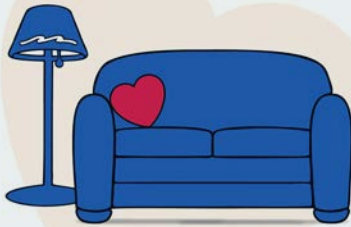


# 2022

## ANNUAL REPORT



**The Living Room**



# REAL PEOPLE...REAL PASSION

The Living Room is proudly presenting our 2022 Annual Report! Although we are a small but scrappy nonprofit, we are pleased with our big results.

June of 2023 will mark the 30th year that The Living Room has been providing hope and making an impact in the lives of women and children. During the last three decades, our organization has risen to every challenge. During the first wave of the COVID outbreak we reorganized our historical services. It has been a sometimes-painful process to embrace the new reality of our world, but every day our staff, board and volunteers are working hard to make Sonoma County a better place for all.

Over these last three years, nonprofits and businesses across America have closed. Homelessness and poverty have grown and inflation is at its highest in decades.

What you will read in this report is the impact of passionate people working hard on behalf of those who are less fortunate. Included are comments from amazing women who used The Living Room to overcome their struggles.

The entire staff believes in the good that happens because we believe women and children are assets in our community.

We are grateful for your investment in this work.

*Cindy*



Cindy Pasko, Executive Director



Martha Saly  
Vice President



Liz Uribe  
Secretary



Wes Daniels  
Treasurer



Rob Cantu



Laniakea Evans



Candace Matson



Jamey Ransford



Veronica Rincon



Marion Weinreb

## 2022 BOARD OF DIRECTORS



Kim Hinde, President

“This past year we have been busy with The New Life Center recently opened on North Dutton Ave. It has been my honor to serve on the board beside committed members who continue to promote growth and the best interests of The Living Room.”

# Core Values

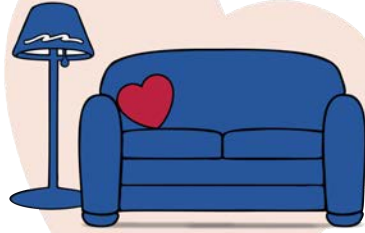
**LEAN ON ME**  
Be kind and respectful to everyone.

**KEEP IT REAL**  
Please don't judge others, we are ALL diverse and unique.

**OPEN BOOK**  
Be bravely transparent and open: willing to learn.

**LEAVE IT BETTER**  
Seek to do excellent work.

**LIVE HAPPY**  
Have fun and enjoy appropriate humor.



# The Living Room

## Our Vision

Strengthen the resiliency in women as they persevere in the face of adversity.

## Our Mission

To ease adversity, promote stability, and support self-reliance for Sonoma County women and children who are experiencing, or at-risk of experiencing, homelessness.

## What We Do

We work within four primary areas: housing, food, education and services to women and their children.

## Our Strategies

**Food:** Expand our food service program in ways that support our participants and our community.

**Outreach:** Utilize The Living Room Life Center, our walk-in center on North Dutton Avenue, to provide whole-person wrap-around services that support women's independence and connection to our community.

**Housing:** Connect women and their children to permanent housing, while helping to identify and overcome life barriers. All of our housing units come with wrap-around services, mentoring, and ongoing support that lasts as long as it is wanted and needed.

# 2022 Community Investment in The Living Room = \$1,934,556

Where does the money come from?

25%

Unsolicited  
funds from  
donors



23%

Bequests



21%

Government  
Grants



19%

Community-led  
Fundraisers, Events  
and Appeals



10%

Capital  
Campaign



2%

Program  
Fees



## Mission Investment

20.2%

Admin Staff Costs

79.8%

Direct Service Staff Costs

# 2022 Significant Achievements

We work within four primary areas: housing, food, education and services to women and their children.



We opened an additional location in March of 2022. The Living Room Life Center is the only walk-in day center for women and children. An average of 61 new participants come to our Life Center each week.

62 - Women employed  
46 - Women permanently housed  
38 - Children permanently housed



The Secret Hope Kitchen served 26,669 meals.

Contracted by the Sonoma County District Attorney's Office, Victim Services Division to provide assistance and services to crime victims in Sonoma County.



The Living Room Center was designated as an official learning site for Sonoma State University.

We became a member of the Sonoma County Community Organizations Active in Disaster.



We have 47 partners that provide direct client services.

An average of 150 hours of whole-person training has been completed by each staff member.



Over the course of 2022 our solar panels produced 13.2 MWh of clean energy reducing our carbon omissions by 9.4 tons. That's enough energy to charge 1.14M phones!

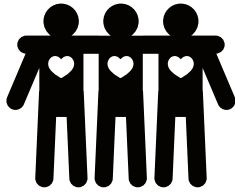


Where does the money go?  
**2022 Impact Numbers**



**3,162**

Visits by Women and Children to the Life Center to Receive Services



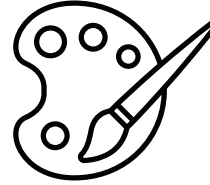
**61**

Participants Engaged in Peer Support



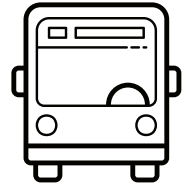
**10,412**

Referrals to Services



**114**

Art Therapy Hours



**\$734**

In Transportation Assistance



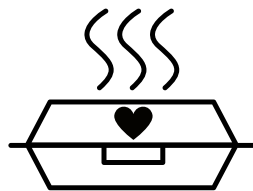
**33**

Participants Received Tax Assistance



**16**

Referrals for Legal Assistance



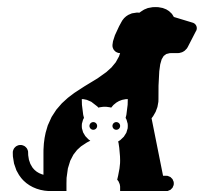
**1,872**

Hot meals Served at the Life Center



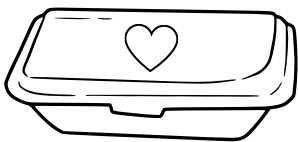
**7**

Banking Relationships Reestablished



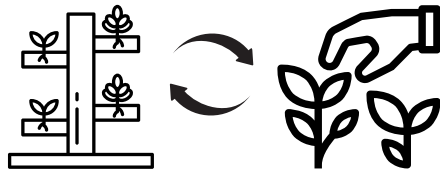
**33**

Pets Were Given Veterinary Services



**26,669**

Meals Served



**12**

Grow Towers Established



**1,116**

Pounds of Food Harvested From Our Gardens (May - December)



**488**

"Home Cooked" Meal Kits Distributed

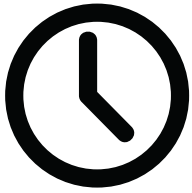


**676**

"Home Cooked" Participants Served

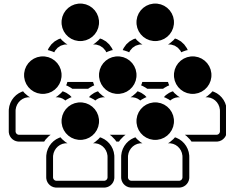


# 2022 Volunteer Numbers



**3,946**

Total Volunteer Hours Served



**710**

Board of Directors Volunteer Hours



**98**

Total Active Volunteers (69 New Since Jan 2022)



**4**

Residents of TLR Transitional Housing Program Working at Center/Campus



**285**

Hours Volunteered by Our Residents Working at Center/Campus

# 2022 Housing Numbers



**Life Center**

**45**

Women and Children Permanently Housed

**113**

Women Engaged in Homelessness Prevention Services



**8**

Residences (1 ADU Under Construction-Due to Open in June 2023)



**TLR Transitional Housing Program**

**39**

Women and Children Enrolled in TLR Transitional Housing Program

**833**

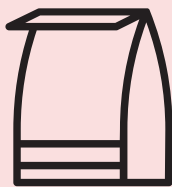
Women and Children Referred to Shelter or Transitional Housing

**9**

Women Enrolled in Retaining Permanent Housing Support

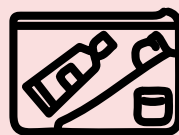
# 2022 Street Outreach Numbers

Since March 2022 all outreach activities were conducted out of our Life Center. (N. Dutton Ave)



**6,038**

1,000 Calorie Snack Packs



**5,446/ 2,236**

Hygiene Kits/ Feminine Care



**12,000**

Pounds of Clothing, Shoes, and Gear Given Out



**4,834**

Pairs of Socks Distributed

# WHY I SUPPORT



"A big part of our mission as a member-owned credit union is to give back to the community. We search for community groups that are providing valued services that make our community a better place to live and helping individuals in need. We found The Living Room (TLR) to be an impactful organization serving a very defined niche of our community and wanted to ensure their continued success.

Helping women become financially independent and educated on financial matters is a goal both North Bay Credit Union (NBCU) and TLR have in common.

Women and children bear the brunt of abuse and homelessness and are the most vulnerable members of our community so organizations that help them should be helped by organizations like ours.

In addition to our financial support, our Operations Manager donates her time to meet with clients of TLR to provide financial counseling. We have been gratified to have been able to open a checking account for women who previously had no bank relationship."

**Chris Call**  
**North Bay Credit Union**  
**Sustaining Monthly Donor**



"At Spring Lake Village, their outreach team each year has a presentation about local agencies and presents their missions. In 2011, at one of these presentations, The Living Room was mentioned and their mission resonated with me and I decided to volunteer.

As a volunteer, I realized there was an additional need for financial support as well as human support. I appreciated the challenges the women were experiencing and felt The Living Room was the greatest organization to help these women and children."

**Laura Ford - Spring Lake Village**  
**Longtime Volunteer & Donor**



"We choose to support The Living Room because we prefer to support programs in our own local community that are helping people become self-sufficient.

During this period of severe homelessness, it's wonderful to see The Living Room offer women and children who are in need a safe and livable space.

Michael and I have been fortunate to live our lives with ongoing love and support from family and friends and want to give what we can to those less fortunate.

We know some people who are on the TLR staff and trust is high with us that resources will be used wisely and effectively."

**Gail and Michael Perry**  
**Community Connection Donors**





## What does The Living Room mean to you?

"The Living Room is the one safe space that I know I can go when my whole world is falling apart to be surrounded by radiantly energetic women who love and care. And the food is amazing!" - Ginnifer



"A clean, cozy, warm, well-lit and pleasant place in which my needs are met to a great extent, and where I feel safe. Thank you!" - Linda V.

"It's a nice place to dry off when it's raining. A great place to get a warm meal and clothes. Thanks for everything." - Ms. Wyatt

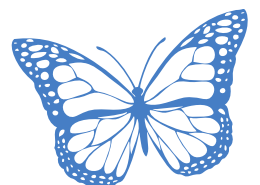


"A safe space for me and women like me. Grateful for all the sweet and helpful staff who take time each week to care and be here to support us as we transition to a better part of our lives.

Very grateful to have this place!!"

- Salina Rose

These thoughts are shared by our wonderful ladies that visit our Life Center.



# MISSION SUPPORTERS

Your partnership is essential to our work. We are proud to serve in a community where so many of our local businesses invest in those experiencing homelessness.

- Acts of Kindness
- Allen Foundation
- Alpha Xi Delta
- American Endowment Foundation
- ARPA
- Assistance League Sonoma County
- Assisted Living Locators
- Bethlehem Lutheran Church
- Better Homes and Gardens Real Estate
- Biagi Brothers
- Birds Nest Boutique
- Breathless Wines
- Brown-Forman Corp.
- Cake4Kids
- Center for Spiritual Living
- Chapman Bookkeeping Services
- Chapter HJ PEO Sisterhood
- Christ Church United Methodist
- Church of the Incarnation
- Church of the Oaks
- City of Santa Rosa
- Coddling Foundation
- Coker Architects
- Community First Credit Union
- Community Foundation Sonoma County
- Community Market
- Congregation Shomrei Torah
- Cream's Dismantling, Inc.
- Custom Ink LLC
- D&A Cleaning Services, Inc.
- Daniels Chapel of the Roses
- Diamond Painting NorCal
- Elisha's Pantry
- Enphase
- ER Sawyer
- Exchange Bank
- Faith Lutheran Church
- Far & Few Again
- Farm to Pantry
- First Presbyterian Church
- First United Methodist Church

- Food Runners
- Forestry Crab Feed
- Frontier Co-Op Giving Fund
- Garden of East Landscaping
- George Petersen Insurance Agency
- Give Lively Foundation
- Givinga Foundation
- Gravenstein Lions Club
- Greeps Drain and Plumbing
- Grey Wolf Painting
- Hahn Wines
- Hammond Autowerks
- Harvest For the Hungry
- The Heck Foundation
- Highline Builders, Inc.
- Humanidad
- Impact 707 Foundation
- Inspired Spaces Foundation
- Jonas Family Foundation
- Keegan & Coppin Co.
- Kenwood Community Church
- Kiwanis of Cloverdale
- Kiwanis Club of Oakmont
- La Luz
- Lamb & Barnosky LLP
- Leap Solutions
- Levy Carroll Law
- Lions Club of Santa Rosa
- Love to Table
- Luther Burbank Center for the Arts
- Luther Burbank Saving Corp
- Maria Carrillo High School
- Middletown Rancheria Twin Pine Casino
- Mike Chavez Painting
- Monan's Rill Association
- Morita Construction
- Nationwide Real Estate Tax Service
- New Vintage Church
- Networking Entrepreneurial Women of Marin
- Network of Good
- North Bay Bavarian, Inc.

- North Coast Tile and Stone
- Northern California Small Business Assistants, Inc.
- Operation Blanket
- Party Bunker
- Petaluma Woman's Club
- Peter Copen Family Fund
- Presbyterian Church of the Roses
- Prestige Wines
- The Promise Center
- Red Barn Wine Partners
- Redwood Credit Union
- Redwood Empire Doll & Study Club
- Redwood Empire Food Bank
- Redwood Forest Friends
- Rollin' Rosies Car Club
- Rotary Club of Santa Rosa East/West
- Russian River Sisters of Perpetual Indulgence
- Santa Rosa Community Health
- Santa Rosa Republican Women Federated
- Santa Rosa Sunrise Rotary
- Santa Rosa Oddfellows
- Santa Tim

- SHARE Sonoma County
- Solar Works
- Sonoma Applied Village Services
- Sonoma County Health Services
- Sonoma County M.E.N.
- Sonoma Cutrer
- Sonoma Ridgeway Partners
- Soroptimist Int'l of Santa Rosa
- Spring Lake Middle School
- St. Patrick Episcopal Church
- St. Michael's Italian Catholic Federation
- Summit State Bank
- Sutter Medical Group
- Tamalpais Pacific
- Taylor Energy
- Triple Goddess Productions
- Union Hotel
- Unitarian Universalist Congregation
- Western Builders
- Wild Oak Saddle Club
- Wise Girl Workshop
- WHOAFARM
- Whole Foods

## Become a mission supporter!

- Donate financially or in-kind
- Send a team of volunteers
- Create a community fundraiser
- Use social media as a platform to share our mission
- and so much more!

Email us at [info@thelivingroomsc.org](mailto:info@thelivingroomsc.org) to get involved.

**Platinum  
Transparency  
2023**

**Candid.**

The Living Room earned the highest possible rating with Candid (formerly GuideStar) the world's largest source of information about nonprofit organizations. They awarded TLR with the Platinum Seal of Transparency indicating that the nonprofit shares clear and important information with the public about its goals, strategies, capabilities, achievements, and progress.

Great Nonprofits is the leading platform for community-sourced stories about nonprofits. The goals of Great Nonprofits is to share the stories of those who have volunteered and those who have received help. Telling these stories informs the public and inspires generosity to volunteer and donate.



# Your Continued Support Is Vital!

Just try to imagine our community without The Living Room. . .

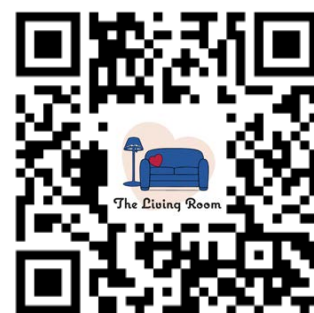
Where would women go for individualized help? We need you now more than ever!

## Donate Now



[bit.ly/annualreportTLR2022](https://bit.ly/annualreportTLR2022)

## Stay Connected with us on social media



[bit.ly/TLR-Network](https://bit.ly/TLR-Network)

## The Living Room Center, Inc.

### Our Locations

#### Administrative Offices

328 South E Street  
Santa Rosa, CA 95404

#### Campus

1207 Cleveland Avenue  
Santa Rosa, CA 95401

#### Life Center

1335 North Dutton Avenue  
Santa Rosa, CA 95401

Comments or Questions?



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