

lavamaeX

Annual Report
2019



Thousands of our unhoused neighbors struggle with hygiene every day. We started a mobile hygiene movement to change that, and now we're teaching the world how to do the same.



What We Do

LavaMae^x is a nonprofit that teaches people around the world to bring mobile showers and other essential care services to the street, where their unhoused neighbors need them most.

Our Mission

To change the way the world sees and serves our unhoused neighbors.

How It Works

We provide free in-depth training, DIY toolkits and ongoing support to help people and organizations around the world launch and sustain LavaMae^x-designed programs.

All our programs are rooted in Radical Hospitality®—meeting people wherever they are with extraordinary care.



2019 At a Glance

- 6,185** Guests Served
- 496** Volunteers Recruited
- 99** Service Partners Activated
- 8** New Programs Trained & Launched



Mobile Hygiene

San Francisco | Oakland | Los Angeles

We bring showers and toilets on wheels to the street to help our unhoused neighbors rekindle dignity, restore hope, and unlock the opportunity that comes with being clean.

We partner with like-minded service providers to bring targeted assistance to our shower guests on a regular basis.

In 2019, our mobile hygiene program provided **18,473** showers to **4,739** guests alongside 18 service partners.



Power in Partnership: Project Ropa

Founded by Caitlin Adler in 2016, Project Ropa addresses the challenges unhoused people face obtaining and keeping clean clothes.

Her approach allows guests to choose clothing that fits their style.



Jimmy & Richard

Knowing that showers are critical to opportunities such as housing and jobs, we're immensely proud when our guests move forward.

In 2019, our guests Jimmy & Richard secured housing in San Francisco. They're enjoying a fresh start with their friend, Toodles.



Pop-Up Care Villages

San Francisco | Oakland

We host one-stop villages that bring dozens of partners to the street to dramatically improve access to critical services such as showers, haircuts, medical, employment, mental health, and much more.

In 2019, we hosted seven
Pop-Up Care Villages, bringing
81 partners to the street to
bring critical services to
810 guests.







Power in Partnership: Pause Now

"I want to share a story about a guest, who hesitated to do a meditation but came to us towards the end to try it. Fifteen minutes later, he emerged with tears in his eyes. He said the meditation "brought him home."

Jackie Corwin, Founder

Volunteers

Our volunteers are the heart and soul of our work. Their dedication to serving our guests with Radical Hospitality make them our heroes.

In 2019, we had the honor of working with **496** volunteers who helped us deliver Radical Hospitality to our guests.



Maria

"LavaMae[®] helped me stay clean, optimistic, and in touch with who I was. They treated me as an equal, and were crucial in helping me secure supportive housing. Now, I'm giving back by volunteering with them. I feel like I'm finally living the life I deserve."



Program Replication

Our free in-depth training, DIY toolkits and strategic partnerships empower people worldwide to deliver mobile showers and other essential care services to the street using our dignity-restoring Radical Hospitality approach.

To date, LavaMae^x has trained or inspired over 157 communities in 6 countries.

Out of the 26 organizations we've directly trained, **eight** launched in 2019, serving communities from Portland, Oregon to Charlotte, North Carolina.





WAVE Project, Detroit

"I would first off, love to thank you for all your generosity and sharing of resources. You have been such a huge help in this process. I am not sure where we would be without you. Thank you for all you do!"

Dale Pittman, Co-Founder

Corporate Partnership:

The Right To Shower

Unilever's The Right to Shower is a social enterprise donating profits to LavaMae[®] and other mobile shower organizations across the U.S.

We draw on our expertise to advise the brand, identifying and recommending organizations for The Right to Shower to fund with community grants.

In 2019, The Right To Shower worked with Lava Mae[®] to identify and fund **13** mobile shower programs that now serve **20** communities.



Press

We made headlines in 2019, from local news to national coverage, inspiring the world with our work.



FASTCOMPANY

BUSINESS INSIDER

FORTUNE

San Francisco Chronicle

The CHRISTIAN SCIENCE
MONITOR

allure

Thank You

Thanks to the hard work and generosity of so many, we were able to serve more guests and teach more communities how to build mobile hygiene than ever before.

Financials

Fiscal Year 2019

Statement of Activities and
Financial Position
As of December 31, 2019.

These financial statements have
been audited by [Healy & Associates](#).

Revenue

\$1,644,665

Foundation Grants	\$479,278	29%
Individual Gifts	\$575,852	35%
Corporate Gifts	\$220,833	14%
In-Kind Gifts	\$347,827	21%
Misc. Income	\$20,875	1%

Expenses

\$2,931,523

Programs & Services	\$2,154,853	74%
Administrative	\$634,052	21%
Development	\$142,618	5%

Net Income

-\$1,286,858

Net Assets

\$742,003

Assets	\$770,738
Liabilities	\$28,735

Board of Directors

Board Chair

Maura Tuoh

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Debra Schoenberg, Esq.

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2019 was our biggest year yet.
Thank you to everyone who
helped make it possible.





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