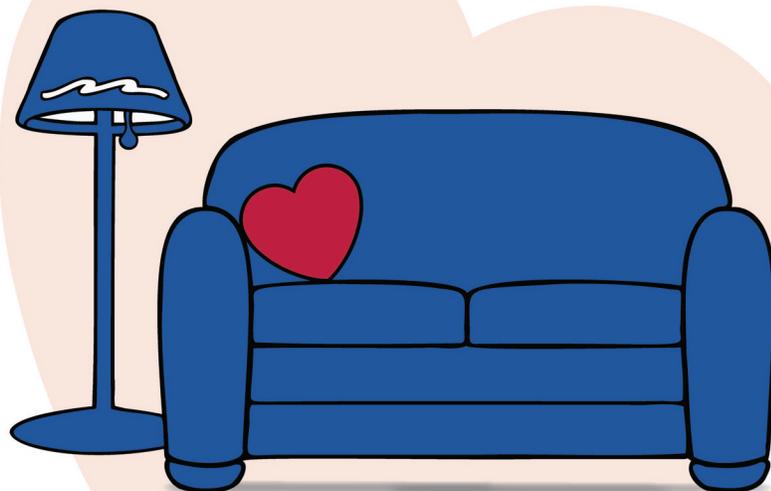


2020

ANNUAL
REPORT



The Living Room

"WE'VE GOT THIS!"



CINDY PASKO, EXECUTIVE DIRECTOR

Dear Friends,

Wow! What a year 2020 was. Speaking for myself and my staff, we are very glad to be in 2021 facing a new year. Although COVID-19 presented many major challenges, it also presented a great many blessings. We gained ground both financially and in our service impacts, in spite of not being able to open the campus to walk-in public.

Throughout 2020 we learned and grew through constantly responding to the changing needs of our community. We didn't let old thinking define us. We honored the strength and resiliency of the women who founded "The Living Room". They came from generations that understood how to get things done. The simple phrase of, "We've got this!" has greater meaning for us. It is a comforting rally cry!

So, throughout 2020 we expanded our food services, added three new units of housing to shelter five women and four children, and launched an outreach program. We exceeded our financial expectations through the generosity of our community. Through new friends and partners, we have served more unduplicated people in one year than we have in any single year of our history. Although the year was tough, it was also a richly rewarding year.

We are deeply grateful for all the wonderful people who have reached out to us this past year. We give a "shout out" to our dedicated volunteers that worked tirelessly. To our supporters, "THANK YOU!" You are the reason we have been able to navigate through rough waters, and break through into a calm certainty of the expanded role we hold in serving women and children experiencing homelessness.

Please take the time to review some of our impacts through this report. If you have questions or want to know more, please reach out to us at any of the numbers located throughout this report.

Warmly,

A handwritten signature in blue ink that reads "Cindy Pasko". The signature is fluid and cursive.

Cindy Pasko, Executive Director

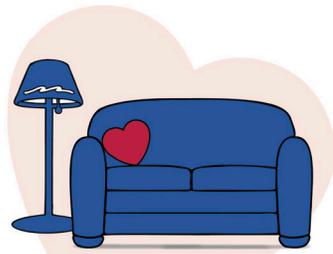
2020 BOARD OF DIRECTORS

Kim Hinde, Board President
Nikki King
Veronica Rincon

Liz Uribe, Board Secretary
Marion Weinreb



A DAY IN THE LIFE OF



The Living Room



OUR MISSION

THE MISSION OF THE LIVING ROOM IS TO EASE ADVERSITY, PROMOTE STABILITY, AND SUPPORT SELF-RELIANCE FOR WOMEN AND CHILDREN WHO ARE HOMELESS, OR AT-RISK OF HOMELESSNESS, IN SONOMA COUNTY.

WHAT WE DO

WE WORK WITHIN THREE PRIMARY AREAS, HOUSING, FOOD, AND OUTREACH TO WOMEN AND THEIR CHILDREN WITH WRAP-AROUND SERVICES.



ACCOMPLISHMENTS 2020

540

People Served Pantry Food Boxes

22,054

Hot Meals Served

12

New Working Partners

900

Pets Served

20

Women Housed

6,000

Hygiene Packs Distributed

3,640

Volunteer Hours

2,000

People Served Goods And Services

6

Children Housed

\$2,500

In Transportation Assistance

1

ADU
(Accessory Dwelling Unit)
Built

4

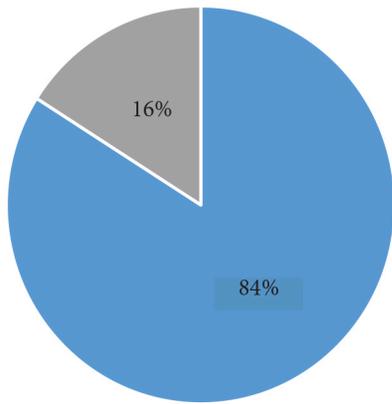
Gardens Planted



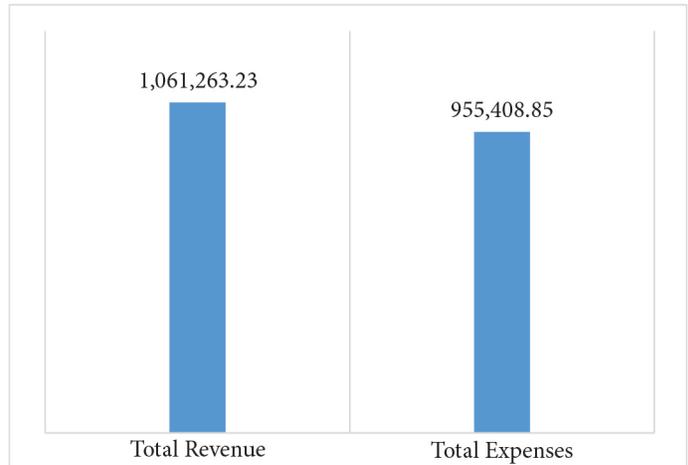
THERE ARE 2745 HOMELESS PERSONS IN SONOMA COUNTY OF WHICH 27% ARE WOMEN AND 1702 ARE UNSHELTERED.

2020 SONOMA COUNTY HOMELESSNESS CENSUS COMPREHENSIVE REPORT

STAFFING INVESTMENT REVENUE & EXPENSES



■ Direct Service Staff Costs ■ Admin Staff Costs



CHALLENGES & POSSIBILITIES

Over the course of late 2019 and 2020 we lost all of our street parking on both Carrillo and Central. This has created a barrier to our ability to re-open the campus to the general public (with the exception of appointments.)



We are in a heavy industrial area with large dual-trailer cement and hauling traffic. Next door to The Living Room campus is an excavation company with large, heavy vehicles needing wide turn access to their property. We have always struggled with the parking, and the truck/pedestrian traffic interface. It became extremely dangerous in 2020 and large blocks were placed on both sides of the street to stop parking and ensure access for the trucks.

2020-2021

Our goal this year is to work toward securing a new campus for mid to late 2021. Although we will still have COVID restrictions, we have a bold plan to open a site with expanded services and plenty of parking and space. We are currently looking at sites that will accommodate a community model day center. If you are interested in assisting in this effort, please call Rebecca Rogoway at 707-978-4804.

Administration Office Move and Current Campus

We have moved our administrative offices to 328 South E Street to accommodate repurposing our administration house to shelter a family. All of the houses on our Cleveland campus now shelter women and children. The housing, outreach, volunteer, and facilities staff are located in the back building.

(Pictured: 328 So. E Street)



"We were aware of The Living Room's mission and the women & children they serve, but when Molly Heacock, drove by and witnessed the line of folks waiting for food simultaneously hearing about TLR on KZST, we knew we wanted to help. We are so happy to provide product and resources in support of the great work they do and will continue as long as the need is there."

Lisa Minacci – Manager of Wellness Dept. at Oliver's in Windsor

WHY I GIVE

"I know of The Living Room through my friend and colleague Sofia, and their collaboration with Love to Table. I was really inspired by hearing all the of loving attention to details The Living Room provides to those in need. Creating safe places for families to land so they don't have to live in the streets and can find their way. Creating meal boxes with recipes to inspire new ideas for cooking including fresh produce. Creating programs for the people who use The Living Room's services, all to give people richer, fuller lives that fills them up and feeds their community. And everything feels simple and potent."

Amanda Dunham - Love to Table Advisor

"As a volunteer I cooked and served for 13 years at The Living Room, when I joined the Spring Lake Village Outreach Committee I was proud to nominate The Living Room as one of the two organizations Spring Lake Village would support financially. Today, even though things have changed due to COVID, the Administration has adjusted to new and better ways to serve and we continue to support their efforts."

Laura Ford – Outreach Committee at Spring Lake Village

"I wish I could give more. As a single mother and now retired, I give what I can to The Living Room. They make the most of my monthly gift to support women and children in their time of need. As women, we need to support each other."

Nancy Proctor - Sustaining Supporter

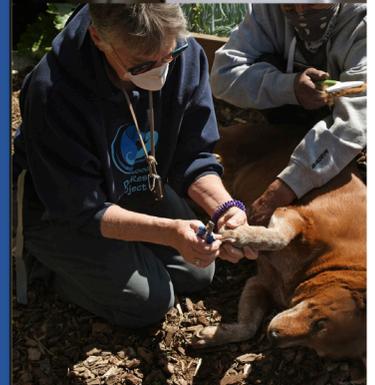
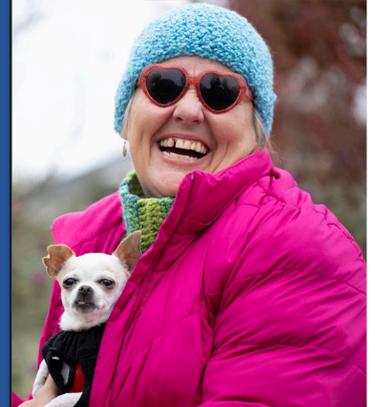
"I was first introduced to The Living Room years ago, when it operated out of the Episcopal Church. My mom would order trays of cookies for different events, and I was the delivery person. I remember back then being impressed with how much you did with so little."

These days, at our business, I find myself with a source of income that I don't feel is mine to keep. In wanting to donate it to a community organization/charity, The Living Room was my first thought. In the times that we are in with so many difficulties in our community, I feel The Living Room serves those in need in a way no other organization can. It is my hope that through my donations and the donations of so many others, The Living Room will continue to be a vital part of our community, and help those that are served receive the care that they need and see a brighter day."

Wes Daniels - Owner/manager at Daniels Chapel of the Roses Funeral Home & Crematory

"Several years ago I visited the Living Room to see what services were available. I saw a kitchen preparing meals, an area with computers for women to use and a place for children to play close by. I saw small houses that families were beginning to occupy. I heard about counseling and training and job referrals. The most profound impact during that visit was to sense that these women were shown respect."

Susan Sipe



MISSION SUPPORTERS

THANK YOU TO THE FOLLOWING ORGANIZATIONS AND MANY OTHERS FOR SUPPORTING THE LIVING ROOM WITH A MONETARY DONATION IN 2020!

YOUR PARTNERSHIP IS ESSENTIAL TO OUR WORK AND WE ARE PROUD TO SERVE IN A COMMUNITY WHERE SO MANY OF OUR LOCAL BUSINESSES REINVEST IN THOSE EXPERIENCING HOMELESSNESS.

BOTHIN
FOUNDATION

EB Exchange
Bank

Invested in you.



TAMALPAIS PACIFIC



NORTH BAY
PROPERTY ADVISORS

CODDING
FOUNDATION



St. Joseph Health 
Santa Rosa Memorial



KAISER PERMANENTE®



SONOMA-CUTRER
VINEYARDS



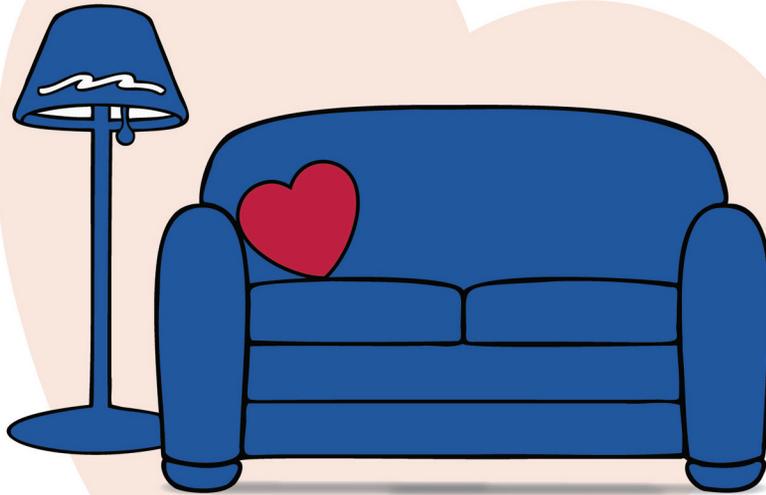
WILD OAK
SADDLE CLUB
ESTABLISHED 1974



Spring Lake Village
A COVIA LIFE PLAN COMMUNITY

THANK YOU!

STAY CONNECTED WITH



The Living Room

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