

Ending Homelessness in Los Angeles: What is Happening and How Can I Help?



- ▶ On October 25th the Ebell of Los Angeles welcomed community members for their inaugural **"Community Conversations,"** program. This panel discussion included a continental breakfast and focused on ending homelessness in Los Angeles. The event included leaders from the community such as Phil Ansell, Director of the LA Homelessness Initiative, Councilman David Ryu, Ebell Member Jill Bauman, CEO of ImagineLA, and Greg Spiegel, Mayor Garcetti's first Homelessness Policy Director.
- ▶ Supported by a comprehensive public relations plan, the focus was to engage the vast Los Angeles community and examine how we can work together for a solution.



- ▶ Total Number of attendees: 375+
- ▶ Social Media campaign reached **over 210k** impressions in a three-week timespan
 - **Over 5k engagement**
 - **Over 500 "shares"**
 - **82% of audience ages 18-44**
- ▶ Event Sponsors included City National Bank, United Way, ImagineLA, NextLA, St. Anne's, The Larchmont Buzz and Greater Wilshire Neighborhood Council