



In This Issue

1. Founder's Corner
2. Thank You to Donors
3. WIN Usage in 2022
4. Community Events
5. Partnership Matters!
6. Team WIN
7. Outreach Matters!
8. February is Black History Month
9. 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.

Learn how to Download WIN Now!

Founders Corner

Dear OCLA Supporters,

I am very proud to share that in 2022 OCLA significantly expanded outreach into high-need communities, Repair the World joined our ongoing volunteer database

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many new partners joined us to spread the word about WIN. (see list below)

Not surprising, as more people learned about WIN, usage rose to its highest levels ever- WIN was used to search for help nearly 27000 times in 2022.

We are proud that we are directly supporting those in need all around LA County- both the homeless and those who are struggling to avoid homelessness. But we know we must do more—new people fall into homelessness daily, many for the first time- while thousands more find themselves having to choose between food and utilities, rent and healthcare.

I invite you to support our technology and help us expand our outreach into high-need communities. We'd love for you to volunteer with one of our database volunteer teams, become an ambassador, and spread the word about WIN in your community and/or raise funds for OCLA in support of WIN among your network!

Together we can ensure even more people know about WIN's ability to help them!

Dr. Denise McCain-Tharnstrom

Founder/President Our Community LA

[Read More About OCLA Leadership](#)

Thank you to our End of Year Donors!

OCLA extends deep appreciation to all Giving Tuesday & December Donors! All donations made from 11.29-12.31.22 were matched by an anonymous donor!

Gifts are welcomed year-round to support our mission of connecting anyone in need to helpful nearby services. We also highly value our Angel Donors who make regular once/month contributions in support of OCLA!

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We welcome all contributions to support our services!

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The WIN Impact Report: 2022

IN 2022 WIN WAS USED MORE THAN EVER BEFORE!

- **26941** = NUMBER OF TIMES WIN WAS USED ONLINE TO SEARCH FOR HELP
- **7558** = FIRST-TIME MOBILE DOWNLOADS (INCREASED OVER 2021 BY 189%)
- **3051** = CALLS TO AGENCIES MADE THROUGH WIN APP
- **CRISIS LINES** = MOST CALLED AGENCIES THROUGH WIN: *Suicide Prevention, Cal Youth Crisis Line, Trevor Project, & LA County Domestic Violence Hotline*
- **24/7** = WIN WAS USED TO SEARCH FOR HELP IN EVERY HOUR OF THE DAY
- **THE TOP 5 CATEGORIES SEARCHED** = SHELTER, FOOD, MONEY, JOBS, MORE
- **88 CITIES** = USERS IN ALL 88 CITIES USED WIN TO SEARCH FOR HELP
- **TOP 10 USER LOCATIONS** = CITIES WITH THE MOST USAGE OF WIN: *Los Angeles, Van Nuys, Long Beach, Pacoima, North Hollywood, Palmdale, Whittier, Inglewood, Compton, Hawthorne*

OUTREACH MATTERS! WIN CAN ONLY HELP THOSE WHO KNOW ABOUT IT.

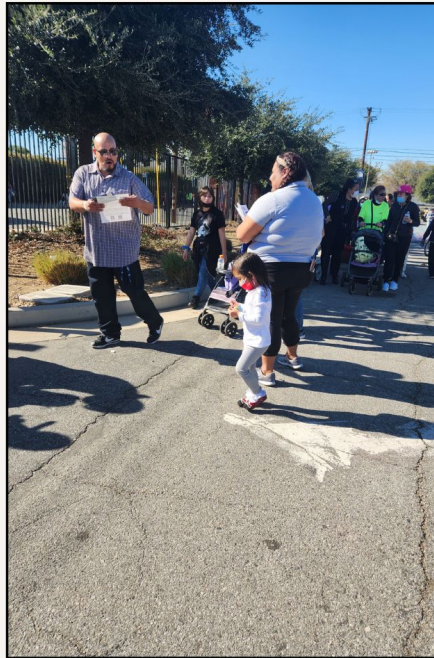
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Community Events

December and January were busy! The OCLA team attended numerous community events to raise awareness about WIN. Live events included meeting with families at a family resource night at Hollenback Middle School, tabling at the Santa Monica Probation office, and walking in the Martin Luther King Jr Parade. They also joined



OUR AMAZING 2022 PARTNERS

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supporters. THANK YOU to our 2022 agency partners including the City of Bell, City of Montebello Parks and Rec, City of Palmdale, Compassion Heart Food Drive of Montebello, CORE, Community Fridges in Whittier, Crewshaw High School, Culver City Backpack Program, Hollenback Middle School Parent Resource program, Homelessness and Refugees Renter Rights in MidCity, Los Angeles Homeless Service Authority Spa 7, LA CADA, Long Beach Youth Festival, Los Angeles County Office of Education, MLK-BHC program, New Story Church, People Pantry, and South Central Family Health. WE APPRECIATE YOUR SUPPORT!

Looking ahead to 2023- We look forward to working with existing partners and welcoming new partner support. If your agency or business would like to help us raise awareness about WIN, please contact us at outreach@oclawin.org



Team WIN

Team WIN is excited to announce that they are developing 2 new projects for 2023! *Perla*, who is working towards her dietician degree, will be releasing monthly videos showcasing how to cook healthy and delicious meals with food readily obtained from a Food Pantry or low-cost market. *Andria* will be the lead voice for the Voices of Team WIN, a blog devoted to observations of how homelessness and resource insecurity impact students and others in our community. **Stay tuned!!**

WIN: What I Need Information Postcards

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Comienza con WIN
WHAT I NEED

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#WINAPP #TEAMWIN

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.

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GOCLAWIN #BeginWithWIN
#WINAPP #TEAMWIN

Share Begin With WIN Information cards with your community! The Begin With WIN cards are two-sided; one side is in English and the other is in Spanish. OCLA provides cards to all volunteers, businesses, and agency staff for distribution within the community. To request cards, please email Genesis at outreach@oclawin.org and state the quantity you would like to receive.

WIN Outreach in 2022 - OUTREACH MATTERS!

OCLA 's outreach efforts include offering presentations, attending community events and resource fairs, supporting food distributions with our presence as well as providing WIN materials to clients, and more.

Since the County lifted the COVID restrictions in March, 2022. OCLA staff have:

- Attended 21 Community Meetings
- Given 11 WIN Presentations to other Agencies or governmental entities
- Attended 23 Resource Fairs/Community Fairs around LA county;
- Supported numerous food distributions and provided flyers about WIN for inclusion in food baskets

South LA Outreach - The South LA Outreach is a “boots on the ground, door-to-door” program designed to raise trust and awareness about WIN in this high-need, under-served community. Between March 01, 2022- December 31, 2022, our bilingual part-time staff knocked on the door of 1016 residents in low-income areas, spoke to 25 small businesses to invite them to promote WIN, developed relationships with 8 SLA parks that now make WIN outreach materials available to park guests, and attended 14 South LA area events where he introduced attendees to the WIN app and helped them navigate the app to find support

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FEBRUARY IS BLACK HISTORY MONTH

February is **Black History Month**, and it is an important time to acknowledge that African Americans, who represent 13 percent of the general population, account for 39 percent of people experiencing homelessness and more than 50 percent of homeless families with children. Rental/housing discrimination, poverty, inadequate access to healthcare, and incarceration are some of the causes we must address to change these outcomes according to the **National Alliance to End Homelessness**.

Black History Month is also an important time to celebrate the many accomplishments of prominent African Americans. Here are a few ways you can learn more:

- Visit the **LA Public Library** and learn about LA's early African American leaders including newspaper owners, educators, religious, and civic leaders!
- Visit **California's African American Museum** located in Exposition Park.
- Attend **The Annual Pan African Film & Arts Festival**. Held between February 9th through February 20th, the PAFF is the largest Black film and arts festival in the United States.
- **Santa Monica's Black History Month** Programs will run in the month of February and include exhibits, dance, art, talks, food trucks, and more.
- **41st Annual Black History Parade and Festival** in Pasadena on Sat., Feb 18th: noon-4pm.

FOLLOW US ON OCLA Social Media

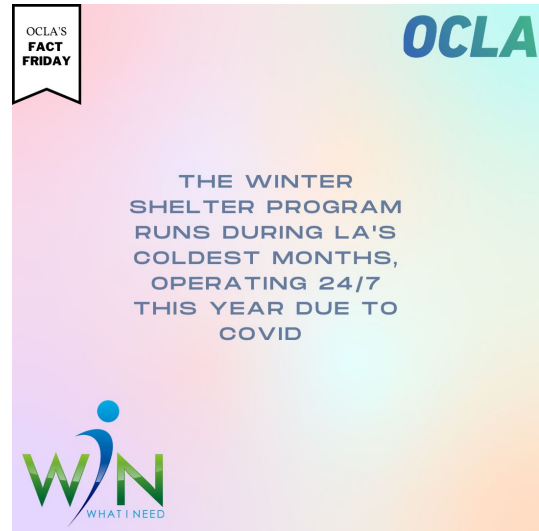
We use Instagram, Twitter, and Facebook to share helpful resources with our community! And every Friday we share a fact about homelessness and resource insecurity or programs that can help if you are experiencing homelessness.

Find us on Twitter @oclawin, Instagram @ourcommunityla, TikTok @winwhatineed, and Facebook @ourcommunityla.

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