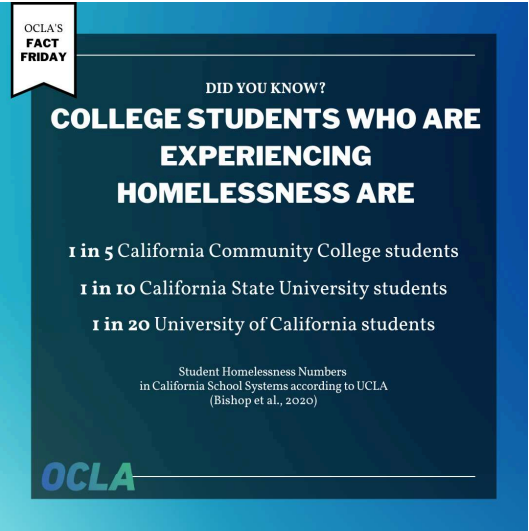
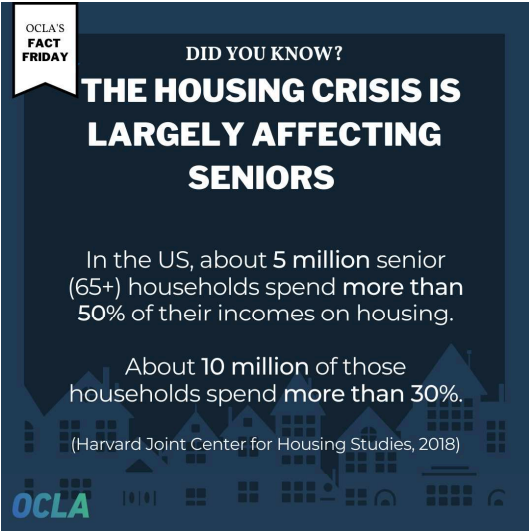
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#OCLAWIN #BeginWithWIN #WINAPP #TEAMWIN

OCLA is distributing informational cards about the WIN: What I Need app to our community partners to share with their clients and neighbors. The Begin With WIN cards are two-sided; one side is in English

and the other is in Spanish text. To place an order, please email Lisa at outreach@oclawin.org detailing the quantity you would like or any questions about the cards.

OCLA Social Media



Follow us on Social Media!

We use Instagram, Twitter, and Facebook to share helpful resources with our community! Every Friday we share a fact about homelessness and resource insecurity. Our goal is to continue to advocate and raise awareness for these issues. Above are previews of the previous two months.

Find us on Twitter [@oclawin](#), Instagram [@ourcommunityla](#), TikTok [@winwhatineed](#), and Facebook [@ourcommunityla](#).



Donate to OCLA and WIN

We welcome all contributions to support our services!



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