

FACT SHEET:

ORGANIZATION OVERVIEW:

Beauty 2 The Streetz is a nonprofit organization dedicated to serving unhoused communities through beauty services, meals, hygiene support, clothing distribution, and emotional care. The organization became widely recognized for restoring dignity and visibility to people experiencing homelessness, particularly in Los Angeles' Skid Row community.

FOUNDING INFORMATION:

- Founded: 2016
- Founder: Shirley Raines
- Headquarters/Primary Service Area: Los Angeles, California (primarily Skid Row)
- Official Nonprofit Registration: Became a registered 501(c)(3) organization in 2019.

WHY IT WAS FOUNDED:

Shirley Raines created the organization after volunteering with a church outreach program in Skid Row while coping with profound grief following the loss of her young son. During outreach, she noticed unhoused individuals complimenting her hair and makeup, inspiring her to provide beauty services in addition to food and hygiene items. She believed people deserved not only necessities, but also dignity, confidence, and human connection.

MISSION STATEMENT:

Beauty 2 The Streetz aims to restore dignity, confidence, and hope to unhoused individuals through compassion, beauty, nourishment, and community care. The nonprofit focuses on treating people experiencing homelessness with humanity and respect while challenging harmful stereotypes surrounding homelessness.

HAS THE MISSION CHANGED?:

The organization's core mission has remained consistent: serving unhoused communities with compassion and restoring self-worth. However, its services expanded significantly over time. What began as beauty makeovers and meal distribution evolved into broader humanitarian outreach that includes:

- Haircuts and hair coloring
- Makeup services
- Hygiene kits
- Meals and water distribution
- Clothing donations

- Mobile showers
- COVID-19 education and PPE distribution
- Vaccination and testing support during the pandemic

ORGANIZATIONAL GROWTH & EXPANSION:

Beauty 2 The Streetz started as a one-woman outreach effort and later grew into a volunteer-based organization consisting of barbers, hairstylists, makeup artists, and community volunteers. By 2022, the organization had a team of approximately 25 beauty professionals and outreach workers.

GEOGRAPHIC EXPANSION:

Originally centered in Los Angeles and Skid Row, the organization later expanded outreach efforts into:

- San Diego
- Nevada communities
- Additional unhoused populations across Southern California

NOTABLE FIGURES:

- Shirley Raines — Founder, activist, and humanitarian leader.
- Karissa Bodnar — Supporter and philanthropic partner through Thrive Causemetics.
- Alexandra Lourdes — Outreach supporter known for contributing specialty donuts and community support through bakery, Saint Honore.
- Lizzo — Public supporter who highlighted Shirley Raines’ humanitarian work.

IMPORTANT DATES:

Year	Milestone
2016	Beauty 2 The Streetz founded by Shirley Raines
2017	Outreach efforts rapidly grew through social media visibility
2019	Registered officially as a 501(c)(3) nonprofit
2020	Expanded services during COVID-19 pandemic
2021	Shirley Raines named CNN Hero of the Year
2023	Outreach expanded into San Diego
2025	Shirley Raines received NAACP Image Award recognition

2026 Shirley Raines passed away; organization vowed to continue her mission

RECOGNITION & IMPACT:

Beauty 2 The Streetz gained international attention through TikTok, Instagram, and news coverage documenting its outreach work. Shirley Raines amassed millions of followers online by sharing transformative moments with unhoused individuals and advocating for empathy and dignity.

Major recognitions include:

- CNN Hero of the Year (2021)
- NAACP Image Award recognition
- Features in publications including Allure, The Washington Post, Vanity Fair, and the Los Angeles Times.

CURRENT STATUS:

Following the passing of Shirley Raines in January 2026, Beauty 2 The Streetz publicly announced that the organization would continue carrying forward her legacy and mission of serving unhoused communities with dignity and compassion.