



# Hope Through Empowerment

**2022 Press Kit**



# President & CEO of St. Joseph Center



**Hope Through Empowerment** represents the heart of what we do every day at St. Joseph Center.

Hope is a small word, but a mighty concept. It's the belief that something good can happen. Connecting with a sense of hope can be very hard for a person challenged by homelessness, poverty, and unemployment. The mere act of hoping for a better future can seem unthinkable. But this is at the core of our work: We give people who are struggling hope. We do this through empowerment, by providing the tools they need to get back on their feet. St. Joseph Center offers a lifeline so people can start to rebuild their lives.

We accomplish this through four pillars of service that create a web of support. There's Outreach and Engagement where multidisciplinary teams fan out across Los Angeles to engage with people experiencing homelessness and provide links to services such as showers, mail, housing, and hunger relief. Our Housing Services are a fundamental part of our work and provide solutions from short term rental assistance to permanent housing for the most vulnerable living on our streets – chronically homeless individuals with mental health diagnoses, physical impairments, substance abuse challenges, and longstanding unemployment.

Because trauma is a consequence of homelessness and poverty, our Mental Health services are a critical part of the puzzle. And finally, hope and empowerment are the product of our Education and Vocational programs, where homeless and recently housed people get the skills and support needed for gainful employment. St. Joseph Center programs are designed to preserve dignity, an important part of delivering successful and compassionate services. All this adds up to a place where people, no matter how discouraged they have been in the past, can flourish.

We can't do this alone. We rely on your support, generosity, and advocacy to help us do this important work. Together, in 2019 we helped record numbers: we reached 9,936 low-income and homeless individuals and families through our comprehensive programs and services. We also have exciting developments on the horizon that will expand our impact, such as developing a new family resource center and bridge housing through a historic grant from the Jeff Bezos Day 1 Families Fund.

With your support, we are growing into a mighty, county-wide force for change. Together, we are working to make our city a place where everyone can thrive.

Thank you so much for your generosity and commitment!

Va Lecia Adams Kellum, Ph.D.  
*President & CEO*



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SiriusXM Radio  
*SVP, Brand and Consumer Marketing*



## Our Mission

St. Joseph Center's mission is to provide working poor families, as well as homeless individuals and children, with the inner resources and tools to become productive, stable and self-supporting members of the community.

## Who We Are

In July 1976, two Sisters of St. Joseph of Carondelet, together with a few volunteers, began providing advocacy and referrals and assisting families with such basic needs as food, clothing, and job readiness in a small storefront on Rose Avenue in Venice.

St. Joseph Center is now a 501(c)(3) organization—and home to over 300 full-time diverse and committed professionals. Our agency is particularly proud of our work to promote racial equity, not only among the people we serve, but among our staff as well.

Diversity is reflected in our staff, and also in our leadership. Between 2014 and 2018, management positions held by persons of color grew from 40% to 60%.

## Who We Serve

**St. Joseph Center annually reaches over 14,000 low-income and homeless clients with 20+ programs, organized into four pillars of service:**

[Outreach and Engagement](#)

[Housing Services](#)

[Mental Health](#)

[Education and Vocational Training](#)



**Robbie once suffered from domestic abuse and lived in a tent. Now, she is permanently housed and cooking in her own kitchen.**

LOS ANGELES  
**MAKERS**



# Press



## [St. Joseph Center's 45th Anniversary Gala at Petersen Automotive Museum](#)

June 4, 2022

Jimmy Kimmel and wife Molly McNearney celebrated St. Joseph Center's 45th anniversary gala with Dr. Va Lecia Adams Kellum, President and CEO of St. Joseph Center, at the Petersen Automotive Museum on June 4, 2022 in Los Angeles, California.



## [Jimmy Kimmel and Molly McNearney Bring Holiday Joy to Families Experiencing Homelessness in South LA](#)

December 12, 2021

Jimmy Kimmel, his wife, Molly McNearney, and St. Joseph Center CEO & President, Dr. Va Lecia Adams Kellum attend St. Joseph Center's Winter Wonderland for SOLA Open Air: A Safe Landing for Families on Sunday, December 12th in Los Angeles, CA.



## [Project Roomkey](#)

August 6, 2020

Thousands of homeless people in LA County are now living in hotel rooms, otherwise empty because of the pandemic. VICE News looks at the program known as Project Roomkey.



## [Severity Of The Pandemic In Our Country- CNN](#)

August 18, 2020

President and CEO of St. Joseph Center Dr. Va Lecia Adams Kellum shares on CNN the severity of the pandemic in our country and it's affect on LA County renter households, families and children.

[Click Here for Media Inquiries and Requests](#)

# Logos

St. Joseph Center's official logo is a green blooming tree with roots. The tree is embedded in a circle to represent the wrap-around service approach we offer our neighbors in need to nurture their growth and stability. The logo mark below is preferred for use in print, online, or in content listing St. Joseph Center as a partner or sponsor. An anniversary logo was launched in 2022 to commemorate 45 years of service.

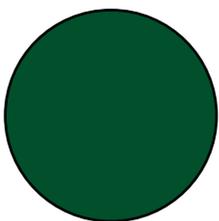


# Tagline

Hope Through Empowerment

# Brand Color

Our primary brand color is green found in our logo. Alternate file formats provided by request.



PANTONE 7479  
CMYK: C=90 M=40 Y=95 K=45  
HEX: #215732



# Client Testimonials

**HOPE** is a small word but a mighty concept. The mere act of hoping for a better future can seem unthinkable. But this is at the core of our work: We give people who are struggling hope. Here are a few words of hope from our clients at St. Joseph Center.



**“I feel like I have been given a new life. I have been working on the goals I have set for myself-I feel like the program has helped me build a lot of self-confidence, it has helped me build my self-esteem.” – Cecelia**

**“I went down and through St. Joseph, I lifted myself back up. I want to give back because St. Joseph Center has done so much for me. Give, and give what you can from the heart.” – Ronald**



**“Everything is going good for me now and I’m on the right track.” – David**

**“Thanks to St. Joseph Center, the simple dream of a roof over our heads became a reality—it’s nothing short of a miracle.” – Rebecca and Paul**





# Staff Testimonials

The “boots on the ground” staff on our team is unmatched. It’s through an understanding of **EMPOWERMENT** that our dedicated team is able to help our clients rebuild their lives with specialized care and dignity. Here are a few testimonials about why people choose to work with St. Joseph Center.

**“We want people to know that we are here for you–It doesn’t matter if you have children, if you are an older adult, undocumented, or Spanish speaking. Come in for a hot meal. Let us help you figure it out.”**

*– Amber, SJC Homeless Service Center Program Manager*



**“I experienced homelessness as a child and mental health services helped me connect to my trauma. As an adult, it saved me. You are loved and cared for at St. Joseph Center. It’s a pleasure to give back and be of service.”**

*– Adrina, SJC Mental Health Director*

**“I too have faced adversity like may of the people that we serve-and I am here paying it forward. I believe that hope means to never give up. There is always light at the end of the tunnel. Even if there are many clouds you can still make it through.”** – Yolanda, SJC Outreach



**“I am so grateful for the doors that Codetalk opened for me. It feels great to be able to stand on my own and support my family.”** – Lima

# Impact & Outcomes

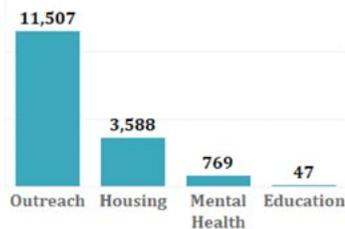


[Download FYI2021 Year-End Data Outcomes Report](#)

## SJC IMPACT FY 2020-2021



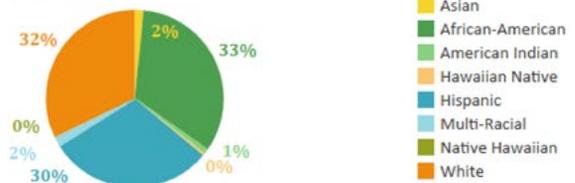
### SERVED BY PILLAR



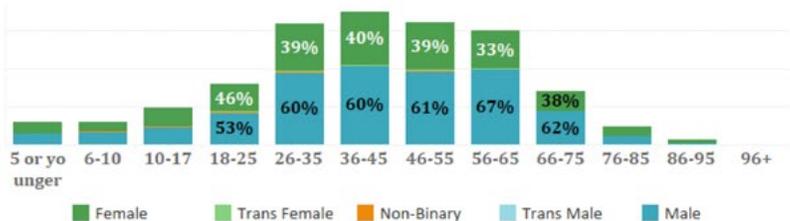
### SERVED BY SPA



### RACE & ETHNICITY



### AGE & GENDER



# Impact & Outcomes



Derrick struggled with depression while living unsheltered on Venice Ocean Front Walk. He is now housed and employed with a certification in Business and Office Administration.



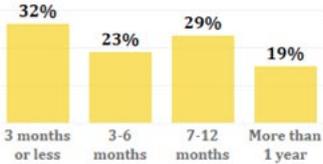
## HOUSING IMPACT FY 2020-2021



### YEARS MAINTAINED HOUSING



### MONTHS TO MOVE IN



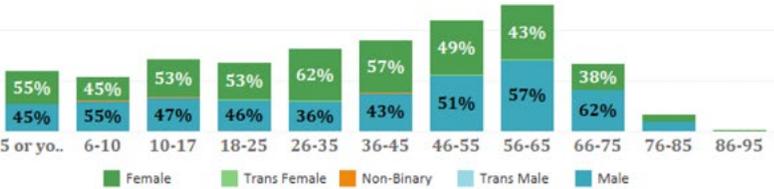
### MOVE-INS BY MONTH



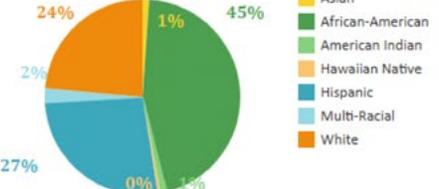
### INTERIM HOUSING



### AGE & GENDER



### RACE & ETHNICITY



# Contact Us



St. Joseph Center provides services at multiple locations around Los Angeles County. We have major service centers in Venice, South LA, and Downtown Los Angeles along with program offices in Santa Monica, Mar Vista, Palms, and Whittier.

[Click Here for a list of all locations](#)

## **St. Joseph Center**

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## **Visit our Website**

[stjosephctr.org](http://stjosephctr.org)

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YouTube Channel: [StJosephCtrLA](#)

#stjosephcenter  
#SJC45

**“I’ve worked at a lot of places and this is one of the top agencies where they treat everybody like their own, like family.” – Vincent**



## Contact Us



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