

# OUR COMMUNITY LA™

Technology • Empowerment • Connections • Hope



## FEBRUARY 2024 NEWSLETTER

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### 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!

## Founder's Corner

Dear OCLA Friends & Supporters,

I am very proud to share that 2023 was a great year for OCLA as you, our supporters, donors and funders, enabled us to do more to serve communities in need. We are grateful that you share our guiding vision- that no one should be without access food, shelter or other resources simply because they do not know how to find help. *Thank you!*

In 2023 we significantly expanded outreach into high-need communities, added new community partners who are promoting WIN among the communities they serve, (see our outreach and impact reports below,) and added new technological capacity to WIN in order to add new ways users can use WIN to find help. (see what's new in WIN below.) We released the WIN Housing Survey, an in-app interactive quiz that helps users learn if they may be eligible for HUD Housing and other supports and a campus outreach program to improve support for struggling college students with the support of an impactful grant from the YYA Cohort, (a funder collaborative that includes *Hilton Foundation and the Cedars Sinai Community Benefit Giving Office*). We also added a new feedback feature- WIN users now can offer feedback on whether WIN was able to help them- and I am excited to share their response was an overwhelming YES!

In 2024, our staff hit the ground running and have been hard at work providing vital access to resources to struggling youth, families, seniors and students! Please **renew your financial support**, volunteer for outreach into high-need

communities, join a database volunteer team, become a WIN 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 that WIN continues to empower and lift up high need youth, families, seniors, students and other individuals all around LA County!

Thank you for your support!

Denise

Dr. Denise McCain-Tharnstrom

Founder/President Our Community LA

[Donate Today!](#)

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## WHAT WE DO

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OCLA is committed to breaking information barriers so that key resources are more accessible to anyone in need in LA County!

[Take a look at our 4 key goals:](#)



Leverage Technology to empower vulnerable individuals



Improve Social Equity by breaking information barriers



Honor the Dignity & Privacy of All Users



Provide Information to advocates, policymakers, nonprofits, foundations, & citizens

**Support our Goals- Give to OCLA and WIN**

We welcome all contributions to support our services!

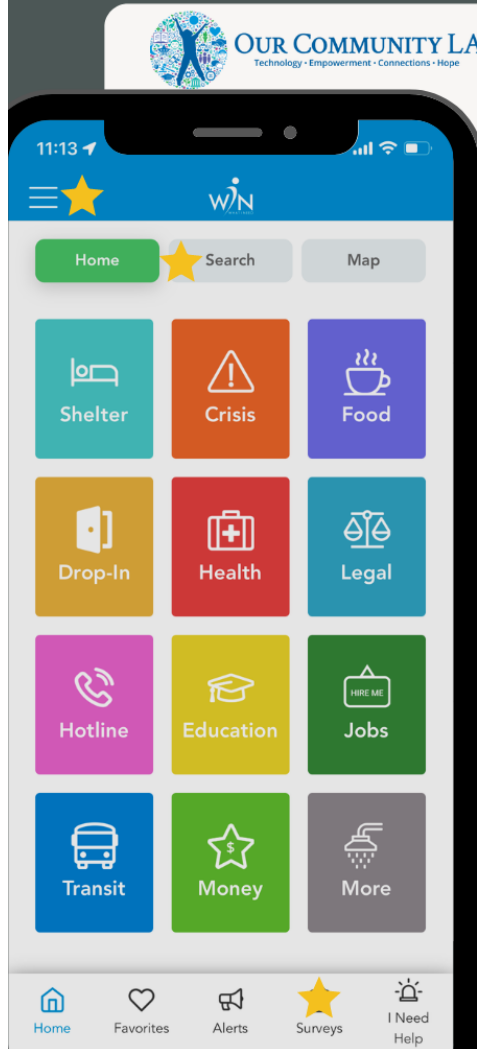
[Donate](#)

[Become an OCLA Angel](#)

**NEW FEATURES IN WIN**

[February 2024]

## NEW Features in the WIN App!



### 1. Interactive Survey Tab

You can locate the “Surveys” tab on the bottom of your home screen. Here you will be able to find interactive surveys such as the HUD Housing Survey, also accessible from the shelter tab. You can take the survey in WIN to learn if you may qualify for HUD Housing, & learn about next steps. More surveys coming soon!

### 2. Search Features: Key Word, Community, & Zip Code

Looking to narrow down your search? Now you can search by your key words, zip code, or a community: (foster youth, LGBTQ, veteran, parent, or probation/ parole/ re-entry.) Click on the search bar on the top of the screen to access!

### 3. WIN in Spanish

Did you know you can set the WIN App to be completely in Spanish? Just click on the 3 lines in the top left of the menu, select “My Profile/ Language” & change to Spanish!

learn more at: [oclawin.org](http://oclawin.org)

## The OCLA Impact Report: 2023

### WIN Was Used Widely by Those in Need!

- **WIN Supported Users Who Do Not Have Internet Access:** Did you know that after WIN users download the app, the app is resident on their phone and they can still use it to search for help when they are offline? While our

analytical software is unable to capture offline searches, many user focus groups have told us this is a preferred way to use WIN because it means they can rely upon it even when they do not have cell service!

- **WIN connected those in crisis to needed support:** In 2023, Crisis line were the MOST CALLED AGENCIES THROUGH WIN: *The top 5 were: Cal Youth Crisis Line, LAHSA Youth Helpline, 211, Suicide Prevention, & LA County Domestic Violence Hotline*
- **More In-App connections were made through WIN:** While most WIN users search for a list of programs near them or read details about a particular program they find in WIN, this year this year nearly 8,500 users also used WIN's in-app Call or Web links to directly connect with a service provider!
- **24/7 + 88:** WIN was used to search for help in all hours of the day and night and from all 88 cities in LA county. Some of the top city's searched from: *Los Angeles, Long Beach, North Hills and Panorama Cities, Santa Ana, Palmdale, Lancaster, Van Nuys, Whittier, Pacoima, Inglewood, & Compton*
- **WIN Users searched for both basic needs & empowering support!** The top 5 categories searched were: *Shelter, Food, Money, Jobs, & More*

### **WIN's Housing Survey Helped Students/Others Connect to Housing Assessors and Other Services.**

- **752 survey takers completed the HUD Housing Quiz!**

### **OUTREACH MATTERS! WIN can only help those who know about it!**

OCLA 's outreach team offered "About WIN" presentations, tabled at community events and resource fairs, supported food distributions with our presence as well as provided WIN materials to clients, conducted door-to-door outreach (in South LA) and hosted workshops and other events on college campuses to raise awareness about WIN.

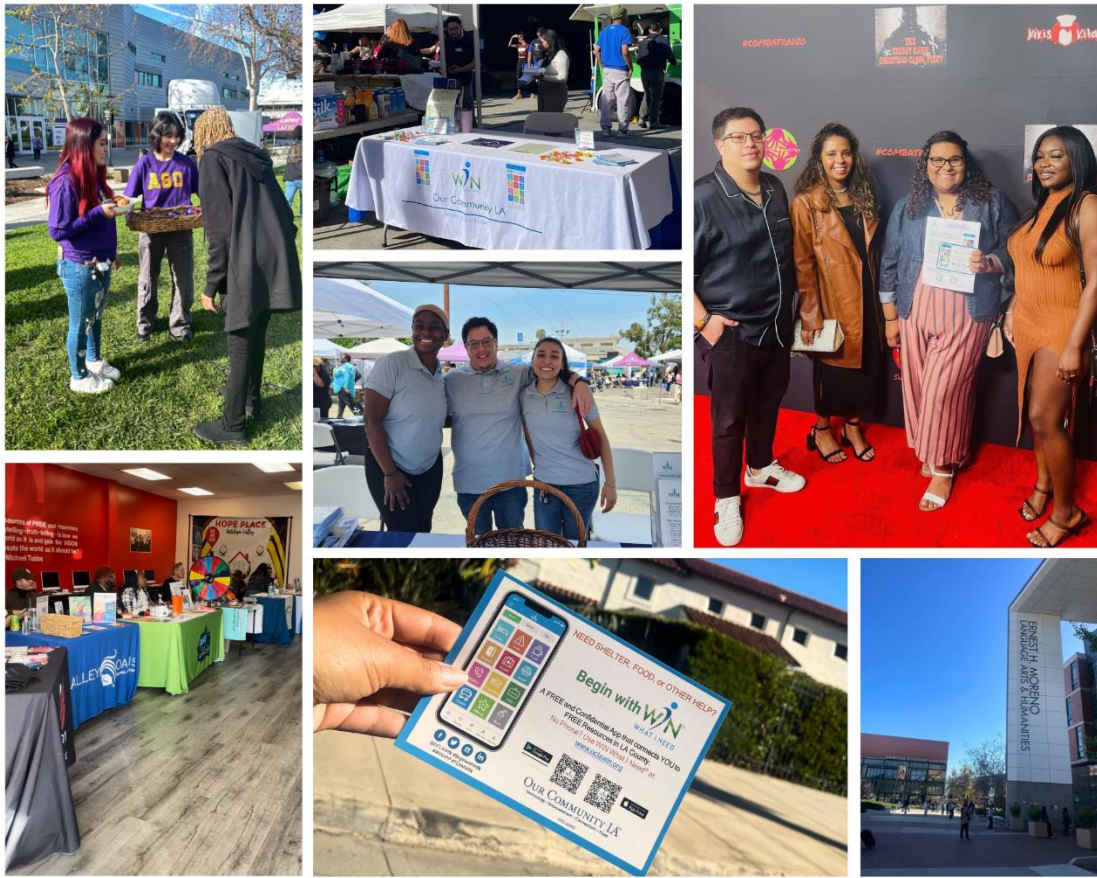
### *2023 Outreach at a Glance:*

- **Direct Community Service Provider Outreach:** 112 community agencies were directly touched by our outreach team and our community partners program grew to include 42 different agencies.
- **General Outreach Team Report:** Staff attended 29 Community Events, gave 30 WIN presentations and attended nearly 3 dozen community or partner meetings.
- **Food Drive Support:** OCLA staff supported numerous food distributions and provided flyers about WIN for inclusion in food baskets
- **South LA Outreach:** Outreach in South LA has continued to be a key tenant of our community connection strategy. During 2023, our SLA staff representative knocked on 1983 doors, attended 23 community events and engaged SLA based parks, police stations, fire departments and job centers to support getting the word out about WIN.
- **College Campus Outreach:** Our campus outreach coordinator hosted student groups and worked with staff and students to launch an outreach effort to raise awareness about WIN and the HUD Survey on 4 community college campuses (East LA College, Compton College, LATTC and Rio Hondo College)

## OCLA IN THE COMMUNITY

The OCLA team attended many community events to raise awareness about WIN including the opening of the Student Basic Needs Center at East LA College, the Re/Sound Festival, Compton Resource Fair, regional Homeless Connect days, the Antelope Valley TAY Resource Fair, & Heart of Compassion's holiday giveaway event!





Winter 2023 Events

## OUR AMAZING 2023 PARTNERS

**THANK YOU** to the 42 cities & agencies who partnered with us in 2023 to raise awareness in their communities about WIN!----Raising awareness about WIN in a county of over 10 million people requires the support of other homeless service providers as well as community volunteers and supporters. In 2022, 19 agencies partnered with us to spread the word about WIN -- in 2023 this number more than doubled! WE DEEPLY APPRECIATE ALL OUR PARTNERS!



In 2024- We are excited to continue our work with existing partners and welcome new partner support. If your agency or business would like to help us raise awareness about WIN, please contact us at [outreach@oclwin.org](mailto:outreach@oclwin.org)

## TEAM WIN

**Team WIN has continued their series of blog posts & YouTube videos; read the latest blog post about food insecure college students with tips for making affordable meals written by Team WIN member Andria!**

[Affordable Meals Blog Post](#)



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## OCLA COMMEMORATES BLACK HISTORY MONTH

February is **Black History Month**, and it is an important time to acknowledge that Black Americans, who represent 14% of the general population, account for 40 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](#).

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5 ways to celebrate & learn about Black history in Los Angeles



CHECK OUT A BOOK AT:  
RADICAL HOOD LIBRARY  
(BOOK CLUB HQ)



2304 WEST JEFFERSON  
BLVD, LOS ANGELES,  
CA 90018

Hours: Thursday thru Saturday 12-6pm

VISIT: THE CALIFORNIA  
AFRICAN AMERICAN  
MUSEUM



600 STATE DR, LOS  
ANGELES, CA 90037

Tickets: FREE

Hours: Tuesday thru Saturdays  
10am-5pm  
Sundays: 11am-5pm

EAT AT: OVER 100 BLACK-  
OWNED RESTAURANTS IN LA



LISTS:

- KCRW.COM
- BLKBKLA.COM/BLACK-OWNED-RESTAURANTS
- LA TIMES 2023 LIST

VISIT: THE MUSEUM OF  
AFRICAN AMERICAN ART



3650 W MARTIN  
LUTHER KING JR BLVD  
SUITE 283, LOS  
ANGELES, CA 90008

Tickets: FREE

Hours: Wednesday thru Sunday  
11am-5pm

CELEBRATE: JUNETEENTH  
FESTIVITIES AT LEIMERT PARK



2304 WEST JEFFERSON  
BLVD, LOS ANGELES,  
CA 90018

2024 Date: To Be Announced Soon!

Visit & explore the places below to learn more about Black history in LA:

1. **Radical Hood Library** - 2304 West Jefferson Blvd., Los Angeles CA 90018
2. **California African American Museum** - 600 State Dr., Los Angeles 90037
3. **List of Black-Owned Restaurants** in Los Angeles
4. **The Museum of African American Art**
5. **Leimert Park Juneteenth Festivities**

**USING SOCIAL MEDIA & WIN ALERTS TO SHARE RESOURCE INFO!**

OCLA regularly distributes information about free events and community resources that our users may need and/or enjoy. This past holiday season, OCLA collected information about local events that promoted free meals & giveaways during the holiday seasons.



## 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 are experiencing homelessness.

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



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[View this email in your browser](#)

**Our Community LA**  
**Tax ID#27-3782128**

**Visit us** at: [www.oclawin.org](http://www.oclawin.org)

**Email us:** [info@oclawin.org](mailto:info@oclawin.org)

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