

Hope United Hope the Mission Los Angeles Mission

Messaging Guide

Last Updated: November 2025

Overview

This guide is designed to help our team, spokespeople, and third-party partners communicate clearly and consistently about Hope the Mission, Los Angeles Mission, and Hope United across all channels. Use it as a reference when drafting materials, media talking points, social media content, and other communications for external audiences.

Every message should be grounded in the three values upheld by all our organizations: love, dignity, and respect. These principles guide everything we do and say.

Whether we're speaking with the media, elected officials, nonprofit partners, service providers, or everyday Angelenos, our values should come through clearly. While we may adjust our delivery depending on the audience, the throughline remains the same: two missions, one purpose: ending homelessness for all while upholding our foundational values of love, dignity, and respect.

How to use this guide: Before developing or reviewing external communications, use the approved core messaging in this guide as your baseline. The messaging examples, proof points, and audience-specific recommendations will help you communicate about the Missions in a way that is aligned, consistent, strategic, and effective.

Table of Contents

- I. [Guiding Messaging Principles](#)
- II. [When Do We Engage and How?](#)
- III. [About Our Core Messaging](#)
 - A. [Hope the Mission's Core Messaging](#)
 - B. [Los Angeles Mission Core Messaging](#)
 - C. [Hope United Core Messaging – Two Missions, One Purpose](#)
- IV. [Outcomes](#)
- V. [Why Now?](#)
- VI. [Audience-Specific Messaging](#)
- VII. [Frequently Asked Questions](#)
- VIII. [Conclusion](#)

Guiding Messaging Principles

Our Voice	Our voice is anchored in our core values of love, dignity, and respect. It reflects positivity, appreciation for our supporters, and our commitment to solving homelessness. We speak clearly, factually, and authentically. We avoid jargon and refrain from being overly critical of government officials or other partners. However, when necessary, we use our voice to advocate on behalf of the most vulnerable and hold those in power accountable, particularly when we disagree with certain policies. Whenever possible, our voice is best represented by those who both work for our organizations and have lived experience.
Our Tone	Our missions shape how we show up, especially when we're called upon to comment or offer expertise on homelessness. • We ground ourselves in our values, not reaction. • We lead with thoughtfulness. • We center those we serve at our facilities and those still living on the streets. In practice, this means our tone is: • Clear, not complicated • Thoughtful, not dismissive • Aware, not naive • Inviting, not defensive • Accountable, not critical • Responsive, not reactive We avoid jargon so that everyone can understand our message. We focus on real stories about real people and on effective, proven solutions. We are grateful to our partners, but we hold ourselves and elected officials accountable to those most impacted by our work: our unhoused neighbors.
We use voice and tone to:	• Advocate on behalf of unhoused Angelenos • Establish credibility with media as thought leaders in this space • Build relationships with the public and elected officials • Introduce ourselves to new, potential supporters and donors • Clarify misunderstandings about homelessness and the work of homeless service providers
Things to keep in mind:	1. Uplift communities and elected officials 2. Avoid defensiveness 3. When possible, avoid explicit criticism of local elected officials 4. Avoid language or acronyms that the general public does not understand 5. Be collaborative, calm

When Do We Engage and How?

Hope the Mission is the largest rescue mission in the United States, and the Los Angeles Mission is one of the oldest in Los Angeles. This history has established us as experts in providing services, shelter, and healing for those experiencing homelessness. As both organizations have evolved, reporters, elected officials, and other stakeholders have increasingly called on us to share this expertise in public settings.

Our approach to communication is proactive, responsive, educational, and inclusive. While we adjust our external communications depending on the medium and the moment, our messaging remains rooted in the missions of our respective organizations, the mission of our strategic alliance under Hope United, and our shared values of love, dignity, and respect.

When We Engage	• Proactively: to tell stories of success or to educate the public about our services. • Responsively: to clarify misconceptions/misunderstandings, provide commentary on current events, or to address crises. • Events: to bring attention to events we host or are part of.
How We Engage	• By using trusted messengers from our organizations that range from our CEOs and President, as well as others that have expertise in the field and/or lived experience. • Through journalists whom we have built strong relationships with. • In traditional media such as radio, broadcast, print/digital • On our social media channels • ALWAYS with a tone that invites <i>everyone</i> to engage, listen, and learn

About Our Core Messaging

North Star: On any given night, 75,000 people are living on the streets of Los Angeles County. When we speak externally, we are advocating for those we have not yet been brought inside. We do not speak for them; they have their own stories to tell. But we can speak for our missions, our shared values, and our vision of Los Angeles, where no one is languishing on the streets waiting for more affordable housing to be built.

Hope the Mission, Mission Statement: Our mission is to prevent, reduce, and eliminate poverty, hunger, and homelessness. We do this by offering immediate assistance and long-term solutions.

Hope the Mission's Role: As the largest rescue mission in the country, Hope speaks from the perspective of both a rescue mission and a traditional service provider. While we were founded as a rescue mission, over the past five years we have expanded significantly thanks to public funding from the state, county, and city. We can speak to the power of public-private partnerships and how solutions can be scaled to house more people and provide comprehensive services tailored to each client's unique recovery needs and journey. As a service provider operating facilities from Bakersfield to San Diego, Hope can speak holistically about the impact of homelessness across California.

Hope the Mission's Core Messaging

At the Hope the Mission, we are committed to addressing poverty and homelessness by providing shelter and services for unhoused individuals and families throughout Southern California. We believe that the streets should not serve as a waiting room while people wait for more affordable, permanent housing.

- Hope the Mission operates with urgency and compassion, expanding beds, shelters, and services to meet this crisis head-on.
- Hope of the Valley Rescue Mission has been serving vulnerable communities for over 16 years, beginning in 2009.
- Every night, more than 75,000 people in Los Angeles County experience homelessness, and 3 to 6 of our neighbors die on the streets.
- The streets should never be a waiting room for housing; every person deserves safety, love, dignity, respect, and hope today.

There is no silver bullet to solving homelessness or housing insecurity; everyone who experiences homelessness has a unique recovery journey and we do not believe in a "one size fits all" model approach for our programs, shelters, or other services.

- Hope offers the full continuum of care: emergency relief, interim housing, recovery programs, mental health support, and permanent supportive housing.
 - Emergency Bridge Shelters: Hope operates year-round bridge housing facilities like the NoHo Shelter and the Van Nuys Shelter, providing immediate refuge with individual cubicles, meals, showers, and wraparound services including job training and substance abuse counseling.
 - Tiny Home Villages: Hope has pioneered interim housing solutions through multiple tiny home communities across the Valley, including sites in Chandler, Alexandria, Reseda, Tarzana, and the Veterans Tiny Home Village, offering dignified private spaces with on-site case management.

- Specialized Recovery Programs: The House of Hope is a structured recovery program for men battling substance abuse, combining real-world job training in Hope's culinary program and thrift stores with holistic, faith-based recovery programming.
- Transitional Age Youth Support: The Landing serves young adults who have exited foster care or the juvenile justice system, providing a nurturing community with employment support, educational resources, and life-skills training to help them achieve independence.
- Family Crisis Housing: Hope operates dedicated facilities for homeless families, including family-focused shelters and the Alvarado and Woodlands facilities, ensuring children and parents can stay together while accessing stability.
- Re-Entry Housing: The B-7 Genesis House provides beds for men transitioning out of incarceration, offering a 6-month program with case management, harm reduction services, gang intervention, anger management, and legal assistance to reduce recidivism.
- Large-Scale Interim Housing: The Trebek Center exemplifies Hope's innovative approach to creating dignified interim housing with comprehensive on-site services.
- With 2,700 beds, 33 operating facilities, and 11 new projects underway, Hope meets people where they are and walks with them toward stability by providing tailored solutions. Our continuum connects immediate shelter with long-term solutions, ensuring no one is left behind in the process.

Hope the Mission believes that every person deserves a second chance; no matter their past, circumstance, or struggle.

- Our faith-based roots inspire inclusion, not exclusion. We are an independent 501(c)(3) that does not discriminate based on gender, age, ethnicity, sexual orientation, immigration status, or religious belief.
- Whether it's recovery from addiction, rebuilding family stability, or restarting a career, we believe in restoration for people, communities, and hope itself.

Hope the Mission is powered by partnership, compassion, and action.

- Solving homelessness will take all of us: government, nonprofits, faith groups, businesses, and neighborhoods. Many of our facilities are funded and operated thanks in part to private donations or public dollars from every level of government.
- Hope never tears others down; we focus on building bridges and building beds.
- You can join the movement: donate, volunteer, or shop at one of our thrift stores.

- Every contribution helps open new shelters, feed families, and move people into homes, because everyone deserves hope.

Los Angeles Mission, Mission Statement: Los Angeles Mission breaks the cycle of homelessness and poverty, by stabilizing people in a safe and spiritual environment, connecting them to solutions and walking with them on their journey.

Los Angeles Mission's Role: Los Angeles Mission is one of the oldest rescue missions in the city, with a prominent location on the frontlines of Los Angeles's homelessness crisis: Skid Row. LA Mission can speak to the power and importance of sobriety-based programs, the role faith plays in recovery from addiction or homelessness, and the unique challenges facing women and their children through the lens of the Anne Douglas Center for Women. Because of our location, LA Mission can also provide expertise on emergency housing solutions and the outreach programs that staff and volunteers deliver to hundreds of unhoused individuals on Skid Row.

Los Angeles Mission Core Messaging

LA Mission is more than just meals and beds, it is a community hub of wrap-around services designed to restore dignity and hope to those experiencing homelessness or poverty.

- For over 85 years, LA Mission has championed for Angelenos recovering from homelessness.
- As a long-standing institution founded in 1936, LA Mission is deeply rooted in the Los Angeles community. Throughout our long history of serving those experiencing homelessness, we have expanded our facilities and services to meet emerging needs.
- From providing emergency shelter, food, and hygiene to long-term recovery programs, workforce development, and transitional housing, LA Mission walks with people every step of their journey as they recover from homelessness.
- Many of our team members are alumni or have lived experience. They are able to build trust and credibility with those we serve and help inform the services and care we provide.

LA Mission addresses immediate crises while breaking cycles of poverty for lasting impact using programs that are built around dignity, resilience, and individual strengths. We are committed to countering harmful narratives that reduce people to addiction or mental illness and dehumanize those experiencing homelessness.

- Daily meals, shelter, clothing, and hygiene services help our clients meet urgent, life-saving needs.
- Programs like Mommy & Me, legal clinics, and alumni services extend care beyond individuals to strengthen families and neighborhoods.
- Corporate and government collaborations support job creation, housing solutions, and sustainable transformation.
- Initiatives like Race to Feed bring services into the community, distributing more than 1.2 million meals in one year.
- The Anne Douglas Center for Women provides comprehensive recovery services in a safe and supportive environment while addressing the unique needs of women experiencing homelessness.

Donors' generosity fuels real, measurable change in the lives of nearly 24,000 people each year through the programs they help to fund at LA Mission.

- More than 90% of support comes from private donors, ensuring LA Mission's independence and accountability.
- LA Mission programs equip individuals with GEDs, job readiness, and career pathways, leading to roles in culinary, hospitality, and technology fields.
- Most program graduates transition into permanent housing with extended support to ensure long-term stability.

Hope United, Mission Statement: Hope United represents the strategic alliance of **Hope the Mission** and **LA Mission**, combining decades of experience and resources to fight homelessness in Los Angeles. Our goal is to provide immediate aid with shelter and meals while building long-term solutions for recovery, stability, and permanent housing. By uniting our expertise, infrastructure, and compassion, we ensure every individual and family we serve is met with love, dignity, and respect.

Hope United Role's: As Hope United, we are demonstrating the power of collaboration and how other organizations can come together to share resources and expertise as we continue to tackle this humanitarian crisis. We are thought leaders on housing and homelessness solutions that we demonstrate through

comment on current events, as well as proactive stories on our successes. Through our collective voice, we aim to become *the go-to* experts for journalists, elected officials, and other third-parties in this space.

Hope United Core Messaging – Two Missions, One Purpose

United in Purpose: When two of Los Angeles’ most trusted organizations join forces, the impact multiplies. Hope United brings together Hope the Mission’s scale and reach with LA Missions’ deep roots and frontline experience to create a unified, strategic response to our region’s homelessness crisis.

- Together, we have over 85 years of service to the city, county, and residents of Los Angeles.
- From Bakersfield, to the Valley, to Downtown Los Angeles, to San Diego, we have over 3,000 beds across 30+ facilities.
- Annually, our combined impact will serve **XX,XXX** people.

Full Continuum of Care: Hope United meets people wherever they are in their journey, from their first meal on Skid Row to keys that open the door to a permanent home. We do not believe in a one-size-fits-all approach because every person’s path to stability is unique.

- We provide emergency services, including shelter, clothing, hygiene, and warm meals.
- From family shelters to bridge shelters, to navigation centers, we offer immediate assistance for interim solutions that pave a path to permanent shelter.
- Both Hope and LA Mission operate facilities designated as “Housing First,” as well as addiction recovery programs and sober housing.
- Permanent housing solutions, such as Hope’s Sierras in the High Desert, are examples of long-term housing with services and support.
- Specialized programs, such as the childcare center operated by HeadStart at The Woodlands Family Shelter and the Anne Douglas Center for Women, center families and children experiencing homelessness and provide safe spaces for recovery, normalcy, and community.
- Workforce development, GED programs, job readiness, career pathways in culinary, hospitality, and technology fields are among the programs we offer to those who are looking to better prepare for employment.

Powered by Partnership: Solving homelessness requires all of us. Hope United models the collaboration we need to take on a crisis of this scale. We aim to be a model for how nonprofits can work together to scale our impact.

- Both organizations operate facilities that are funded through public-private partnerships, as well as facilities operated thanks to private donations (such as our sober living facilities and programs).
- Hope United's new kitchen will serve X number of meals a day, which will amount to x number of meals a year.

Dignity at the Center: The streets should NEVER be a waiting room until more affordable housing is available as a permanent solution. Every person, regardless of their past, circumstances, struggles, or identity, deserves love, dignity, respect, and a second, third, or even fourth chance.

- Both organizations' faith-based roots inspire inclusion, not exclusion. We do not discriminate based on gender, age, ethnicity, sexual orientation, or religious belief.
- Many staff members at both organizations are alumni of our programs and have lived experience. Their personal experiences inform the services and programs we provide and help build trust with current clients whom they can relate to on a personal level.

Countering Misconceptions: Hope United is committed to uplifting the voices and stories of those who are or have experienced homelessness and poverty.

- Our leadership, especially those who do not have lived experience or identify with a marginalized group (who are disproportionately impacted by homelessness) use their privilege to counteract harmful narratives and stereotypes that dehumanize those experiencing homelessness.

Our strategy is to use our external communication channels, from traditional media to social media, to tell our story and the stories of those we are serving. Homelessness, housing, and affordability are priority issues for Angelenos. However, it is clear that many are feeling "compassion fatigue" and frustration at what they view to be slow progress.

We must counteract harmful narratives that aim to dehumanize those experiencing homelessness, while also proving that our model—when funded properly and adequately resourced— works.

We aim to tell stories and share our expertise so that our current supporters and partners can see our successes, and to build new relationships with potential donors and supporters. By utilizing a diverse set of spokespeople who can all speak to different facets of this field, we are able to reach audiences in a compelling way that invites them to understand the policies that impact homelessness, celebrate the successes, and reinvigorate their compassion for unhoused Angelenos.

Outcomes

Through our day-to-day work serving those experiencing homelessness, proactive storytelling, fundraising efforts, government affairs, and responsive communication to journalists, we hope to:

- Maintain our current supporters and donors by regularly sharing our successes.
- Build relationships with new audiences who might be unfamiliar with our work OR are currently experiencing compassion fatigue for the issue.
- Counteract harmful narratives and clarify misconceptions about homelessness.
- Amplify voices and stories of those who have lived experience but now work with Hope, LA Mission, or Hope United.
- Inspire others to look for ways they can make a positive difference or impact in their own communities.

Why Now?

Hope United is the resistance. We stand against those who seek to criminalize poverty and homelessness. If we do not tell our stories—or provide opportunities for those we serve to tell theirs—the narrative will continue to be co-opted by bad actors. By using our collective power, resources, privilege, and platforms, we have an incredible opportunity to scale our impact beyond Los Angeles and Southern California. It's in our name: when we are united in hope and grounded in the belief that everyone deserves to be treated with love, dignity, and respect, we truly have the power to change the world.

Audience-Specific Messaging

Individuals and families experiencing homelessness

Why It Matters to Them:

- Need for immediate safety, food, shelter, and stability
- Desire to be treated with dignity and compassion
- Fear of judgment, bureaucratic barriers, or unsafe shelter environments
- Concern about losing belongings, pets, or freedom
- Navigating trauma, mental health struggles, or disrupted relationships

Core Messages:

- **Every person deserves dignity, safety, and a second chance.** No one's life should be defined by poverty, trauma, or circumstance. You deserve compassion, respect, and the opportunity to rebuild today, not someday.
- **We meet you where you are and walk with you every step of the way.** From meals, shelter, and hygiene to recovery programs, family support, and permanent housing, our care spans the full continuum of your unique journey.
- **Our services are built on dignity, resilience, inclusion, and lived experience.** Many of our team members are alumni who have walked in your shoes. We reject harmful narratives and ensure care is rooted in empathy and trust.
- **We bring hope into the community by meeting people where they are.** Through mobile outreach and neighborhood-centered programs, we extend care beyond our facilities and into the streets of Los Angeles.

Donors and Philanthropic Supporters

Why It Matters to Them:

- Want to make a visible, practical impact in their community
- Desire for transparency and measurable outcomes (return on their investment)
- Concern about program effectiveness and responsible stewardship
- Motivated by compassion, faith, or civic responsibility
- May feel overwhelmed by homelessness and unsure where help matters most

Key Messages:

- **Your support fuels measurable, life-changing impact for tens of thousands every year.** Every contribution opens new shelters, creates jobs, feeds families, and helps people move into permanent housing.
- **Transformation is possible when the whole community comes together.** Whether by donating, volunteering, or advocating, you play a role in strengthening families and communities across Southern California.
- **We meet urgent needs while building long-term stability and transformation.** Your generosity funds the full continuum of care—from a first warm meal to the keys to a permanent home.
- **Homelessness is a humanitarian crisis, and the streets must never be a waiting room for housing.** With 75,000 Angelenos experiencing homelessness each night, Hope United (Hope, Los Angeles Mission) acts with urgency. Your support helps us expand beds, services, and outreach so people don't have to wait to be sheltered and safe.

Volunteers and Members of the Community

Why It Matters to Them:

- Desire to give back and feel connected to a meaningful cause
- Want to see the human side of homelessness
- Need accessible, well-organized volunteer opportunities
- Concern about safety or not knowing "what to expect"
- Motivated by a sense of purpose, belonging, or faith

Key Messages:

- **Transformation is possible when the whole community comes together.** Solving homelessness requires all of us, nonprofits, businesses, faith communities, and neighbors. Everyone has a role to play.
- **Every person deserves dignity, safety, and a second chance.** When you volunteer, you become part of a community that champions the belief that no one's life should be defined by their circumstances.
- **We bring hope into the community by meeting people where they are.** Through programs like Race to Feed, our annual Thanksgiving events, or regular service

activities, volunteers extend care beyond our facilities and into the heart of Los Angeles.

- **Our services are built on dignity, resilience, and inclusion, and informed by those with lived experience.** As a volunteer, you'll work alongside alumni and staff who shape programs rooted in empathy and trust.

Government Partners and Civic Leaders

Why It Matters to Them:

- Need for effective, scalable homelessness solutions
- Pressure from constituents to reduce street homelessness
- Concern about public safety, community tensions, and political optics
- Motivated by measurable outcomes, efficiency, and collaborative relationships
- Looking for partners who can deliver results and reduce system strain

Key Messages:

- **Transformation is possible when the whole community comes together.** Solving homelessness requires collaboration among government partners, nonprofits, businesses, and faith communities. Hope United models the public-private partnerships needed to take on a crisis of this scale.
- **Your support fuels measurable, life-changing impact for tens of thousands every year.** With 3,000+ beds, over 30 operating facilities, and new projects underway, Hope United delivers results and accountability.
- **We meet urgent needs while building long-term stability and transformation.** Our full continuum of care—emergency services, interim housing, recovery programs, workforce development, and permanent supportive housing—reduces system strain and produces lasting outcomes.
- **Homelessness is a humanitarian crisis, and the streets must never be a waiting room for housing.** Hope United operates with urgency, expanding capacity so constituents see visible progress and people get the help they need today.

Local Community Members

Why It Matters to Them:

- Want safer, cleaner neighborhoods
- Desire for humane, effective solutions—not punitive ones
- Concern about encampments, business impacts, or children's safety

- Want trustworthy information and opportunities to participate
- Often feel conflicted—empathetic but unsure how to help

Key Messages:

- **Homelessness is a humanitarian crisis, and the streets must never be a waiting room for housing.** With 75,000 Angelenos experiencing homelessness each night, Hope United acts with urgency so your neighbors don't have to wait to be safe and your community can heal.
- **Transformation is possible when the whole community comes together.** Solving homelessness takes all of us. Whether by donating, volunteering, shopping at a Hope thrift store, or simply learning more, you have a role to play.
- **Every person deserves dignity, safety, and a second chance.** Hope United champions humane, effective solutions, not punitive ones, because compassion and accountability can go hand in hand.
- **We bring hope into the community by meeting people where they are.** Through outreach, neighborhood-centered programs, and specialized services, we work to address homelessness in ways that strengthen the entire community.

Frequently Asked Questions

Here are a few examples; however, we will need to develop Q&As for specific opportunities as they arise.

What do LA Mission and Hope the Mission do to address homelessness?

Both organizations provide a full continuum of care designed to restore dignity, safety, and long-term stability for people experiencing homelessness or poverty. Services include daily meals, emergency shelter, hygiene care, interim housing, mental health support, long-term recovery programs, workforce development, legal clinics, and pathways to permanent housing. We meet people where they are and walk alongside them through every step of their journey.

Why is there such urgency around addressing homelessness in Los Angeles?

Los Angeles County is facing a humanitarian crisis, with more than 75,000 people experiencing homelessness every night, and several lives lost on the streets daily. The streets cannot serve as a waiting room for housing. Both Missions operate with urgency and compassion, expanding beds, shelters, and services so every person can access safety today, not someday.

How do your programs support long-term recovery and break the cycle of homelessness?

We address immediate needs while helping individuals build lasting stability. Programs offer recovery support, GED completion, job-readiness training, career pathways in industries such as culinary and technology, transitional housing, and extended alumni services. Most program graduates move into permanent housing with ongoing support to ensure long-term success.

What makes your approach to homelessness different?

Our work is rooted in dignity, resilience, and individual strengths, not one-size-fits-all solutions. Many team members are alumni or have lived experience, allowing them to build trust and shape services that honor the humanity of every person we serve. Both Missions reject harmful stereotypes and instead focus on personalized, compassionate pathways to restoration.

How do partnerships and community involvement support your mission?

Solving homelessness requires all of us. Partnerships with government agencies, businesses, nonprofits, and faith groups help create jobs, expand shelters, and develop sustainable housing solutions. Volunteers and donors fuel nearly all of our programs, from meals and hygiene care to new facilities. Every act of support — big or small — directly impacts lives.

How is donor support used, and how can someone get involved?

More than 90% of support for LA Mission comes from private donors, and Hope the Mission continues to expand through community generosity and public-private partnerships. Donations fund meals, beds, outreach services, recovery programs, family support, and transitional housing. People can also volunteer, partner with us, or shop at Hope's thrift stores. Every contribution helps restore hope and stability.

Do you serve everyone, regardless of background or belief?

Yes. Hope the Mission and LA Mission welcome all people without discrimination based on gender, age, ethnicity, sexual orientation, religious belief, or life circumstance. Our faith-based roots inspire inclusion—not exclusion—and we believe every person is worthy of dignity, compassion, and a second chance.

Conclusion

This voice, tone, and messaging guide is intended as a foundation for all external communications from Hope the Mission, Los Angeles Mission, and Hope United. This ensures that we are consistent in how we communicate about our missions, work, and the tens of thousands of people who experience homelessness on any given night in Los Angeles.

As we move forward in our shared work as Hope United, this guide will help us remain aligned and grounded in love, dignity, and respect— and provide us with the tools and messaging to share that message with diverse audiences in Los Angeles, California, and across the United States.