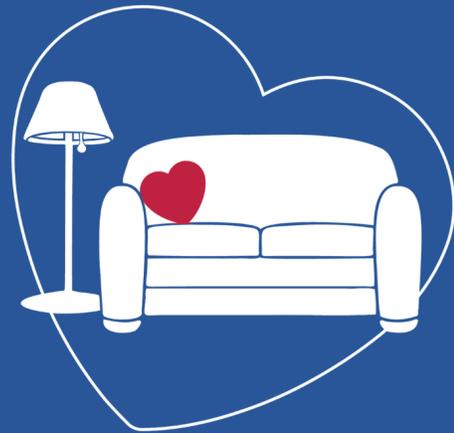




# Annual Report

# 2023



## The Living Room

“Strengthening resilience, building hope”

# The Living Room

## Welcomes Alethea Larson as Executive Director

To be of service in my community is an honor, and coming to work for The Living Room (TLR) in 2021 was a dream come true, and two years later, it remains that dream. 2023 witnessed many changes at TLR, **The Living Room Life Center** on North Dutton Avenue *was purchased* thanks to a highly successful capital campaign and some incredibly committed community members, as well as TLR's Board of Directors. This allowed us to focus our efforts on the provision of desperately needed supportive services for Sonoma County's women, children, and their pets in a time when the COVID-19 pandemic wreaked havoc on our community, but especially our most vulnerable populations. We *increased the number of care coordinators* providing comprehensive case management at The Center. 1,800 women and children moved through the Center in 2023, receiving basic needs such as food, clothing, showers, as well as supportive services, groups, and classes through TLR and over 50 community partnerships!

**TLR Housing Program** continues to be largely privately funded due to TLR's commitment to serving women and children who are deemed not vulnerable enough to qualify for housing through the county's coordinated entry system. These women are domestic violence survivors, senior women with limited incomes largely living in their cars, and their pets. We purchased and installed a trailer for a mother and up to 2 children, *expanding our capacity to 35 people* in our housing program. The average stay in our housing program is 9 months, the next step being permanent housing with case management to help support that transition. We *hired bilingual and bicultural staff* with lived experiences, allowing us to provide supportive services to monolingual Spanish women and their children in our housing through a grant from Impact 100 Redwood Circle.

**Food Services Program** income generation became a huge focus for the second half of the year. The Living Room partnered with St. Vincent de Paul, providing 55 meals a day to folks experiencing homelessness out at Los Guilicos, a county shelter site. TLR also partnered with Food for Thought, in providing hummus, salsa, and muffins for their clients. An average of *1,000 meals a week* went out to families through our pantry program (focus on safe food handling, food waste and proper food storage.)

“The Living Room has touched the lives of so many in Sonoma County at a time when they needed help or had help to give. We are her. She is us. To be a part of TLR is to be in love with the mission.”

-Alethea Larson

Executive Director Since December 21, 2023



# The Living Room's Board of Directors 2023

We extend our heartfelt gratitude to all our incredible board members. Being part of the board demands dedication, integrity, and a commitment to serving others, all of which contribute to fostering the organization's growth and success.



**Rob Cantu**

President, Western  
Builders & Board Member,  
North Coast Builders  
Exchange



**Wes Daniels**  
*Treasurer*

Owner, Daniels  
Chapel of The  
Roses



**Laniakea Evans**

Owner, 365  
Recreational Cannabis



**Candace Matson**

Retired Construction  
Attorney



**Jamey Ransford**

Retired Santa Rosa  
Junior College



**Veronica Rincon**

Vice President,  
Exchange Bank



**Martha Saly**  
*Vice President*

Better Homes  
and Gardens  
Real Estate



**Liz Uribe**  
*Secretary*

Better Homes  
and Gardens  
Real Estate



**Marion Weinreb**

Weinreb Pilecki Segeal  
Foundation



“The year 2023 brought challenges and changes to The Living Room. With our steadfast, generous donors, community partners, committed staff, volunteers and board, our programs and participants expanded and strengthened. We step into the new year with gratitude and hope.”

- **Kim Hinde, President**

Prestige Wines, Retired Social Worker

# VISION & MISSION

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## Vision

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Sonoma County women and children have a secure and sustainable source of food, safe shelter, and access to wrap-around services.



## Mission

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Ease adversity, promote stability, and support self-reliance for Sonoma County women and children experiencing food and shelter insecurity.



# WHAT WE DO

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**We operate three highly successful programs: Housing, Food Services and Day Center Services with an enhanced focus on Transitional Aged Youth Mothers, Pets and Seniors.**

**Food Services:** Expand community partnerships with local organizations and businesses, drive increased income generation through food services delivered to Sonoma County's food insecure.

**Day Services:** Expand and enhance direct services to Sonoma County women and children with the primary focus being attainment of safe, permanent housing, and securing utilization of primary preventative healthcare.

**Housing Program:** Continue to utilize agility in TLR's housing program framework: temporary to longer term housing which offers stabilization, income strengthening, and case management supporting every need of the individual in pursuing their permanent housing.

# 2023 Community Investment in The Living Room = \$2,507,952.55

## Income Defined

5%

Funds from individual donors



6%

Legacy Giving



46%

Government and Community Grants



16%

Community-led Fundraisers, Events and Appeals



23%

Capital Campaign



4%

Program Fees



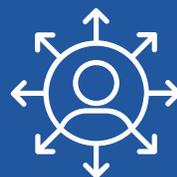
Food income generation is a critical aspect of ensuring sustainable livelihoods and addressing food insecurity. By creating opportunities for individuals and communities to generate income through activities related to food production, processing, and distribution, we can not only improve access to nutritious food but also boost economic stability. Whether through farming, food entrepreneurship, or other related ventures, focusing on food income generation can empower people to take control of their economic well-being while contributing to a more resilient and prosperous society.



## Expenses = \$1,733,938.53

76%

Program Services



20%

General & Administrative



4%

Fundraising

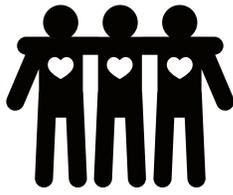


# 2023 Impact Numbers



**9,362**

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



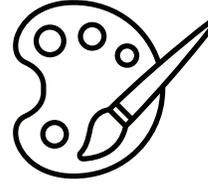
**63**

Participants Engaged in Peer Support



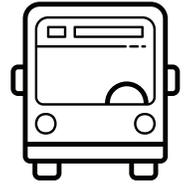
**7,680**

Referrals to Services



**384**

Art Therapy Hours



**\$6,785**

In Transportation Assistance



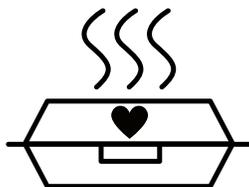
**27**

Participants Received Tax Assistance



**62**

Referrals for Legal Assistance



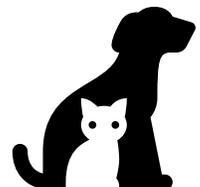
**14,195**

Hot meals Served at the Life Center



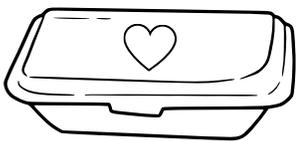
**21**

Banking Relationships Reestablished



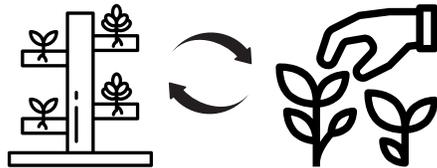
**220**

Pets Were Given Veterinary Services



**45,329**

Total Meals Served



**98%**

of water saved using 12 hydroponic grow towers



**2,000**

Pounds of Food Harvested From Our Gardens



**1,127**

"Home Cooked" Meal Kits Distributed



**108**

"Home Cooked" Participants Served

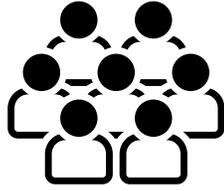


# 2023 Volunteer Numbers



**6,329**

Total Volunteer Hours Served



**1,169**

Board of Directors Volunteer Hours



**164**

Total Active Volunteers (26% returned from 2022)



**3**

Local business volunteer groups

# 2023 Housing Numbers



Life Center

**84**

Women and Children Permanently Housed



**13**

Women Engaged in Homelessness Prevention Services

**10**

Residences (1 emergency trailer under construction, due to open in 2025)



TLR Housing Program

**47**

Women and Children Enrolled in TLR Transitional Housing Program

**8**

Women Enrolled in Retaining Permanent Housing Support

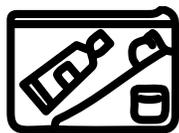
# 2023 Basic Human Needs Served

The Living Room Life Center reduces obstacles by meeting individuals where they are and addressing their fundamental human needs, such as food, water, rest, and a safe environment. It is only after fulfilling these needs that we can start the healing process and make progress toward accessing our comprehensive support services.



**261**

Showers Taken



**6,245/ 3,263**

Hygiene Kits/ Feminine Care



**342**

Pairs of Shoes



**17,540**

Pounds of Socks and Clothing

# 2023 Significant Achievements

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



1,845 unique individuals served at The Living Room Life Center

71 - Women employed  
48 - Women permanently housed  
36 - Children permanently housed



Over 1,000lbs of produce gleaned through our hydroponic grow towers

Food services  
56,841 meals served to food insecure seniors, youth, and families through the Life Center, Housing Program and hot meal delivery to community partners



The Living Room purchased 1335 North Dutton Ave in July thanks to committed community members

Financial Literacy classes and mentoring at our day center with Luther Burbank Savings and North Bay Credit Union



\$100,000 Impact grant awarded to enable TLR to hire lived experience women of color

\$400,000 grant was award by Providence St. Joseph to strengthen our housing program and grow our capacity



Over the course of 2023, our solar panels produced 11.6 MWh of clean energy reducing our carbon omissions by 8.3 tons. That's enough energy to charge 1 Million phones!



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"This year, the members of Impact 100 Redwood Circle selected The Living Room as our \$100,000 Impact Grant recipient. The Living Room offers a welcoming, caring, and safe environment for women in extremely difficult situations. Their services help clients become self-sufficient, a much-needed service in our community. The team at The Living Room exudes empathy and builds trust with a marginalized and underserved population. Our members are confident that The Living Room will use the grant wisely and efficiently"

**IMPACT 100 Redwood Circle  
Community Partners**

"I have been a volunteer with the Living Room for about a total of seven years. I love everything about the Living Room. I love the staff as well as the clients. Volunteering at the Living Room was the perfect opportunity for me because I love to connect with people. I have learned so much about dignity, respect, courage, bravery, compassion, empathy, and wisdom from the clients I have come into contact with.

Volunteering at the Living Room Life Center has given me a greater sense of gratitude. I have learned to be grateful for what I do have and not to complain about the things I don't have. That is what the clients at The Living Room Life Center have taught me.

Seeing a client that has nothing but is still grateful for anything they are given, whether it be a hot meal, clothing, or a resource that may help their child, is heartwarming as well as inspirational. I just love it there, I think it's the best place in Sonoma County for women who are seeking assistance and resources. I just love The Life Center and I hope to volunteer again someday."

**Pamela Lawrence  
Donor & Volunteer**

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"I was a young, single mother and a college dropout. It was a tender and special time of my life, yet I was also in survival mode. Twenty-two years ago, I found safe shelter at a nonprofit organization called The Living Room (TLR). Their focus was on women and children who are experiencing homelessness, or at risk of experiencing homelessness. I can remember them helping us with basic necessities, a warm meal, referrals to resources and supportive encouragement. We even created art and played games.

I experienced TLR as a young mother who desperately needed a place to go during the day. The food and shelter may have gotten me through the door, but it was the people who helped me to persevere in the face of adversity that kept me coming back and gave me hope. By surrounding myself with women who believed in me, I was able to see my next steps. My son and I did find short-term housing, and we moved about eight times in his early childhood until we were able to move into home ownership.

I am forever grateful for their support while I was figuring out how to be an adult with a small and active son. I was able to return to The Living Room twenty-one years later and volunteer. I will always remember their unconditional love and support either as a Participant, Employee or as a Volunteer. Thank you, TLR!"

**Hilleary Z.  
Donor & Volunteer**

# Participant Testimonials



In 2017 my house burned down. I had recently given birth to my little girl. I was forced to go to a family shelter. That's when I was introduced to The Living Room, they gave a lot of support with child needs such as diapers and extra supplies needed on a daily basis. Helping me with gas vouchers, a resume, childcare, resources and family justice as we were going through a lot in our personal life.

- **Anonymous**



The Living Room nos salvo la vida por que la primera vez que vinimos nos ayudaron a mi y a inis 4 hijas con hotel por viernes, sabado y domingo. No sabemos que ya pasar en el future pero si tengo esperanzas con la ayida del livingroom (la sala). Tambien nos ayudaron con ropa y mis hijas va a estar contentas.

The living room saved our lives because the first time we came they helped me and my four daughters with a hotel for Friday, Saturday and Sunday. We don't know what will happen in the future, but I do have hope with the help from The Living Room. They also helped us with clothes and my daughters are going to be happy.

-**Rosa**



The Living Room SAVED MY LIFE! This place is a one stop shop and opened so many doors for me. I came here the first time as a DV victim and now I can proudly say I'm a SURVIVOR. Every person here has so much kindness in their heart and helped me see the light in life. A special shout out to Roes - she's an angel on earth.

-**Hannah**



The Living Room has given me and my pet a safe place to search for resources.

-**Heather**

## Safe Parking & Food To Go

I am living in my car as a senior woman. The Living Room told me about a safe parking lot. The Living Room helped me apply for housing through coordinated entry. Monday through Friday, I can come to the lunch room for free coffee, juice and food to eat there or take with me to eat at night in my car.

-Anonymous

## The Living Room Community

The Living Room has impacted my life by affording me the opportunity to build personal relationships with the staff and other women who participate here. I don't get to have that when I'm in need within my loved ones' circle of support. So, if complimenting the staff is my way of expressing gratitude for serving me during times of loss in a consistently genuine style, then they or the donors can fill in the rest. I don't believe (including the volunteers, too) you can put a price on it! Get it?! Thank you!

-Alexis

## Women For Sobriety

The Living Room has impacted my life greatly. I have been so blessed with being able to attend The Living Room events. The service is amazing, the sobriety meeting +++. The food is amazing. It has given me the (home) feeling, and sitting at the table each time with different girls has had me eating at the table at home with my family. It's a non-judgmental place to get life in order. The services are wonderful; I find so much mental peace at The Living Room. At one point in life, I sought getting loaded. NOW I seek coming to The Living Room. Having a safe, warm place to just enjoy being in the moments is life-changing. Thank you for all you do. Thank you, thank you.

-Aime



Share  
Your  
Story

## A Safe Place

Homelessness is nothing easy, not physically, emotionally especially mentally, as to my experience. Fleeing from domestic violence and finding a safe place; The Living Room has been of great help. Words cannot express the gravity of how important this place is for me and I see other women too. I am grateful this place exists and the women who work and volunteer here. I had been homeless for quite some time and I never knew this place existed. The first time I came to The Living Room, I was overwhelmed with the kindness, warmth and just the homey feeling these women who run this place give. So attentive, very giving I could not help myself but to cry of how grateful I was to have found this place.

-Anonymous

## Pet-Friendly

The Living Room has been a Godsend. I am homeless and a clinical depressive who requires a variety of meds & counseling just to stay on top of my issues. Waking up & knowing that I have somewhere to go, women to converse with who understand my situation - people I've grown to love, - at least one hot meal, and a place to simply feel safe & relax...Well...it's a blessing I just can't begin to quantify. The fact that they are pet friendly and welcome my two little dogs is a bonus for my psyche and for my pups who love to socialize. In conclusion, I would say that The Living Room is Santa Rosa's finest social services provider and the best possible antidepressant for me.

-ADreanen

# 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.

## \$25,000 +

Providence  
County of Sonoma - ARPA  
The William G. Irwin Charity Foundation  
Luther Burbank Savings Corp.  
Santa Rosa Sunrise Rotary Club  
Daniels Chapel of the Roses  
Negley Flinn Charitable Foundation  
Community Foundation Sonoma County  
Weinreb Pilecki Segal Foundation  
Jonas Family Foundation



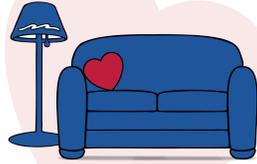
## \$10,000 - \$24,999

Coker Architects  
Jackson Family Fund of the Community Foundation  
Tamalpais Pacific  
New Vintage Church  
Speedway Children's Charities  
The Futures Project

## \$5,000 - \$9,999

The Metta Giving Foundation  
Mario and John's Tavern  
Abbey, Weitzenberg, Warren & Emery  
Exchange Bank  
JNR Family Foundation  
Lamb & Barnosky, LLP  
Neil and Amelia McDaniel Charitable Trust





**The Living Room**

# Investing in sustained giving



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

- Where would women go for individualized help?
- Where would they find a safe and welcoming space to share their stories and connect with others who understand their struggles?

The Living Room has been a lifeline for many, providing not only support and guidance but also a sense of belonging and empowerment. It has become a beacon of hope and a source of strength for countless women in our community. Without it, we would lose a vital resource that has made a significant difference in the lives of so many. Let's continue to support and cherish places like The Living Room that make our community a better and more compassionate place for all.

## The Living Room Campuses

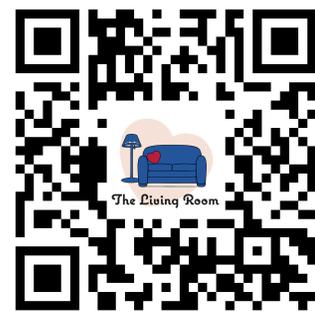
### Food Services & Administration Offices

1207 Cleveland Avenue  
Santa Rosa, CA 95401

### The Living Room Life Center

1335 North Dutton Avenue  
Santa Rosa, CA 95401

## Stay Connected with us on social media



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



Phone: 707-579-0138



Email: [info@thelivingroomsc.org](mailto:info@thelivingroomsc.org)

