# HOPEHAS ANADDRESS 2017 ANNUAL REPORT

### INDUSTRIES

MEBUN





Moving forward, we are working harder to change the way the world looks at, judges and treats our most marginalized and demonized community members. To do this, we're focusing on three insights we've picked up along the way that will anchor our growth and set a solid foundation for the next thirty years. First, we stand with the demonized so the demonizing will stop. Second, we foster healing so no one will re-offend. Third, we invest in every Homeboy and Homegirl's future.



## DEAR FRIENDS

Now entering our 30th year, we reflect on where we started, what our impact has been, and where we are heading. Homeboy Industries began in a climate of hostility towards our population. In our first ten years we received death threats, bomb threats and hate mail. The prevailing perception was that the only choice was either being tough on crime or soft on crime. We went with a third option, one that has since been widely embraced: we were smart on crime. For us, being smart on crime means recognizing that all people are worthy of compassion and it's smart to invest in their healing.

Throughout our 30 years, there were challenges along the way. The most public one came in 2010, when our future was uncertain. Yet, the whole city rallied behind us. "This place belongs to the city of Los Angeles and it's here to stay." We were embraced in the same way we embraced the thousands of men and women who walk through our doors.

We began with a focus solely on re-integration by way of jobs. In fact, we still have the t-shirt that says: "Nothing stops a bullet like a job." Yet over time, we found that a job is not enough; healing has to happen. About 15 years ago, we dedicated ourselves to healing the whole person. An educated inmate may or may not re-offend and an employed one may or may not re-offend, but a healed one won't ever go back to prison.

#### Stand. Heal. Invest.

It sounds simple, but it will take a lot of work. At this moment, Los Angeles County remains the gang capital of the nation, with approximately 100,000 gang members and over 150,000 jail admissions every year. The need for a place like Homeboy Industries to provide hope, training and support is critical. And we're up for the challenge.

#### Thank you for standing with us.

Fr. Greg Boyle, S.J., Founder



Thomas J. Vozzo

Thomas Vozzo, CEO

## **ABOUT** US

In 1986 when Father Gregory Boyle became its pastor, Dolores Mission Church was the poorest Catholic parish in the city. The parish included Aliso Village and Pico Gardens, then the largest public housing projects west of the Mississippi. They also had the highest concentration of gang activity. That was saying something, given LA's reputation as the gang capital of the world.

At the time, law enforcement tactics of suppression and criminal justice policies of mass incarceration were the prevailing means to deal with gang violence. But where others only saw criminals, Father Greg saw people in need of help. Today, Homeboy Industries is the largest gang intervention, rehabilitation and re-entry program in the world, welcoming over 8,000 people through its doors each year.

"We work with the population that nobody desires to work with, and it's a principle of this place that we stand with them," Father Greg puts it.

Over the past 30 years, the tide of gang activity in Los Angeles has turned, the field of re-entry services has broadened, and public safety has become more enlightened in ways that would not have been possible without the advocacy of Homeboy Industries.

In addition to serving over 7,800 community clients, our flagship 18-month re-entry program is offered to at least 250 men and women each year, helping to break the cycle of intergenerational violence that has plagued so many.

We work with those who have been left behind without hope. Their healing and re-entry is often not achieved in a straight line—it can take years, with detours along the way. But our impact is evident in each life transformed, and as those lives impact their families and communities, we're creating a positive ripple effect not only around the city of Los Angeles, but in communities around the world.



#### HOMEBOY HISTORY

1988

Father Greg buries his first gang member killed by gang violence.

Jobs for a Future starts for the members of the eight warring gangs.



Homeboy Silkscreen is launches.

2005 Homegirl Café opens at 1818 East First Street.





Certification Program launches.









### 1984

Father Greg arrives at Dolores Mission, the most impoverished Catholic parish in Los Angeles, in Pico Gardens/Aliso Village.



### 1992

Ray Stark funds Homeboy Bakery, our first social enterprise, where rival gang members work side-by-side to become scratch bakers.

Homeboy Tortillas opens in Grand Central Market.



2000Homeboy acquires first on-site laser tattoo removal machine.



2003First Lo Máximo Awards Dinner and fundraiser.

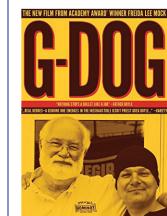
2010 Tattoos on the Heart published

Layoffs hit Homeboy Industries but the city of LA responds with support.

Homeboy Farmers Market launches in 16 locations.



#### Moves to current headquarters at 130 West Bruno Street and launches Homeboy Merchandise.







18-month model adopted, effectively integrating all aspects of our services and social enterprises into a comprehensive program.

G-Dog movie released.

6 HOMEBOY INDUSTRIES



Father Greg inducted into the California Hall of Fame.

Homeboy Grocery line opens in 256 Ralphs grocery stores.



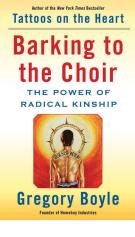
Homeboy Café & Bakery opens at LAX, in American Airlines Terminal 4.



Global Homeboy Network launches with its first global gathering.

TIMELIN







Barking to the Choir published.

9th Annual Homeboy 5K Run/ Walk brings together 3000 Angelenos

Homeboy Industries acquires Isidore Electronics Recycling.

Breakaway Bakery is absorbed into Homeboy Bakery, offering gluten-free options.

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# 2017 HIGHLIGHTS

9,300

21,451 CLASS SESSIONS LOGGED

390 TRAINEES

SOLAR PANEL TRAINING GRADUATES

5.586

**ADDITIONAL COMMUNITY MEMBERS RECEIVING PROGRAM AND SERVICE SUPPORT** 

11,834 TATTOO REMOVAL TREATMENTS

3,670 THERAPY SESSIONS PROVIDED

**LEARNING WORKS CHARTER** HIGH SCHOOL GRADUATES

\*trainee – a former gang member or previously incarcerated individual who is participating in the 18-month Job Training program

#### **BARKING TO THE CHOIR:** THE POWER OF RADICAL KINSHIP

Father Greg's long-awaited second book, published in November 2017, shares new stories of faith and the enduring power of radical kinship. Within weeks, the L.A. Times best seller paved the way for millions more to learn about Homeboy Industries and the importance of extending love and compassion to those society has left behind.

#### TRANSCENDENTAL MEDITATION

The Beatles did it. Oprah does it. And now our Homeboys and Homegirls are doing it. 2017 saw the introduction of Transcendental Meditation to Homeboy Industries through a generous gift from long-time supporter, Jim Carrey. To date, dozens of trainees have benefitted from the five-thousand-year-old technique with renewed ability to respond to life's stressors in a healthy way.

#### HOMEBOY ELECTRONICS RECYCLING

Homeboy Industries acquired Isidore Electronics Recycling, a for-profit e-waste recycling company that employs the formerly incarcerated, creating a new stream of revenue as well as an innovative pathway for trainees to gain cutting edge job skills that will propel them into the future.

#### **MUSIC HEALS PROGRAM**

In October 2017, famed songwriter Mike Stoller and Corky Hale, helped launch the Music Heals program which provides trainees with music instruction in guitar, keyboards, voice, songwriting, drums and percussion. This cutting edge program provides therapeutic healing through the use of mentorship, collaboration and creativity.

#### **SPOTLIGHT: BAKERY**

# BUSINESS OF SECOND CHANCES.

**100% OF THE PROCEEDS FROM HOMEBOY INDUSTRIES'** MANY SOCIAL ENTERPRISES GO DIRECTLY TO SUPPORTING THE ORGANIZATION'S MISSION.



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#### HOMEBOYS ELECTRONICS RECYCLING

Our most recent business venture offers job opportunities in recycling, secure data destruction, electronics repair, IT asset recovery, and prop rental.



#### **HOMEGIRL CAFÉ**

A Zagat-rated farm-to-table breakfast and lunch eatery featuring innovative dishes made with Latin flavors. Our café empowers women and men to undertake what is usually their first "real job" in the restaurant industry.



#### HOMEBOY MERCHANDISE

Located in our iconic headquarters, this business offers a wide variety of exclusive Homeboy Industries branded apparel, accessories, and books.



#### HOMEBOYFOODS.COM

Our online market is host to Homeboy Industries' products that are prepared fresh daily by trainees using the finest ingredients.



#### **DINER AT LA CITY HALL**

The Homeboy Diner at Los Angeles City Hall offers a daily selection of grab-and-go sandwiches, salads, desserts, coffee, tea and other items direct from Homegirl Café and Homeboy Bakery.



#### BAKERY

The first of Homeboy Industries' social enterprises, the Bakery started as a training ground for aspiring bakers and now supplies locations throughout Los Angeles.

#### GROCERY



Homeboy Tortilla Strips as well as a variety of Homeboy Salsa and Guacamole are available in the Deli section at Ralph's and Gelson's Markets across Southern California.

#### HOMEGIRL CATERING

wide array of events.

J.C

#### SILKSCREEN + EMBROIDERY

A uniquely women-run venture offering

exceptional full-service catering for a



#### high-quality production of personalized screen-printing and embroidery.

#### **GLUTEN-FREE BAKERY ANNOUNCEMENT**

In February of 2017, Charles & Janice Lavine, generously donated their neighborhood business, Breakaway Bakery, to Homeboy Industries. The L.A.-based eatery serves delicious, freshly-made gluten-free, vegan, and kosher products made daily on-site. Visit us at the newly re-branded Homeboy Gluten-Free Bakery located at 5264 W. Pico Blvd.





#### **CYNTHIA** ZUNO-GODINEZ



Cynthia Zuno-Godinez was fresh out of an 11-month stint in rehab when she showed up at Homeboy Industries in 2011. After working her way through the trainee program and various clerical positions, she's now Homeboy Bakery's Production Manager, a title she has been working towards for almost five years.

"I have so much to lose and so much to be grateful for, and it all comes back to this," she says. But it wasn't always a cakewalk for Cynthia, who spent her early twenties running the streets and committing crimes to support her drug habit. "It's been a struggle, but it gets

An office job was never the right fit for Cynthia's exhuberant personality—but the want to come into work every morning. I love getting to help the trainees who want the help, and I like to see everybody grow. It's a positive place to be; it's my home away from home."

Cynthia never thought that she'd qualify for a second chance. "I knew that people got them, but I never thought that I'd be that lucky. I made some pretty terrible choices when I was younger and now I get the chance to make up for those wrongs."

# I LOVE GETTING TO HELP THE TRAINEES WHO WANT THE HELP, AND I LIKE TO SEE EVERYBODY GROW.

# OUR SERVICES

#### **TATTOO REMOVAL**

Visible tattoos can be a major barrier to employment and even put clients' lives in danger. Our volunteer medical staff treats around than 4,000 tattoos a month.

#### CASE MANAGEMENT

Members of our 18-month Job Training program work closely with case managers to develop individualized service plans to help them meet their goals.

#### LEGAL ASSISTANCE

Whether clients need help with traffictickets, expungements, or family reunification, our staff attorneys and partner organizations help remove barriers to re-entry.

#### WORKFORCE DEVELOPMENT

Employment specialists help clients discover their aptitudes, acquire vocational skills and cerifications, prepare for interviews, and find jobs with partner companies and labor unions.

#### **EDUCATION**

Over 40 classes are offered weekly, covering academics, life skills, substance abuse recovery, work readiness, arts, and wellness.

#### MENTAL HEALTH

Job Training program participants meet with licensed therapists for one-on-one counseling to help understand past experiences and develop healthy relationships. Additionally, numerous support groups are available and open to the public.

arcus Avery is 32 – the same age his father was when he die his life taken by the same gang violence that Marcus now wants to escape. "My whole life, I just wanted to make it to 32," he says.

Marcus came to Homeboy Industries in 2011, on parole after a seven-year stint in prison. In addition to finding employment, getting in touch with his daughter was a top priority. But there was one problem: Marcus had no idea how to be a father. "I had just done seven years and I wasn't in her life at all," he says. Marcus would receive the occasional update from his mother and brother while locked up, but he hadn't had so much as a phone call with his daughter. "It's a scary feeling, meeting your kid for the first time, especially when they're already six and-a-half."

Through parenting classes and Project Fatherhood, Marcus was able to engage in his daughter's life. "She's totally different

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	from the six year old I met. We have a real bond
d,	right now," he says. "I learned love, comfort, and
	communication. It's the type of parenting I never
5	got at home."

- Marcus has also taken advantage of the therapy offered at Homeboy Industries, something that he, like many others, once saw as taboo. "You're worried that they'll label you as 'mental', because that's what we as former inmates have seen." Today, he shares things with his therapist that he can't with others, confident that he won't be judged. "It has gotten me through a lot," he asserts. "Every time I come out that office, I feel aood.'
- Without blame or resentment, Marcus explains that today, he is able to be the father that his dad wasn't able to be. "My daughter loves it. She sees the change in me that even I don't always see."



Dennis Kristan is one of Homeboy Industries' 37 volunteer tutors. After spending much of his life working in the insurance industry, he never felt like he was contributing to society. So when the opportunity arose nine years ago to volunteer as a tutor, he was thrilled. Dennis and his student, Emily Chapa, recently shared about their experience working together.



TUTORS



NORTH

HOMEBOY INDUSTRIES

### Education gives a former inmate a second chance.

Step into Homeboy Industries' offices and you'll find it bursting with activity— Homeboys, Homegirls, trainees, and staff members—all attending to the important business of changing lives. Among them are the 100+ long-term volunteers who keep Homeboy Industries going. Lawyers, teachers, therapists, social workers, and medical

professionals all take time out of their busy schedules to offer their services pro bono.

"We come from two very different places. Yet here he is, extending his hand to me," said Emily, who spent much of her adult life incarcerated. "I've been able to get close to Dennis. He's like a father to me." Before working with Dennis, Emily felt that her lack of education had kept her locked up in a different kind of prison. "Being in that bondage all these years, it hurts."

## ارار Being in that bondage all these years, it hurts.

Now a full-time drug counselor at Homeboy Industries, Emily recently completed her first semester at East LA College to get her state certification. "Here I am, somebody who dropped out of school in 4th grade, who never learned to read, and now I just passed my first college semester," Emily shared, almost in disbelief.

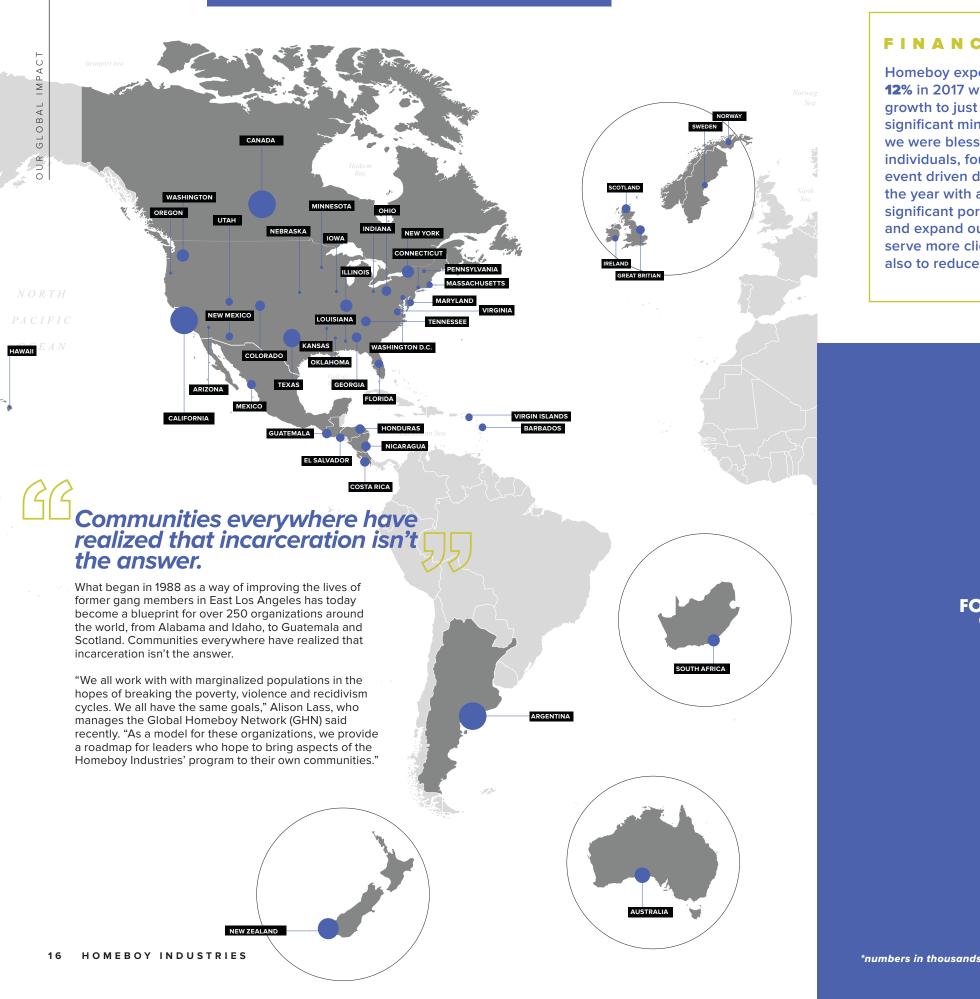
Dennis is equally grateful: "I get more out of tutoring and working with Emily than what I give. She has taught me more than I could ever teach her."

PROFESSIONAL VOLUNTEERS IN NUMBERS



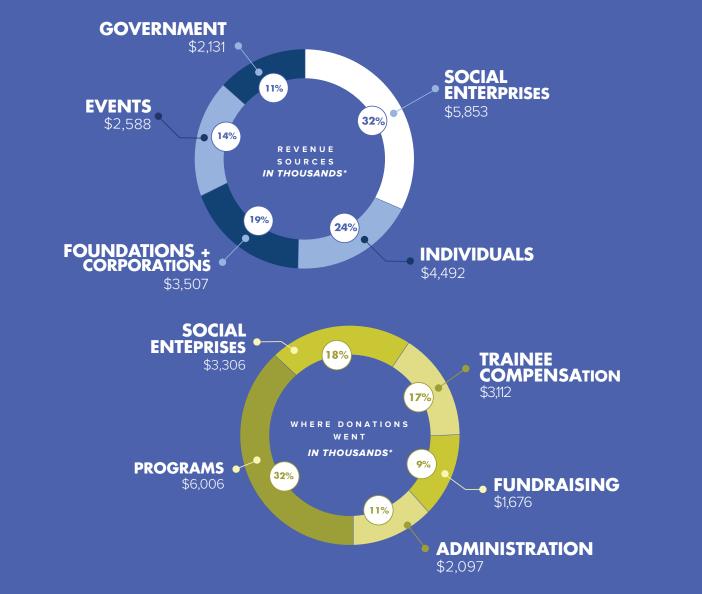
#### ARCTIC OCEAN

#### **GLOBAL HOMEBOY NETWORK**



#### FINANCIAL HIGHLIGHTS

Homeboy experienced robust revenue growth of **12%** in 2017 while holding our operating expense growth to just **3%.** We accomplished this despite significant minimum wage increases. In particular we were blessed with significant support from individuals, foundations, corporations and event driven donations. This allowed us to end the year with an operating profit. We used a significant portion of these profits to renovate and expand our facilities, which will allow us to serve more clients and trainees in the future, and also to reduce our debt.





#### THANK YOU - DONORS

#### \$200.000 +

Ballmer Group Jesuits West John and Geri Cusenza Family Foundation Johnny Carson Foundation The Ring Foundation

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

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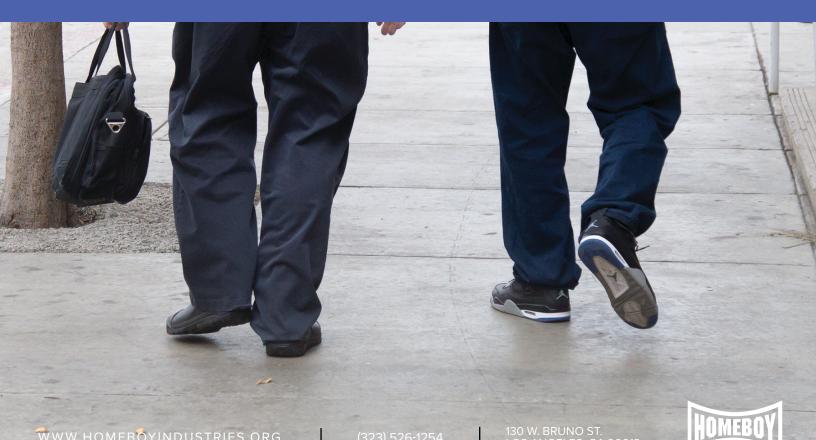
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HOMEBOY INDUSTRIES PROVIDES HOPE, TRAINING, AND SUPPORT TO FORMERLY GANG-INVOLVED AND PREVIOUSLY INCARCERATED MEN AND WOMEN, ALLOWING THEM TO REDIRECT THEIR LIVES AND BECOME CONTRIBUTING MEMBERS OF OUR COMMUNITY.



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