

# LavaLove® Portfolio



Presented By:

**POWER CHANGES LIVES INC**  
**Penelope Lopez, CEO**

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# About POWER CHANGES LIVES



What is a world without **POWER**? A very dark and unsustainable place.

## Our Mission

**POWER (People Organized Working Evolving Reaching)** is a 501(c)(3) whose mission is to provide assistance to low-income, minority, and underserved communities and create sustainable futures with the capacity to build and thrive, eliminating disparities in aging, education, family wellness, food-insecurity, homelessness, housing, social justice and reform.

*"The trouble with good fortune is that people tend to equate it with personal goodness, so that if things are going well for us and as well for others, we think they must have done something to have brought it on themselves... It is our responsibility to care for one another, to create fairness in the face of unfairness, and to find equality where none may have existed in the past."*

**Ann Patchett**  
Tale of the Two Americas

## Who We Are

POWER® was formed in 2010 to directly address the needs of low-income, minority, and underserved (LIMU) communities, deploying initiatives such as Project F.E.E.D.® (Friends Ensuring Every Dinner), Project Warmth®, and iLearn® under a 501(c)(3) sponsorship. On September 10, 2018, POWER® obtained its 501(c)(3) designation from the Internal Revenue Service. Afterwards, POWER® expanded its scope of services to include focuses on aging, education, finance, food insecurity, health, housing, wellness, and social justice and reform in LIMU communities with programs such as The Justice League®, Senior Connect®, iAmArt®, iPlay®, and LavaLove®.

## Leadership



**Penelope Lopez**

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**Jacob Reilly**

Operations Manager

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**Rahmel Leake**

Program Director

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## Education

Multidisciplinary educational programs providing tutoring, music instruction, and art therapy.

### iLearn®

**iLearn®** provides FREE virtual tutoring services in Math and English to K-12 students who are at or below the Federal poverty guideline.

### iPlay®

**iPlay®** provides FREE instruments and virtual instruction in clarinet, drums, flute, guitar, keyboard, saxophone, violin and vocal to low-income, minority and underserved K-12 students throughout the United States.

### iAmArt®

**iAmArt®** addresses COVID-19 fatigue and stress in K-12 students by providing FREE art therapy.

## Aging

### Senior Connect®

Programs for the aging and elderly at risk-populations providing access to healthcare, technology, food, and nutrition. **Senior Connect®** responded to the COVID-19 pandemic by providing FREE Kindle Fire tablets, pre-programmed with lifesaving technologies such as Telehealth services to manage chronic diseases with primary care and specialty physicians, groceries, pharmacy, medications, community resources, family, and social service wellness checks.

## Food Insecurity

### Project F.E.E.D.®

**Project F.E.E.D.®** (Friends Ensuring Every Dinner) includes FREE Food Box Programs, Food drives, and food vouchers to individuals and families who are food insecure.

### Project S.E.E.D.®

**Project S.E.E.D.®** provides food sustainability by distributing seed packets with each food box, allowing families to grow their own vegetables, along with nutrition education.

## Social Justice and Reform

### The Crimson POWER Play® Project®

Social justice and reform ensuring the lives of citizens are protected. Community programs removing barriers to employment such as Legal expungement clinics.

## Water Insecurity

### LavaLove®

A 29' fully customized mobile 3-unit shower, washing machine, dryer, barber station and social service/resource center providing services both sheltered and unsheltered water-insecure individuals and families.

## Family Wellness

### Operation Holiday®

Holidays can be difficult and challenging in low-income, minority and underserved communities. As part of **Operation Holiday®**, donors "adopt" families in need and help them to fill their wish lists, bringing them the hope and cheer that are essential to the season and making their holiday wishes come true.

### The Newark Project® and The Flint Project®

**The Newark Project®** and **The Flint Project®** are relief programs providing critical services to low-income and minority students and their households located in Newark, NJ and Flint, MI in the areas of academics, housing, employment, and social services. Select Freshman high school students and their families are assigned a case manager, and provided a 100% housing subsidy, virtual tutoring, PSAT and SAT exam preparation, job readiness and employment search assistance, and other State and local services available to them up until the student graduates high school.



## RADICAL HOSPITALITY

### Project Overview

**RADICAL HOSPITALITY:** The term “radical hospitality” can be defined as a practice of putting extraordinary effort and emphasis on making people feel welcome. This concept is often referred to as “radical welcome,” and focuses on breaking down barriers that prevent people from participating in an effort, campaign, or community (MetroCouncil, *Radical Hospitality*, 2019). LavaLove® seeks to restore dignity in those who are overlooked and “invisible” based on their housing status. We want to show our guests radical hospitality. That means that we listen to what our guests tell us they need, not what we think they want. Feedback has shown us that even the simplest of items that most of us take for granted—clean, dry socks and shoes, for example—are some of our guests' most pressing needs, since they help reduce exposure to the elements and minimize the rates of gangrene and foot infections in diabetic populations, both of which can be fatal. These are examples of the impact of **radical hospitality**.



For over a year, we have been mentored and trained both virtually and in a hands-on environment with LavaMae® in Los Angeles, California: the city with the greatest homeless population in the United States. We have learned from the creators of “showers on wheels” what has worked, what has not, and ultimately, how to build a successful program day in and day out—then repeat. What has worked is **consistency**. It takes 4-6 contacts with one homeless individual or family before a level of trust is established. For that reason, LavaLove® seeks to establish a **permanent location** where the water-insecure will not have to second-guess the location of the shower units. Every day that we fail to address their needs for clean water and hygiene, an individual, a family, a child suffers. Today, we are proud to have committed ourselves to making a difference by purchasing a fully customized 29' mobile trailer to be delivered to New Jersey in December 2021.

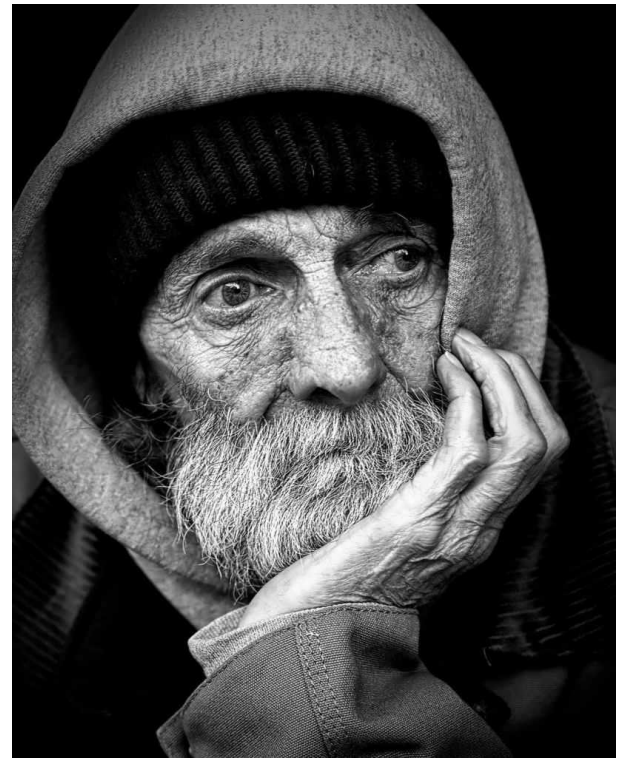
“A simple hair wash and shave can restore one's dignity . . . WELCOME BACK!”

- Penelope Lopez, CEO  
POWER CHANGES LIVES INC



## Meet Marvin

Marvin, once a full-time worker at a local manufacturing plant, enjoyed the comforts of living in his own home—then life happened. Marvin is a Type 2 diabetic living on the streets in New Jersey who sometimes finds protection from severe heat and cold by staying in a local shelter. When the shelter is full and unable to help, Marvin relies on the few items and cherished personal possessions that he carries in two plastic bags. Access to clean water is rare, as he depends on the inconsistent generosity of coffee shops and train stations where he attempts to clean himself using their bathroom sinks. Marvin represents so many in this dire situation, who might die without your help.



## Homelessness Awareness



**93k**

### Water Insecure

Sheltered and unsheltered homeless that lack access to basic sanitation on a daily basis.

**100%**

### Women

Homeless have experienced some form of trauma or sexual assault and living on the streets

**4x**

### People of Color

Experience homelessness 4x the rate of their white counterparts

## DONATE PRODUCTS

### OPERATIONAL SUPPLIES

#### CLEANING SUPPLIES

Antiviral, Antifungal Disinfectant  
Deodorizer  
Nitrile Gloves  
Hand Sanitizer  
Paper Towels  
Cleaning Rags  
Small and Large Trash Bags  
Mops  
Floor Squeegees and Poles  
Brooms and Dustpans

Shovels

Glass Cleaners

Toilet Brushes

#### SAFETY EQUIPMENT

First Aid Kits

Tyvek Safety Suits

Safety Goggles

Safety Masks

Emergency Eyewash

#### MECHANICAL SUPPLIES

100ft. Fresh Water Intake Hose

Hose Swivel

Hydrant Adapter

Safety Cones

Propane Tanks

Gas Cans

Toolboxes

Antifreeze

Antifreeze Pumps

Garden Hose Reel

3000 Series Generator

### PERSONAL CARE, CLOTHING, AND GENERAL SUPPLIES

#### PERSONAL/BODY CARE

Body Wash  
Disposable Wipes  
Deodorant  
Lotion  
Lip Balm  
Shampoo  
Conditioner  
Razors  
Shaving Cream  
Hand Wipes  
Hand Lotion  
Hand Soap  
Towels  
Sunscreen  
Crud Cloths

#### CLOTHING

Socks  
Winter Hoodies  
Bras  
T-Shirts  
Pants  
Men's Undershirts  
Short-Sleeved Tees  
Long-Sleeved Tees  
Panties

Summer Shorts

Sports Bras

Men's Briefs

Thermals

Sweatshirts

#### INCLEMENT WEATHER

Beanies

Knitted Gloves

Fleece Blankets

Earmuffs

Scarves

Ponchos

#### MENSTRUAL PRODUCTS

Tampons

Pads

Menstrual Cups

Baby Diapers

Adult Diapers

#### ACCESSORIES/ESSENTIALS

Combs

Brushes

Hair Ties

Flashlights

AA Batteries

AAA Batteries

Reusable Plastic Containers

High-Quality, All-Black Backpacks

Clear, Re-sealable Bags

Sewing Kits w/Buttons

Headbands

Personal Spray Fans

Masks

Disposable Gloves

Laundry Detergent

#### SHIP DONATIONS DIRECTLY TO:

##### POWER CHANGES LIVES INC

403 Welsh Place

Morris Plains, NJ 07950-2954

(973) 866-5531

CHARITABLE TAX ID: 83-1855848



Community is the essence of LavaLove®. Volunteers live and/or work in the local area and are trained in Radical Hospitality and techniques for serving all ranges of guests, including those with physical and mental illness. To volunteer with LavaLove® visit: <https://tinyurl.com/lavalovevolunteer>

## VOLUNTEER MEDICAL SERVICES

### MEDICAL CARE ON THE GO!

ACCESS TO CRITICAL MEDICAL CARE SERVICES BROUGHT DIRECTLY TO THOSE WHO NEED IT THE MOST.



#### MEDICAL CARE

Access to medical doctors and practicing students providing health and wellness checks, prescriptions and follow-up care.



#### DENTAL CARE

Dental exams and cleaning, hygiene education and supplies, and specialist referrals.



#### OPHTHOMLOGY CARE

Basic eye care exam, prescription and specialist referrals.

## VOLUNTEER PERSONAL/PROFESSIONAL SERVICES

# VOLUNTEER YOUR POWER

**LAVALOVE®**  
Be Our Guest

#### VOLUNTEER PERSONAL AND PROFESSIONAL SERVICES

- Barber/Stylist
- Case managers
- Class D Drivers
- Grant Writers
- Guest Services
- Handyman
- Intake Staff
- Mechanics
- plumbers
- Shower Prep (Cleaning)
- Social Media/Advertising
- Social Workers
- Volunteer Trainer
- Warehouse

**SIGN UP TODAY:** [tinyurl.com/lavalovevolunteer](https://tinyurl.com/lavalovevolunteer)



## Operations

### Hours of Operation:

LavaLove® will operate at minimum three (3) days per week, for 6 hours per day.

No. Units	Hrs./Day	Showers/Hr.	Showers/Day	Showers/Wk.	Showers/Mo	Showers/Yr.
3	6	3	54	162	701	8,418

### Features:

#### 29ft Combination Shower / Restroom / Laundry / Office Trailer with 900 Gallon Waste Tank

▪ 32X32 Shower Stalls	▪ On-Demand Gas Water Heater
▪ Toilet with Sink and Mirror	▪ 3000 Series Generator
▪ Speed Queen Stackable Washer/Dryer	▪ Barber/Salon Chair, Sink Combination
▪ Hot Water Handwash Station	▪ Powered Vent and Skylights
▪ 225-Gallon Water Tank/Pump	▪ Wall Heaters
▪ Dual 40# Propane Tank	▪ Food Stamp (SNAP) Applications
▪ Cold Weather Package (Central Heat)	▪ Mental Health Resources

### Site Requirements:

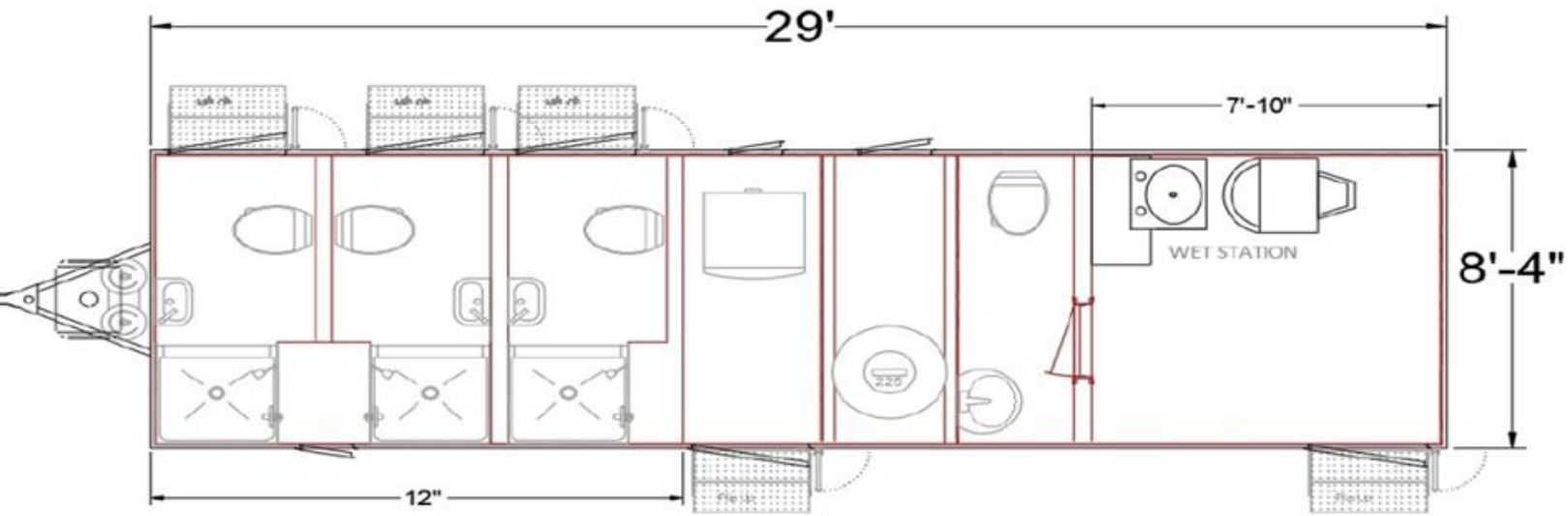
- **Access to electricity:** LavaLove® is powered by two generators mounted to the mobile unit. However, it is equipped to accept a direct power source.
- **Access to sewer:** LavaLove® is equipped with graywater and blackwater storage tanks with connections for sewer pumping trucks to remove waste. It is also built for connections to municipal sewer lines.
- **Parking lot/open space:** LavaLove® has the capacity to service approximately 48-60 people per day, year-round. Although it is a "mobile hygiene unit," studies show that with **consistency** where a client familiarizes themselves with the staff, site location and hours, clients form meaningful connections that allow us to offer a wider array of services well beyond hygiene.

### Goals:

RESTORATIVE	ANCILLARY SERVICES	COMMUNITY
<p>The basic hierarchy of needs must be met before addressing any other services:</p> <ul style="list-style-type: none"> <li>• <b>Food:</b> Bagged lunches, snacks, coffee</li> <li>• <b>Hygiene:</b> Showers, toilets, hygiene kits, towels, shampoo, tampons, razors, miscellaneous hygiene supplies, haircuts</li> <li>• <b>Clothing:</b> on-site laundry services, t-shirts, socks, gently used clothing rack.</li> </ul>	<p>Removal of barriers to lifestyle wholeness and wellness that may have triggered or caused homelessness:</p> <ul style="list-style-type: none"> <li>• <b>Medical:</b> Health screening, wound care, vaccinations, foot care, dental, vision, doctor visits, examinations</li> <li>• <b>Well-being:</b> Meditation, sidewalk talk, therapy, massage, mental health</li> <li>• <b>Self-sufficiency:</b> Employment Opportunities</li> <li>• Housing Opportunities</li> <li>• Educational Opportunities</li> <li>• Legal Assistance and Advice</li> <li>• SNAP/Food Stamps</li> </ul>	<p>Community is the essence of LavaLove®. Volunteers live in the local area and are trained in Radical Hospitality and techniques for serving guests with physical and mental illness. The visual support of the community is boldly displayed on the mobile unit with advertising through both individual and corporate sponsors. The proceeds from the selling of advertising space, directly supports the daily operations of LavaLove (see LavaLove® Project Budget)</p>



## Inside LavaLove®



## LavaLove® Expansion Plan

POWER's expansion plan supports its mission to establish new LavaLove® locations throughout the United States. Currently there are no existing mobile hygiene trailers in the State of New Jersey and limited access in New York.

The mission of LavaLove® is to establish at least one (1) vehicle in every state to provide homeless hygiene and ancillary care solutions within the following projected timelines:



### LOCATIONS:

**Morris County, NJ**  
**Essex County, NJ**  
**New York City, NY**  
**Passaic County, NJ**  
**Atlantic County, NJ**  
**Mercer County, NJ**  
**Warren County, NJ**

### KEY:

**Dec. 2021, Jun. 2022, Dec. 2022**

## Impact of LavaLove®

### By partnering with us:

- You will set yourself apart from others, bringing visibility and raising awareness of the homeless, their needs, and hopes for the future.
- You will help the homeless to develop a sense of safety, dignity, and belonging within the community.
- You will bolster local communities, making them stronger, healthier, and safer for the people living in them.
- You will create a safe space for the marginalized and vulnerable populations within the community (e.g., women, the mentally ill, and members of the LGBTQIA+ community).

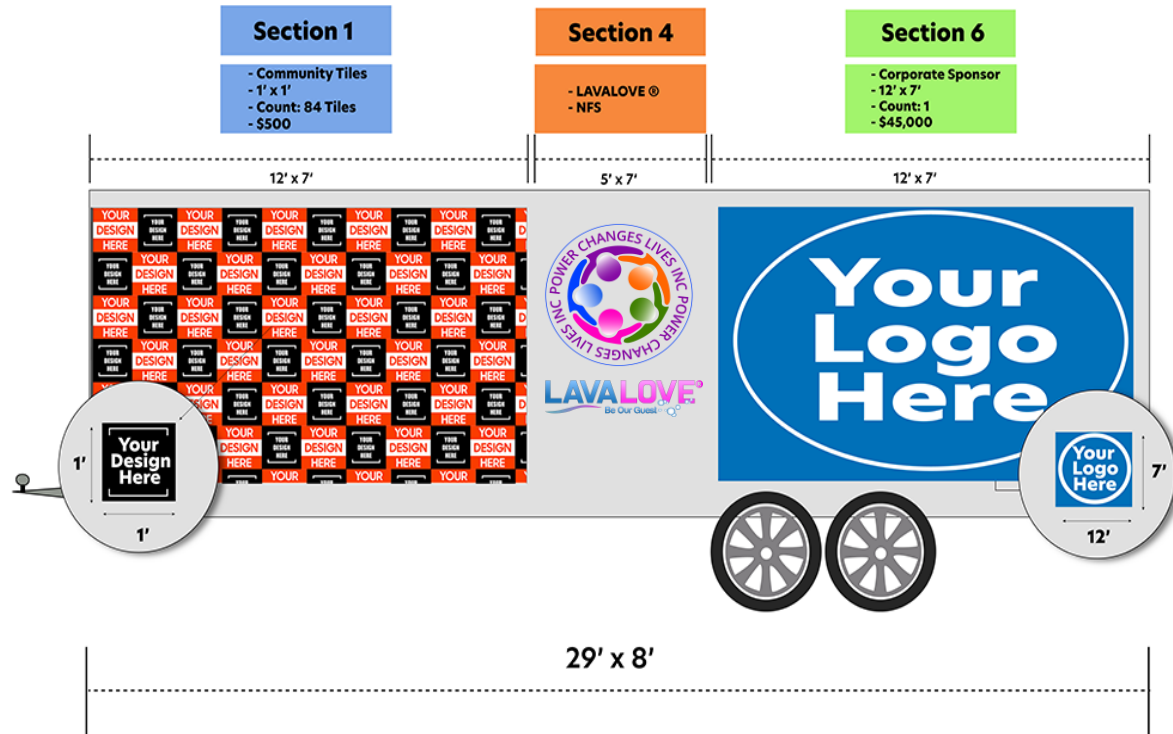
**LavaLove® will be the first mobile hygiene units in New Jersey and New York!**

## LavaLove® Project Budget

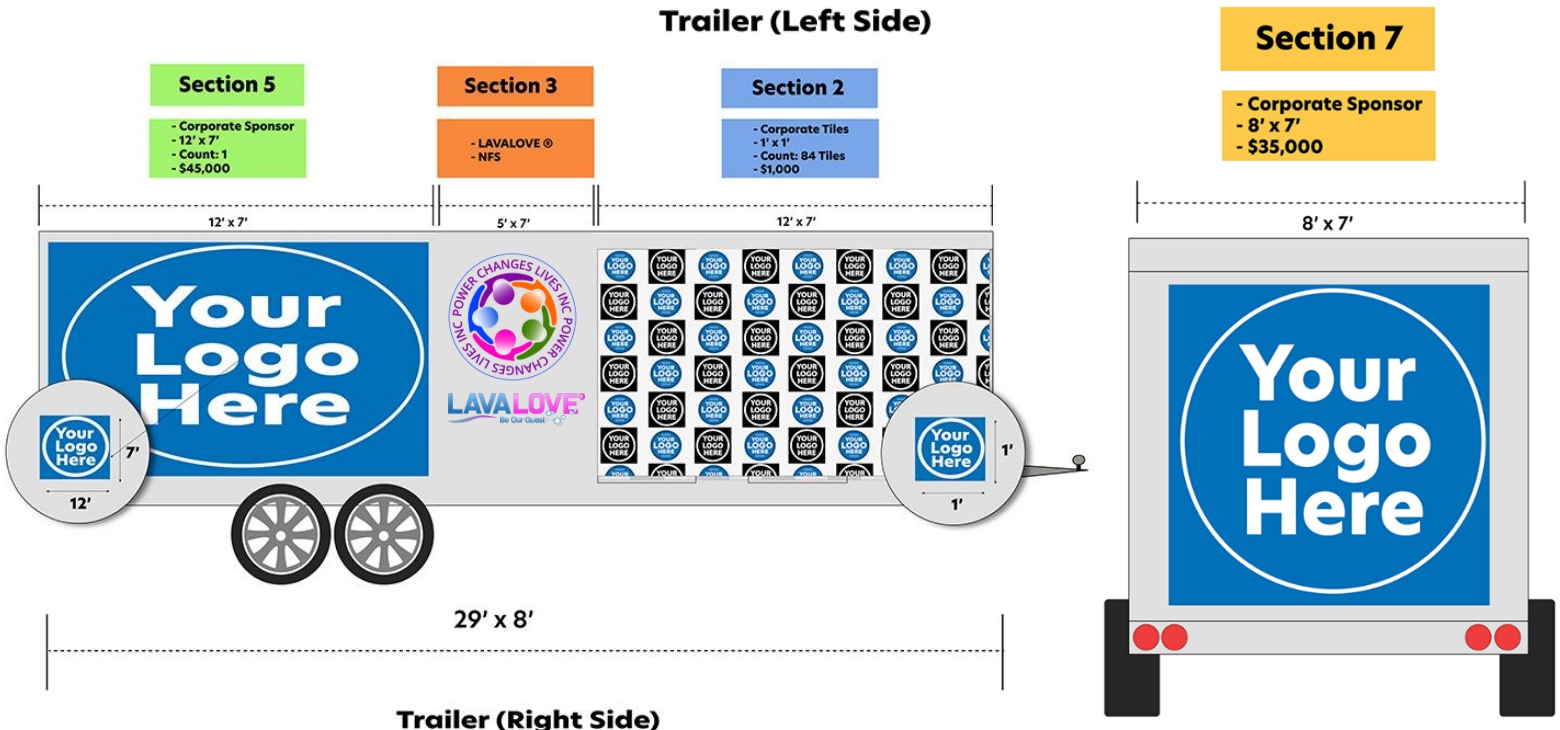
LavaLove® Pilot Budget (FY2021)		\$ 140,000.00	Guests Served:	7,488
PROGRAM COSTS	Expenses	Cost Per Guest	Dollar Amount	Percent Total
Vehicle	Trailer: Build and delivery including mounted generator, with three (3) custom designed private shower rooms (toilet, sink, shower, mirror, fold-up bench), washing machine, dryer, barber station/social service intake room	\$ 11.35	\$ 85,000.00	60.71%
	Repairs and Maintenance	\$ 0.32	\$ 2,400.00	1.71%
	Trailer DMV Registration	\$ 0.03	\$ 200.00	0.14%
	Vehicle Wrap	\$ 0.67	\$ 5,000.00	3.57%
Utilities	Water (Metered)	\$ 0.48	\$ 3,600.00	2.57%
	Fuel and Propane	\$ 0.64	\$ 4,800.00	3.43%
Supplies	Cleaning Supplies	\$ 0.48	\$ 3,600.00	2.57%
	Tools/Miscellaneous	\$ 0.16	\$ 1,200.00	0.86%
	Personal care/toiletries: soap, feminine hygiene kits, shampoo, conditioner, shavers, combs, brushes, toothbrushes, toothpaste	\$ 0.64	\$ 4,800.00	3.43%
	Towels	\$ 0.20	\$ 1,500.00	1.07%
	Laundry detergent	\$ 0.16	\$ 1,200.00	0.86%
	Additional support services (food, clothing)	\$ 0.76	\$ 18,000.00	
Insurance	General liability insurance	\$ 0.40	\$ 5,700.00	4.07%
	Auto insurance	\$ 2.40	\$ 3,000.00	2.14%
Total Expenses			\$ 140,000.00	100.00%
Total Programming			\$ 140,000.00	100.00%

## LavaLove® Sponsor Displays

**\*\* SPONSORS WITH A \$50,000 MONETARY OR IN-KIND DONATION WILL BE ADVERTISED WITHOUT COST IN SECTIONS 3, 4, 5 6 OR 7 (FIRST-COME, FIRST-DONATED) \*\***



**Trailer (Left Side)**



**Trailer (Right Side)**

**Trailer (Back)**



## POWER CHANGES LIVES INC

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