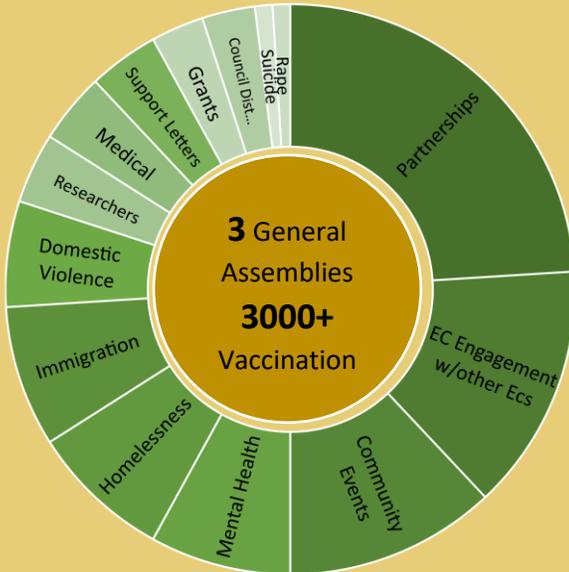


Celebrating 3 Years

ECLA's Services Rendered 2019-2022



Executive Director's Top 10 Insights

1. Biggest impact story is still our 3-week Kedren Vaccination Campaign.
2. Our goosebump moment was being invited to apply for 1.5 mil EDI grant.
3. ED is the leader, but the awesome volunteers run the show.
4. Marketing and data analytics helps us understand the community around us.
5. We should stop at nothing to amplify the experiences of our supporters, families, and communities.
6. Being competitive about the work we do is a must.
7. There is power in forging coalitions and partnerships.
8. Management is doing things right leadership is doing the right things.
9. Visioning will take us from good to great.
10. You can really only play the game when you know the rules.

Mission Statement

The Ethiopian Community Los Angeles, ECLA, is an inclusive, nonpolitical, and nonreligious civic organization aiming to address the social, economic, and educational needs of Ethiopian immigrants, and others in similar situations, residing in the Greater Los Angeles area of Southern California. ECLA is committed to promote the history and the cultural heritage of Ethiopia at large.

Our 4 Priorities

- Expand the member base we serve and increase impact
- Grow and retain our volunteer base to support our growth goals
- Grow our fundraising and strengthen our brand awareness to expand reach
- Build a thriving team, culture, and work practices to enable future growth

Support us by

- Becoming a member
- Donating
- Volunteering

Contact Us

Ethiopian Community Los Angeles
1439 N.Highland Avenue #203
Los Angeles, CA 90028
323-508-9960

Website: www.eclosangeles.org

Email: info@ecloangeles.org



ECLA in Numbers

2020 - 2022



Financials

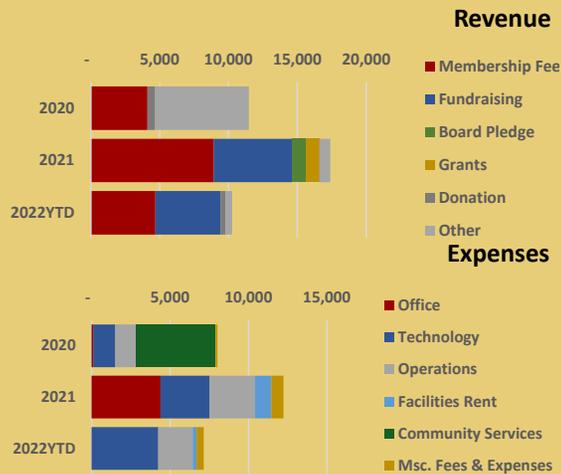
Revenue

Our goal for 2022 is \$50K, with three \$5K grants written and \$1.5M EDI grant outstanding.



Revenue and Expenses Breakdown

Membership fee revenue had doubled from 2020 to 2021.



Engagement

We currently have 5 initiatives in progress

- Immigration: Building our infrastructure
- Youth: Building partnerships with local parks
- Seniors': Building partnerships with local senior centers
- Educational: Establishing early childhood centers
- Mental Health: Offering workshops in the community through LA County partnership

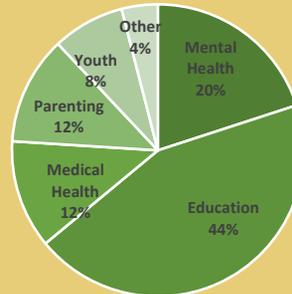
We also engage the Ethiopian community on multiple online platforms.

Key metrics for online events held in 2020

30-40 Average attendees per Zoom session	100 Average Youtube Views
34 Average Facebook shares	2665 Average Facebook accounts reached

Facebook is our main social media platform. As of August 2022, we have about 1,300 Facebook followers and about 500 Instagram followers. Our Facebook page reach increased to 44,142 for 2021, from 26,273 for 2020.

25 live panel events were held in 2021 that align with our mission. These events have garnered about 1200 average views.



Membership

Membership has been steadily increasing. We currently have 132 members and 758 supporters.

We conducted a member survey in 2022 to understand who our supporters are, what connected them to ECLA and how they like to receive communications.

Survey Report Highlights

- Out of the 41 participants, **41.5%** are 65+ and **24.4%** are 55-64 and **24.4%** for 45-54
- **51%** of participants are familiar with ECLA's mission
- **65%** heard about ECLA from family, friends, or colleagues
- **50%** would like to hear from ECLA once a month and **88%** chose email as the most preferred method
- 80% would consider paying/renewing annual membership and **17.5%** indicated they would consider it in the future.

Services indicated as most needed

