

LSC LA



2020

ANNUAL REPORT

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■ FROM THE DESK OF TUNUA THRASH-NTUK

Since assuming the role of executive director in 2015, my goal for LISC LA has been to deepen our involvement in the region's collective efforts to improve the quality of life for all. As a native Angeleno with exposure to the many inequities our city's residents face, I resonate strongly with LISC's mission and can say confidently that our LA team lives by it—**you can see it in all of the work we've accomplished together.**

2020 proved to be the tipping point for our nation. The ripples of the year's events not only exposed existing flaws in the infrastructures of our communities, but also inspired collaborative solutions, making it one of LISC LA's most successful years yet. Our impact wasn't just quantitative, but qualitative. The LISC LA team worked with a record number of community partners, and connected one-on-one with the people and businesses that make up the backbone of their communities.



Even in the virtual environment brought on by the COVID-19 pandemic, we met a number of outstanding and inspiring individuals who have met the challenges of the last year head on and, through our programs, gained the knowledge and resources to not only survive, but **thrive**.

Despite a prior federal administration that disproportionately excluded marginalized communities from federal relief programs, women and BIPOC individuals made up the majority of those who benefited from a LISC LA program.

We had high hopes for the opportunities our programs would bring to Angelenos in need, but we didn't expect to be one of the driving forces in the county's pandemic relief response. Together with the city, county and philanthropic partners, **we distributed more than \$150 million in grants and loans to support the economic health of diverse communities across LA County as we weathered the impacts of COVID-19.** We worked tirelessly to ensure that even the most underserved communities had equitable support from our organization and from our partners—and this accomplishment alone is perhaps our most treasured.

Our collective experience has only further emphasized the need for LISC in Los Angeles. We look forward to continuing to invest in equitable solutions for housing, health, and community development that will forge the resilient and inclusive communities of opportunity our organization aims to nurture in the City of Angels.

A stylized, handwritten signature in white ink, appearing to read 'Tunua Thrash-Ntuk'.

Tunua Thrash-Ntuk
Executive Director, LISC LA





At the start of the year in 2020, LISC LA debuted its 5-year strategic plan chronicling an agenda for 2020-2025 to end homelessness, promote economic inclusion, provide small businesses access to capital and procurement market opportunities, connect clients to quality jobs and to increase field organizational capacity.

LISC LA's strategy was only amplified in the face of the COVID-19 health pandemic. The subsequent economic crisis has placed LISC LA in a strategic position to serve as a leading voice and key partner in supporting small businesses and the field of nonprofits.

LISC LA's 2020 accomplishment highlights include:

- Meeting/exceeding lending goals in both housing and economic development (\$14.64), not including PPP lending (\$5M)
- Meeting/exceeding fundraising goals by 15% (\$1.335M v. \$619K budgeted)
- Winning, closing and performing on a \$108M grant program awarded by a joint partnership with the County of LA, City of LA and private foundation partners
- Virtually administering the Housing Development Training Institute (HDTI) fundamentals for 42 participants across California

Housing Lending

\$10.74

million in affordable housing lending



653

units of
affordable
housing

6 NEW PROJECTS



In early 2020, Alex Dawson was appointed to the **City of LA's 2021-2029 Housing Element Task Force** and has since worked with leaders across the region to help shape what housing policy looks like in Los Angeles for the next ten years.

Housing is where LISC started and it's still the cornerstone of our mission. LISC LA is proud to make quality, affordable housing available to low-income and vulnerable residents—**from seniors to veterans to the formerly homeless**—in underserved communities.

Asset Management Training Institute

We continued our Asset Management Training Institute (AMTI) series in the early months of 2020 – offering one three-day series in January (AM 290) and one two-day series (AM 291) in February where approximately **30 students** attended each series. Due to COVID, we were unable to offer our last two in-person classes (Year 15 Clinic, Asset Management Tools) and hope to offer them in 2021.





Housing Development Training Institute

LISC launched HDTI in response to an unmet educational need for a comprehensive program to develop the project management skills of the staff of community development corporations. With over 450 graduates, HDTI has trained representatives from over 100 community development organizations.

2020 COHORT BREAKDOWN

42
MEMBERS

- 29% Asian
- 24% Latinx
- 21% White
- 19% Black
- 7% Multiracial



64%
of the cohort
were women



45% of the cohort identified their families as those who either grew up in or would have qualified for affordable housing.

39
organizations

3301
units developed

\$1.84B
development cost

“

LISC's HDTI program has been a fantastic blend of training, networking, and inspiration for me as a recent entry to the affordable housing development world. It has fast-tracked my learning curve immensely, and I am grateful to have been able to participate.

”

- JOSH H., HDTI GRADUATE

“

HDTI has provided me with a strong foundation to continue to build my skills and knowledge in affordable housing development. I am grateful for the opportunity to have had such technical training and to meet so many of my peers statewide.

”

- PAIGE D., HDTI GRADUATE

Economic Development

In 2020, LISC LA was called upon to lead COVID-19 relief and small business preservation efforts throughout the region. Through coordinated and responsive technical assistance and capital deployment, LISC LA our team connected close to 8,000 businesses with the resources they needed to survive.

Connecting Small Businesses to Capital

**\$3.9
MILLION**

economic development
loans deployed to 6
diverse small businesses
and local CDFIs



**PAYCHECK
PROTECTION
PROGRAM**



50+ small businesses
connected to

\$5.1M
IN PPP LOANS

200+

small businesses helped in
navigating PPP applications

SPOTLIGHT: INCLUSIVE ACTION FOR THE CITY

LISC LA is proud to be the seed investor in Inclusive Action's **Semi'a South LA Economic Inclusion Loan Fund** that will provide flexible micro-loans to entrepreneurs along the Crenshaw Corridor.

LISC LA was quick to respond to COVID-19 by implementing the following economic development strategies in the market:

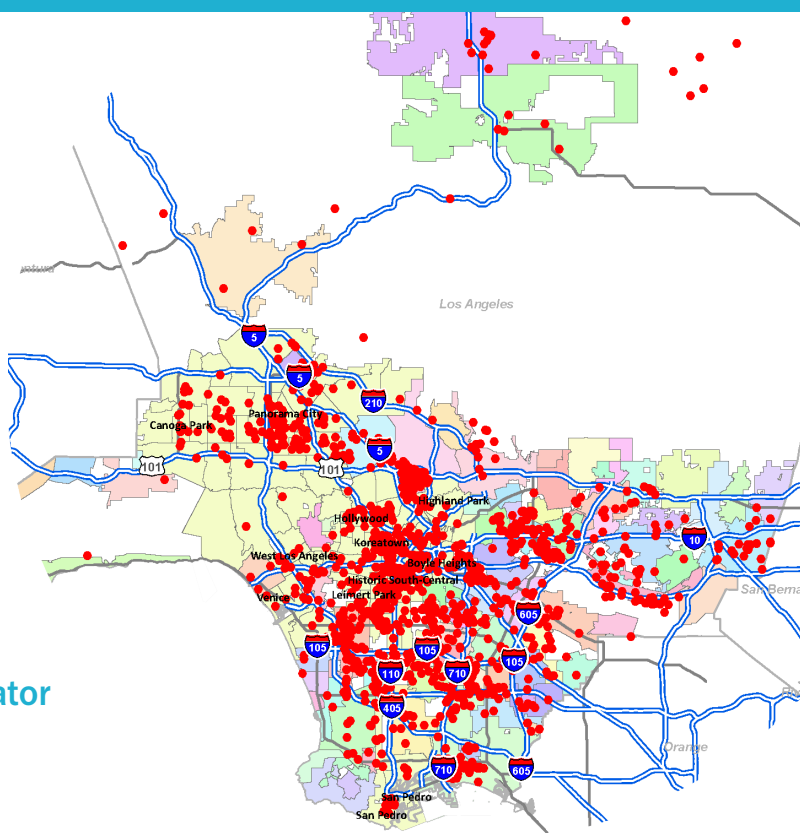
- Hosting monthly capacity-building webinars on COVID-19-related resources and strategies
- Producing 2 toolkits for local governments on supporting small businesses during COVID-19

LISC LA was selected by the County and City of Los Angeles to serve as the Fund administrator for the LA Regional COVID-19 Recovery Fund.

\$100+

million in grants to micro-entrepreneurs, small businesses, and non-profits across LA County

As part of the implementation efforts, LISC LA led the design and build out of an application system that hosted 150,000+ applications for LA Regional COVID-19 Recovery Fund grants. This work required strategic partnership with 8 local technical assistance providers to set up an ecosystem of support for all entities applying or receiving funds from the LA Regional COVID-19 Recovery Fund. All this was happening behind the scenes while we accepted and disbursed nearly \$100M+ in grants to micro-entrepreneurs, small businesses, and non-profits across LA County, which required processing 7,500+ finalists. The program was administered in 15 different languages.



THANK YOU TO OUR PARTNERS



THE FUND: BY THE NUMBERS



GRANTEES



43%

women-owned
or led



80%

minority-owned
or led

AWARDED BY ROUND	R1	R2	R3	R4	R4.5	R5	R6	R6.5	R7
	63	122	123	1073	51	4410	924	314	197

out of **142,856** applicants in the County of Los Angeles



DEMOGRAPHICS

30.9% AAPI-owned or led businesses

21.5% Latino-owned or led businesses

18.7% White-owned or led businesses

13.2% Black-owned or led businesses

7.5% Other

DISTRIBUTION

\$59,375,000 to very small businesses

\$11,650,000 to small businesses

\$11,265,000 to micro-entrepreneurs

\$8,805,000 very small non-profits

\$8,495,000 small non-profits



THE FUND: THE IMPACT



“ The LA Regional COVID-19 Recovery Fund grant gave new hope to our small business. The pandemic nearly shut down our business and we saw how our community was suffering. We needed a way to bring joy back to the community and to families and in a safe manner that protects everyone. ”

- EBONY L., COVID FUND GRANT RECIPIENT

“ The LA Regional COVID-19 Recovery Fund has helped in ways I am unable to explain. The grant provided some cushion enough for moving forward and seeing a brighter future. ”

- SERINA L., COVID FUND GRANT RECIPIENT



“ The grant has given me the opportunity to keep my business during the current shutdown. I was forced to close my doors for a second time in July, and without this grant, I would not have been able to keep up with the rent. Now, I will be able to have a business to re-open once given the green light.” ”

- TIFFANY R., COVID FUND GRANT RECIPIENT



At the onset of the COVID-19 crisis, LISC LA established itself as a go-to partner for small business preservation through **Keeping Our Shops on the Block Program**.

Under this program, LISC LA:

- Developed a small business preservation toolkit that included resources and best practices for small business preservation by neighborhood and maintained an online resource hub for neighborhood based micro-businesses
- Partnered with 6 CBOs to host 7 TA workshops
- Deployed \$210,000 in small grants and \$45,500 in Kiva loans to 65 micro-businesses
- Deployed \$344,500 in grants to 5 BDOs to support COVID-19 small business relief

In partnership with LISC Economic Development and local partners, LISC LA developed the **South LA Economic Inclusion Plan** — a three-year strategy that supports an integrated, place-based approach to COVID-19 recovery efforts and economic mobility for communities in South LA. Under this program LISC LA in 2020:

CONVENED

12+

LOCAL STAKEHOLDERS

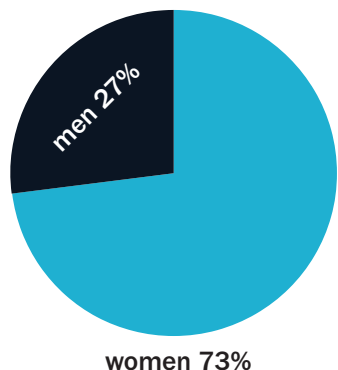
to pivot the plan to support COVID-19 relief efforts, including **3** public partners and **8** CBOs

DEPLOYED

\$718,000

IN GRANTS & CAPACITY BUILDING SUPPORT to **9** organizations that provide small business relief services, connect residents to essential employment opportunities and new public benefits, and support district preservation and development in the **Crenshaw Corridor & Goodyear Tract**

LISC LA is the project lead for ASCEND LA, a collaborative initiative that brings together a network of non-profit lenders, education providers, and anchor institutions to provide diverse entrepreneurs with the resources and market access small businesses need to access supply chain contract opportunities and accelerate business growth. We launched the program in 2020 with the following results:



19 businesses enrolled

- 100% BIPOC-owned
- 73% woman-owned

13 Black-owned businesses
2 Latino-owned businesses
4 AAPI-owned businesses



- 50% of 2020 cohort has obtained new certifications
- 60% have hired new employees to support their growth
- 75% have submitted bids for new contract opportunities

25% of ASCEND LA graduates have been awarded new contracts

Established partnerships with:

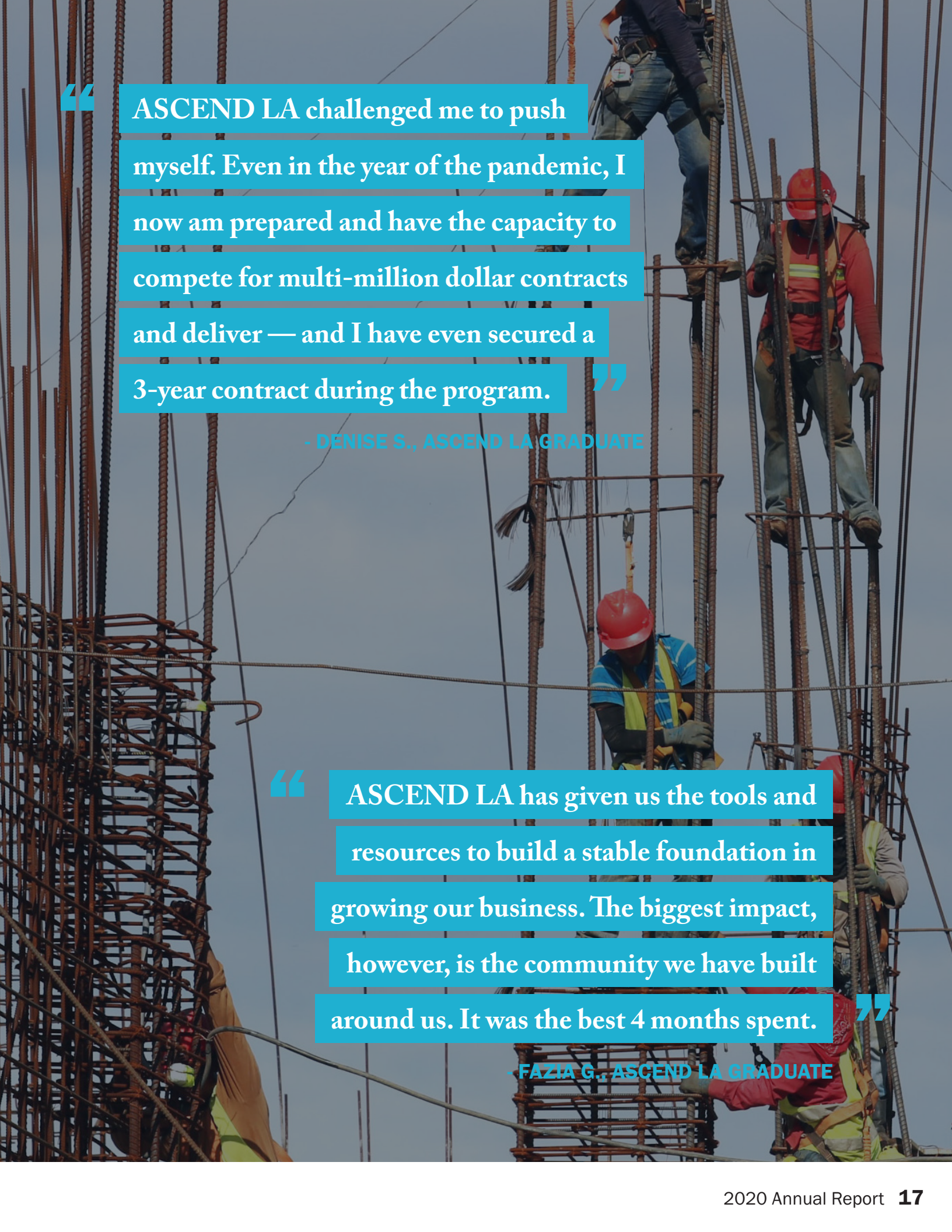


Loyola Marymount University
College of Business
Administration



LOS ANGELES COUNTY
CONSUMER &
BUSINESS AFFAIRS

to provide contracting opportunities and support services to Ascend LA small businesses.

A background image showing construction workers on a steel rebar framework against a clear sky. One worker in a red shirt and hard hat is visible on the right, and another in a blue shirt and hard hat is in the center. The rebar forms a complex grid structure.

“ASCEND LA challenged me to push myself. Even in the year of the pandemic, I now am prepared and have the capacity to compete for multi-million dollar contracts and deliver — and I have even secured a 3-year contract during the program.”

- DENISE S., ASCEND LA GRADUATE

“ASCEND LA has given us the tools and resources to build a stable foundation in growing our business. The biggest impact, however, is the community we have built around us. It was the best 4 months spent.”

- FAZIA G., ASCEND LA GRADUATE

In LISC AmeriCorps' **25th year**, LISC LA continued to place passionate and dedicated volunteers with local community development partners. Part of our success this year is in the market strategy we executed to help host sites recruit high quality AmeriCorps members.



AmeriCorps



LISC LA's 2020 cohort of AmeriCorps members was the largest in the country.

15 community-based organizations

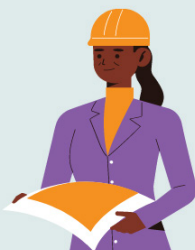
22 LISC AmeriCorps members



10 participated in the summer Housing Initiative Program.

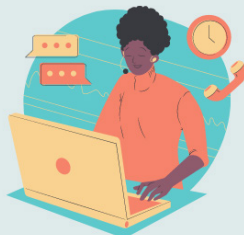
86% served in Affordable Housing

Our members took on roles in research, project and asset management, resident services and community outreach in LA County, the epicenter of the nation's affordable housing crisis.



50% were hired by their host site

AmeriCorps members were offered a full-time or part-time position to continue at their initial host site.



100% POC

All Year 25 LISC LA AmeriCorps Members identified as People of Color. 68% were Women of Color.



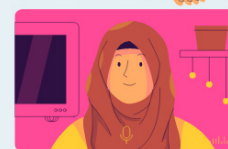
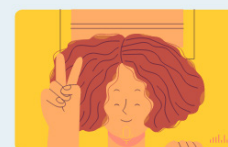
27% pursued education

AmeriCorps members began or continued undergraduate or graduate programs with the support of a Segal education award.



11% were hired by a Community Based Organization

Several members leveraged their service experience to continue working in community development.



18 graduates*
upon completion of service

*5% of cohort began a **second AmeriCorps term**



As part of the program, we hosted **15+** professional development & technical assistance workshops.

LISC LA strengthened its partnerships with the three FOCs in the LA network. FOCs continued to improve the financial lives of individuals and families who have limited wealth, income and employment opportunities.

In 2020, LISC LA deployed \$667,499 in public and private dollars to FOC and Bridges sites.

This year's program achieved an **88%** bundling rate of three key service offerings (financial counseling, employment counseling and access to income supports). LISC LA launched the **Motivating Sustainable Communities** comprised of a seven organization cohort. All organizations in cohort will participate in five to seven sessions led by subject-matter experts on topics of workforce program best practices, especially during COVID.

“

Families have been sending me text messages and phone calls, thanking us for giving them this opportunity.

”

**- ELIZABETH CERVANTES
MAOF FINANCIAL COACH, LISC FOC PARTNER**



Our Team

Tunua Thrash-Ntuk

Executive Director

Alexandra Dawson

Community Development Officer

Emma Kloppenberg

Program Officer

Louise Manuel

Special Programs Director

Miranda Rodriguez

Deputy Director

Madison Richards

Assistant Program Officer

Sandra Romero

Program Assistant

Samantha Salmon

Program Assistant

Shona Sen

Program Officer

Joe Horiye

Western Region Program Vice President

Local Advisory Committee

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(Vice Chair)
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UNION BANK

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U.S. BANK

Norma D. Dominguez
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WARD ECONOMIC
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Christopher Hubbard
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CITY NATIONAL BANK

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