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APRIL 25, 2022



LOS ANGELES BUSINESS JOURNAL

NONPROFIT

& Corporate Citizenship

2022 AWARDS

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Letter from the Publisher



With all that is going on in the world, corporate philanthropy – and the spirit of generosity in general – play an even more important societal role than ever.

There are many important and meaningful organizations right here in Los Angeles County doing incredibly important work and we have taken the opportunity to thank and celebrate some of the very best of them with our Nonprofit & Corporate Citizenship Awards.

Held on April 20th, this free virtual event gave us a chance to shine a spotlight on the impactful and often heroic work performed by the nonprofit organizations, philanthropic companies, and individual leaders, volunteers and donors in the Greater Los Angeles community. These are the people and organizations that have made a difference.

The award honorees and finalists are all detailed in these pages, and as you'll see, it is an incredibly inspiring class. From the tireless work of nonprofit leaders, teams and programs, to the efforts of individuals and companies who donate their time, funds, and efforts to improve the communities they serve – it was truly a pleasure to pay tribute to this unique Community of Business™.

Another highlight of the event was a fascinating keynote presentation by Alex Wilson, co-founder of the Giving Block; and a spirited and insightful panel discussion bringing together some of Los Angeles' most insightful nonprofit decision-makers. Details and quotes from the panel participants are also included in these pages.

Thanks are due to our section sponsors who make this volume possible and many thanks to you, our readers who have taken the time to consider the needs of your community.

Best regards,

Josh Schimmels
Publisher & CEO

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Dr. Blayne Cutler, CEO
Nominee, LABJ Nonprofit Executive of the Year



Celebrating community spirit

Friends, family, neighbors, and local business owners are the backbone of this community. Our vibrant spirit comes alive at events like these.

It's an honor to be a part of your Corporate Sponsorship Panel and celebrate nonprofits.

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As part of our Nonprofit & Corporate Citizenship Awards this year, we featured a powerful panel conversation bringing together some of Los Angeles’ most insightful nonprofit decision-makers.

Experts from Heluna Health; Los Angeles Regional Food Bank; R&D Incentives Group; Think Together; and Wells Fargo Bank shared their thoughts on the critical role the nonprofit community plays in enhancing the community we live, work and play in.

These leading lights of the nonprofit space discussed what corporations need to do before implementing or reevaluating their corporate social responsibility initiatives; how nonprofits can best maximize donations received; and what corporations look for when engaging in a nonprofit partnership, among other key topics. Additionally, the philanthropy thought-leaders provided actionable takeaways on how corporate citizens, leaders and organizations can get involved with local nonprofits in our Los Angeles community.



Alex Wilson (Keynote Speaker)
Co-Founder
The Giving Block



“When the pandemic hurt traditional fundraising efforts, nonprofits began looking for a new ways to fundraise. The Giving Block made it easy for nonprofits to connect with donors, helping to fundraise over \$100M for over 1,000 charities.”



Randy Barth
Founder & Chief Executive Officer
Think Together



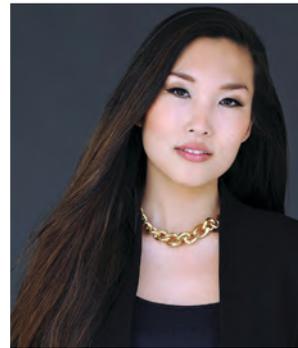
“When looking to invest in corporate social responsibility initiatives, leaders of organizations first look to causes that are mission-aligned, then ask what movements or causes their customers will find mission or valued aligned. From there, you will find synergy among leaders and success toward your desired results.”



Dr. Blayne Cutler, MD, PhD (Moderator)
President and Chief Executive Officer
Heluna Health



“Heluna Health is a collaborative team of diverse professionals that partners with organizations in all sectors to enhance the health, wellness, and resilience of every community we serve. We help communities identify and address their most pressing population health challenges. Corporate partnerships enable Heluna Health to achieve our mission and advance health equity for all.”



Helen Han
Business Development Manager
R&D Incentives Group



“The ERC program is the most beneficial tax provision available to nonprofits that had to modify their operations and/or services due to government mandates related to COVID-19.”



Christina Quezada
Director of Corporate Relations
Los Angeles Regional Food Bank



“The Los Angeles Regional Food Bank is successful thanks to our partners, including the incredible corporations, organizations and foundations that give their time and treasure to alleviate hunger in their communities.”

To view highlights from the virtual event, visit labusinessjournal.com/events/citizenshipawards-2022



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2022 HONOREES & FINALISTS: INDIVIDUALS



NONPROFIT EXECUTIVE OF THE YEAR (ENTERPRISE) HONOREE

MICHAEL FLOOD

President and CEO
Los Angeles Regional Food Bank

Michael Flood is the president and CEO of the LA Regional Food Bank and is one of America's top authorities on food banking and nutrition insecurity. In 2021, as the Food Bank's pandemic response continued, Flood inspired Food Bank staff, volunteers and partners to continue pushing onward to alleviate high levels of food insecurity. Before the pandemic, the LA Regional Food Bank and associated partner agencies reached roughly 300,000 people each month. Throughout 2021, approximately one in ten people in LA County received food assistance from the Food Bank at some point each month. Even with the improved local economy, 900,000 people each month received much-needed food assistance from the Food Bank and its partner agencies during 2021.

Flood led the Food Bank to mobilize one of the greatest food relief efforts in the history of Los Angeles County, with 131 million pounds of food being provided in 2021 alone and 306 million pounds – the equivalent of 250 million meals – provided since the outbreak. Flood accomplished this herculean task, all the while maintaining his calm and collected demeanor throughout the entire crisis. He attended most of the emergency drive-through distributions personally to provide support to the Food Bank's staff, volunteers and partner organizations, all of whom put themselves at risk of contracting COVID-19, especially before a vaccine was discovered.

Flood expertly pivoted the team to hybrid and remote work while following the guidance of the public health experts. Food Bank staff were motivated to work even harder, knowing that Flood was keeping everyone as safe as possible and knowing that the essential work of the Food Bank must continue.



SCOTT BOWLING

FINALIST
President and CEO
Exceptional Children's Foundation

Scott D. Bowling, Psy.D., president and CEO of Exceptional Children's Foundation (ECF), has dedicated his career to improving the lives of thousands of individuals with developmental disabilities and their families.

Dr. Bowling has over 30 years of experience working with nonprofits that serve people with special needs, including direct service work with clients and in management positions. He joined the Exceptional Children's Foundation in 1999 as its second president and CEO, where Dr. Bowling is responsible for a complex nonprofit human services organization with a \$28 million operating budget (a budget that has tripled in size over his tenure), 15 service sites throughout Los Angeles County, 375+ employees, a 21 member Board of Directors and the provision of services to more than 5,000 clients and their family members annually. Dr. Bowling's accomplishments at ECF include implementing a long-term strategic planning approach to management.



DR. BLAYNE CUTLER

FINALIST
President and Chief Executive Officer
Heluna Health

Blayne Cutler, MD, PhD, joined Heluna Health, based in the City of Industry in 2014, as its president and chief executive officer. As a new employee who joined Heluna Health just under one year ago during the height of the COVID-19 global pandemic, it could not be more clear that Dr. Cutler embodies and is committed to the mission and vision of Heluna Health – enhancing the health, wellness, and resilience of every community the organization serves.

Dr. Cutler is and has been committed to ensuring that positive health outcomes are achieved for all populations and communities that Heluna Health's over 500 projects, empower. The organization has over doubled in size from the start of 2020 as it now employs over 2,500 individuals across the state of California and beyond. Prior to joining Heluna Health, Dr. Cutler served as New York City's assistant commissioner for HIV Prevention and Control.



VERONICA FLORES

FINALIST
CEO
Community Health Councils, Inc

Veronica Flores has grown CHC from less than \$1 million to just under \$20 million in the last five years. Her leadership in building and advancing innovative approaches to revenue creation through social enterprising and strategic partnerships has positioned Community Health Councils to continue fulfilling its mission and vision now and in the future.

Flores joined the organization in 2015 during a critical period of restructuring and turn-around. Motivated to see the capacity and legacy of the organization succeed and driven by a desire to see outcomes and change in South LA, Flores spearheaded four key initiatives: the South LA Food-Tech Hub, the Coalition on Economic Resilience, The Social Change Institute, and established a pipeline of Social Enterprises. The intent was and continues to be the development of a holistic ecosystem approach to increasing food access, quality healthcare, systems change, and community wealth building opportunities.



AMANDA GREEN

FINALIST
Chief Operations Officer
Union Station Homeless Services

Amanda Green serves as the chief operations officer for Union Station Homeless Services. She oversees the work of her 18-person team which is responsible for volunteer services, IT, food services, facilities & capital improvements, office administration, event management and in-kind donations. She has been with Union Station since 2012, and during that time she has been a part of running the day-to-day operations of an organization that tripled in size in the last five years from \$13.5 million to \$37.4 million.

Green oversees the operational logistics for the lead county agency for coordinating homeless services with 36 communities across the San Gabriel Valley as well as recently expanding into El Sereno, El Monte and Eagle Rock. Her department coordinates the efforts of over 1400 volunteers who work in kitchens to prepare meals; virtually to provide story time and tutoring; in the offices to help with administrative projects, and much more.

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- Hotels

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2022 HONOREES & FINALISTS: INDIVIDUALS



NONPROFIT EXECUTIVE OF THE YEAR (LARGE) HONOREE

KELLY BRUNO

CEO
National Health Foundation

Since 2007, Kelly Bruno has served in a senior leadership position at National Health Foundation (NHF), a nonprofit organization dedicated to improving the health of under-resourced communities facing systemic barriers to wellness. She has led the NHF team as president and chief executive officer for the past seven years and brings to the role over a decade of invaluable experience in executive health care leadership and social service administration.

Under Bruno's leadership, NHF has been able to grow in its service to the community, going from a \$4 million dollar nonprofit to doubling its revenue in five years, including growing the staff from 25 to 64 employees. Bruno also shifted the organization's vision from serving hospitals to closely partnering with the community; a vision that is tied to her personal belief that all people, regardless of who they are or where they live, should be able to achieve their highest level of health.

Beyond the organization's growth, Bruno successfully oversaw the innovation of a top-tier recuperative care program. At the intersection of homelessness and health care, Bruno has redefined what recuperative care looks like and how it is delivered to individuals experiencing homelessness. Pioneered as a program to address hospitals' illegal practice of patient dumping, NHF's recuperative care program provides quality care and social services to vulnerable individuals experiencing homelessness who are discharged from a hospital but have nowhere else to turn.

Today, NHF operates four recuperative care sites in Glendale, Pico-Union, Ventura, and Oxnard with a total of 126 beds, and Bruno is a tireless advocate for progress and a passionate believer in the power of grassroots coalition building. During her tenure at NHF, Bruno has initiated lasting, impactful measures that have established NHF as a dedicated partner for change, and an embedded and active participant in the communities it serves.



CHARITY CHANDLER-COLE

FINALIST
Chief Executive Officer
CASA of Los Angeles

Charity Chandler-Cole brings a unique perspective to CASA/LA as its first Black, female CEO, former foster youth, mother, relative caregiver to her nephew, Los Angeles native, motivational speaker and social justice advocate for issues ranging from criminal justice and foster care to human trafficking. Chandler-Cole has strengthened CASA/LA's connections to community partners, elected officials and local businesses.

When Chandler-Cole began her tenure at CASA/LA last year, she identified that the organization has a unique platform unlike any other – with the trust, access, and attention of the courts to relay key information typically not be accessible at crucial moments in a child's case. CASAs can change the trajectory for outcomes in a child's life by guiding the court's decisions towards more restorative solutions. She has been advocating for CASA of Los Angeles to be re-allocated as a line item in the state, county and other local government budgets.



ADAM GARONE

FINALIST
CEO
Starlight Children's Foundation

"Who dares, wins" are words Adam Garone, CEO of Starlight Children's Foundation, continues to live by since hearing them for the first time spoken by his mentor when he served as an officer in the Australian Army early in his career. Before taking the helm of the Culver City-based nonprofit Starlight Children's Foundation, Garone co-founded and led the Movember Foundation, creating the world's first digital-only organization. From its humble beginnings in 2003, the no-shave movement became a global phenomenon, raising \$1.5 billion to date and bringing awareness to men's health.

In 2019, Garone accepted the role of CEO at Starlight, leading the organization through a transformational change by applying his digital fundraising expertise and cultivating a work culture of innovation while making a significant contribution to the Los Angeles community. As the organization leader, Garone and team continue to grow and steward longstanding relationships with iconic LA-based companies.

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2022 HONOREES & FINALISTS: INDIVIDUALS



NONPROFIT EXECUTIVE OF THE YEAR (MID-SIZE) HONOREE

BRUCE RANKIN

Executive Director
Westside Food Bank

Bruce Rankin has served as Westside Food Bank's executive director since 1989. Under his leadership, the Westside Food Bank has grown from a scrappy grassroots effort serving a handful of agencies to a central organization in the community's food assistance network, working with over 55 nonprofit social service member agencies to distribute millions of pounds of food to over 200,000 individuals in need and their families in western Los Angeles County.

For more than three decades, Rankin has worked diligently to improve access to nutritious food in our community and throughout California. He is one of the founders of, and the board member with the longest tenure of service to, the California Association of Food Banks, which works to coordinate food banks throughout the state to create a more equitable food system through sharing best practices, advocating for better food policy, supporting the state's agricultural system, and providing food to people in need. He helped the Association develop its Farm to Family Produce Project, which rescues millions of pounds of food from farms and distributes it to food banks throughout the state. He also helped that program expand to include fresh eggs and chicken, greatly increasing access to high protein foods among low-income people across California.

Rankin has established strong relationships with a broad network of stakeholders including private foundations, faith-based organizations, elected officials, volunteers, member agency staff, and individual supporters, building a network of support for Westside Food Bank's food assistance work that has brought in tens of millions of dollars from thousands of people over the past 30 years.

He has played a significant role in supporting countless food programs, provided counsel on best practices, access to resources and education, and welcomed many new agencies into Westside Food Bank's network.



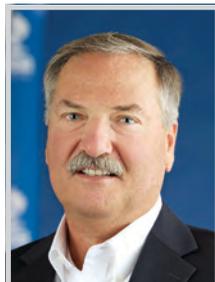
TIM INGRAM

FINALIST

Director, Finance and Operations
The Giving Spirit

Tim Ingram is an attorney residing in Los Angeles who has dedicated 17 years of personal and professional services to meeting the immediate basic needs of our unhoused neighbors living in Greater Los Angeles. After serving on The Giving Spirit's board of directors for ten years, Ingram is currently serving as the finance and operations director. He has invested his time and talents in a variety of roles as both a resolute volunteer and an inspiring civic leader. In 2015, Ingram became the operations director for The Giving Spirit where he oversees the day-to-day management needs of the organization.

Ingram specifically provides expertise in program implementation and expansion and quickly responds to the emerging needs of unsheltered groups and individuals that often include people with companion animals, new mothers, women and children, youth in transition to adulthood, and LAUSD students in dire need of survival kits and school supplies.



STEVE MCFARLAND

FINALIST

CEO

Better Business Bureau

Steve McFarland is the CEO of the nonprofit Better Business Bureau serving Los Angeles County and Silicon Valley. Previous to the BBB, while he was a senior executive at Deloitte, he served as a BBB board director for 21 years.

Each day, McFarland manages the largest BBB in the US with over 12,000 accredited businesses serving over 15 million Southern California consumers. BBB Los Angeles processes about 950 consumer complaints per day, many including scams against seniors and unsuspecting victims. As a private investigator, certified fraud examiner, and certified internal auditor, McFarland involves himself personally in solving various schemes where he can use his skills to provide relief to victims as well as advice to firms to help prevent consumer complaints before they happen. McFarland works closely with the Los Angeles DA Office, Department of Consumer Affairs and Attorney General to halt egregious businesses from taking advantage of the community.



RENATA SIMRIL

FINALIST

President

Play Equity Fund

Renata Simril's leadership has been invaluable as she has created new partnerships and developed innovative programs as the Play Equity Fund – the 501(c)3 charitable partner of the LA84 Foundation – has supported community health and childhood well-being in robust ways over the last year. To advance creating conditions for kids to succeed through sport, Simril has forged partnerships with the 12 pro sports teams in greater Los Angeles, as well as partnered with Riviera Country Club to bring access to golf to underserved communities through the "Golf For All" program.

Simril was instrumental in developing the Super Bowl LVI Legacy Program – a partnership with the NFL and Los Angeles Super Bowl Host Committee where 56 nonprofits across the region received \$10,000 grants, six of those received a total of \$50,000 in grant awards, and the missions of all were given publicity by being associated with the Super Bowl.



ALYCE MORRIS WINSTON

FINALIST

CEO/Founder

The Jeffrey Foundation

Alyce Morris Winston started the Jeffrey Foundation in 1972 with the desire to give her son, Jeffrey, who had muscular dystrophy, a better life. After quitting her job as a model and makeup consultant for Max Factor, Winston began to develop a grassroots program to provide special needs children with activities and outings they could enjoy. These outings, which instilled a sense of pride and accomplishment in youths with special needs, also provided their families with much-needed companionship and support.

Throughout the years, Winston has created business and donor relationships with major corporations, banks, entertainers, entertainment executives, and many other high profile organizations and individuals whose support is vital to funding the Foundation's much-needed operations. Winston is always implementing creative events – fund-raising galas and events, special education and art projects, and other events to assist children with special needs and their families.

PROUD TO BE PART OF A LEGACY COMING TO LIFE

To leave a lasting legacy across the region, the Play Equity Fund partnered with the Los Angeles Super Bowl Host Committee, the NFL and the LA84 Foundation for the Champions Live Here program, as well as the County of Los Angeles Department of Parks & Recreation and Playworks for the Park on the Move program.

Join the #PlayEquity Movement: playequityfund.org





2022 HONOREES & FINALISTS: INDIVIDUALS



NONPROFIT EXECUTIVE OF THE YEAR (GROWING) HONOREE

GARY POLK

CEO & Co-Founder
Polk Institute

Gary L. Polk, Sr. is a proponent of social entrepreneurship and launched the Polk Institute of Social Entrepreneurship, a 501(c)(3) on January 15, 2021. Its endeavors focus on people, planet, and profit (the “triple bottom line”) and the belief that behaving ethically and generating profits are not conflicting concepts. It is to Polk’s credit that the Los Angeles Urban League has become Polk Institute’s fiscal partner and Michael Lawson, President and CEO of the League, serves on Polk Institute’s board of directors. Polk Institute includes among its sponsors JP Morgan, Chase Bank and Pacific Western Bank.

As a Black businessman, CEO, business consultant, university professor and author, Polk is passionate about entrepreneurs and why they succeed or fail..and has written three books on the topic, “Why Entrepreneurs Fail (to Win),” “Why Black and Brown Entrepreneurs Fail (to Win),” and “Why Women Entrepreneurs Fail (to Win).”

In 2016, Polk became the founder and first executive director of the Innovation Incubator at CSUDH.

In July 2020, Polk decided to finish the job that was started with the Innovation Incubator at CSUDH, but on a much grander scale, by creating the Polk Institute Foundation, with the overarching goals:

- . To create a welfare withdrawal paradigm.
- . To teach them how to fish.
- . To teach them what they do not know about business.
- . To create Fundable CEOs who are ethical and possess great character.
- . To create leaders who believe that people, planet and profit and not zero sum.

Polk Institute Foundation officially launched on January 15, 2021 with a celebration of the birthday of Martin Luther King, Jr. PI’s first academy training, “Entrepreneurship for Everyone,” started February 2, 2021, as Black History month began.



DEBRA DONOVAN

FINALIST

Executive Director
Valley Village

Debra Donovan has been the executive director of Valley Village for 32 years. She has proven to be a great leader of a very large community based organization serving the disabled in SFV. She has developed a strong team of leaders and devoted employees with long term tenure. Donovan and her team have managed their organization among shortages in government support and proven they are a sustainable organization among the community, located in Winnetka.

Under Donovan’s stewardship, Valley Village serves more than 400 men and women with developmental challenges through semi-independent condos, 14 family-style homes, three homes that offer nursing care, an adult development center and two adult day health care centers. All of their programs are located in the San Fernando Valley and operated by a staff of over 350 people that love what they do.



TUNISIA OFFRAY

FINALIST

President/Domestic Violence Advocate
Shepherd’s Door Domestic Violence Resource
and Educational Center

Tunisia M. Offray has founded organizations helping the survivors of domestic abuse and supporting women business owners. Having been certified as a domestic violence counselor through Project PeaceMakers at the 77th District Community Police Station in Los Angeles, Offray co-founded the Shepherd’s Door Domestic Violence Resource Center in 2000. In this position, she provides youth violence prevention education in high schools and middle schools in her community. As a teenager, Offray had suffered from domestic abuse and wished to help women who have lived through similar experiences.

In 2009 Offray established Women, Wealth, Warriors, a platform supporting women entrepreneurs and women in business. Her goal for creating the organization is to provide women with the support, resources and encouragement needed to create the life that they envision for themselves through business ownership.



DONELLA WILSON

FINALIST

President and Chief Philanthropy Officer
GHJ Foundation

Donella Wilson has served the nonprofit community for decades. She leads GHJ’s Nonprofit Practice, which provides discounted accounting services to more than private foundations and public charities. Wilson also serves as president and chief philanthropy officer for the GHJ Foundation, GHJ’s vehicle for purposeful and proactive giving to the community. She has been instrumental in the Foundation’s establishment in 2020, and leveraged her decades of experience in the nonprofit to define the mission and lay the groundwork for the GHJ Foundation.

In 2021, the second year of operation, the GHJ Foundation accumulated \$150,000 in contributions and distributed \$101,000 for program services. This includes foundation grants and charitable donations. All of these efforts were driven by Wilson’s leadership, passion and connectivity. Recently, in less than a week, Wilson launched a significant GHJ fundraiser to support the Ukrainian people and all money donated to the Foundation will be matched by GHJ.



LISA YOUNG

FINALIST

Executive Director
The Rescue Train

For over 20 years, Lisa Young has fought every day to help animals and the people that love them with her many innovative community programs – that have now helped 3,484 animals. Young has ensured that animal welfare was not forgotten during a global health pandemic. Her community programs have helped seniors, veterans, low-income and homeless pet owners keep their pets instead of winding up in the city shelters or streets.

Young created a pet care partnership with “Hope of the Valley.” The Rescue Train handles the needs of the pets of the homeless living in their shelters including the “Tiny Homes” projects. Pets of the homeless receive pet food, beds, supplies, veterinarian care and grooming. She also helps other local homeless nonprofits with their clients’ pets. Many times, pets are the only thing that gives seniors, veterans and homeless people the will to keep going.

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Congratulations

Donald Goodman and Michael Flood



Donald Goodman
Founder and President
Don Lee Farms



Michael Flood
President and CEO
Los Angeles Regional Food Bank

The Los Angeles Regional Food Bank has been able to provide the equivalent of 1.5 billion meals since 1973 because of the incredible people involved.

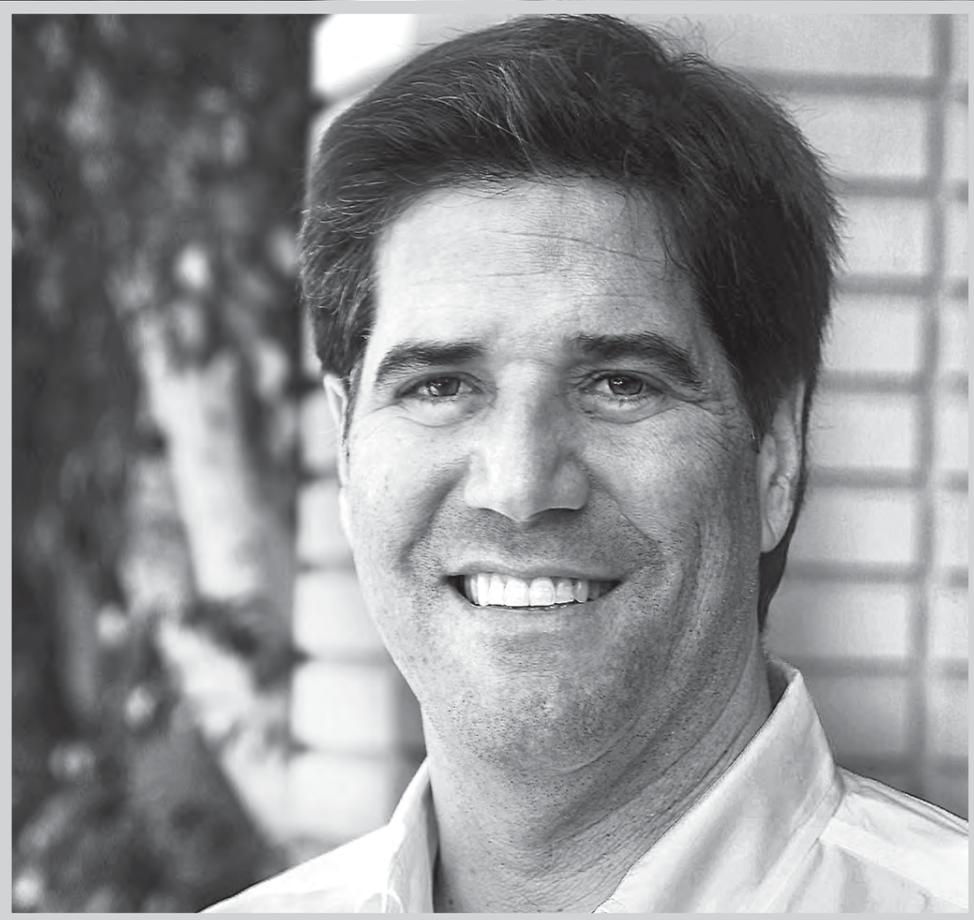
Congratulations to Donald Goodman, former Board Chairman and longtime supporter of the Los Angeles Regional Food Bank, honored by the Los Angeles Business Journal as Philanthropist of the Year.

Congratulations to Michael Flood, President and CEO of the Los Angeles Regional Food Bank, honored by the Los Angeles Business Journal as Nonprofit Executive of the Year for a large nonprofit organization.

Get involved with the Los Angeles Regional Food Bank
LAFoodBank.org



2022 HONOREES & FINALISTS: INDIVIDUALS



PHILANTHROPIST OF THE YEAR HONOREE

DONALD GOODMAN

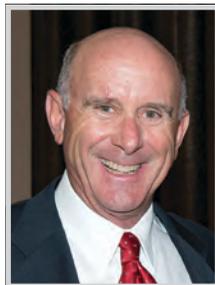
Founder and CEO
Don Lee Farms

Donald Goodman is a visionary philanthropist who has been involved with the Los Angeles Regional Food Bank for nearly 40 years. He currently is on the Food Bank's emeritus council and is the premier sponsor for the Food Bank's annual Taste of the Rams event that has raised more than \$1,000,000 to help fight hunger in the community. He served on the Food Bank Volunteer Board of Directors, including three years as board chair, from 2004 to 2011. His company, Don Lee Farms, has been a food donor for nearly 40 years, donating millions of pounds of protein food items valued at millions of dollars.

Goodman and his family have been allies in the Los Angeles Regional Food Bank's fight against hunger, sharing the vision that no one goes hungry in Los Angeles County. Goodman has guided the Food Bank through the years through his volunteer leadership, strategic planning and generous philanthropic support, which includes both financial and food donations.

Goodman has provided much-needed leadership over the years as the Food Bank has increased distribution levels to record highs and expanded the number of people that it reaches each month to more than 800,000. Goodman is also a co-chair for the Food Bank's Building Hope Campaign to raise \$165 million dollars to increase the reach of the Food Bank. He and his family made a seven-figure commitment to launch the campaign, which has increased the number of individuals served each month from 300,000 to more than 800,000.

Part of the campaign was to acquire a new facility for the Food Bank. Goodman, who has served on the Facility Committee for nearly 20 years, was integral in the Food Bank purchasing and renovating a 265,000-square-foot facility in City of Industry, which will increase the amount of produce and frozen protein the Food Bank can distribute.



RICK POWELL

FINALIST

Full Time Volunteer Fundraiser

For over 32-years, Rick Powell has been an amazing JVS SoCal volunteer advocate, ambassador, master fundraiser, former board chair, Development Committee member, honoree, Executive Committee member, co-chair of JVS SoCal's current 90th Anniversary \$5 million two-year campaign, chair of JVS' Ambassador Board, Scholarship Committee member and major donor.

Last year, in addition to his own significant giving, Powell solicited and raised \$2.6 million of the \$5 million for JVS SoCal's 90th Anniversary campaign – these funds are over and above any annual funds these donors normally commit to. Powell continues to open doors of opportunity to prospective donors, board members, employers for JVS clients seeking careers, corporate sponsors for the organization's events, volunteers and more. In addition to his tireless efforts on behalf of JVS SoCal, Powell plays a major fundraising role at Concern Foundation, Wilshire Blvd. Temple, Cedars Sinai and City of Hope, to name just a few.



JOE SANBERG

FINALIST

Founder
AGO Partners

Joe Sanberg is a native Los Angeles business leader and anti-poverty activist with an exceptional track record of providing charitable support for working people and struggling families. He has dedicated his time, money, and voice to fighting poverty and confronting major challenges for Los Angeles.

Sanberg has contributed significant financial support to promote a minimum wage increase, assist low-income families with tax relief and services, provide resources to LA County hospitals, and combat climate change. Sanberg is also the co-founder of Aspiration, a green financial services firm that invests in reforestation and promotes the good economy. Sanberg's leadership has had a profound impact on Los Angeles and the State of California. He was a lead donor for the Los Angeles Emergency Supply Donor Group, which provided PPE and other supplies to LA County healthcare workers that were under-resourced in the wake of the pandemic.

LA RAMS

2022

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2022 HOME OPPONENTS



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2022 HONOREES & FINALISTS: INDIVIDUALS



BUSINESS ANGEL OF THE YEAR HONOREE

C. N. FRANKLIN (FRANK) REDDICK III

Partner
Akin Gump Strauss Hauer & Feld LLP

With more than 35 years of legal experience, the late Frank Reddick was nationally recognized for guiding clients through enterprise-defining deals. His success in helping a deal or leading one of Akin Gump's most dynamic offices sprang from his facility in understanding the needs of boards of directors, entrepreneurs, innovators and colleagues as well as from his ability to look over the horizon for challenges or opportunities.

Reddick cared deeply about the firm and the greater community. He was considered an incredible leader and played a key role in the firm's growth and success in Los Angeles, having served as partner in charge of the office for several years. He cared deeply about people – he mentored and guided many and did so freely and with genuine enjoyment in creating opportunities for others.

Beyond negotiating headline-making deals, Reddick was a devoted pro bono practitioner who led the L.A. office by example, bringing his extensive experience as a corporate lawyer to bear in building the firm's now-longstanding relationship with KIPP SoCal Public Schools, which operates 23 tuition-free, open-enrollment, high-performing charter public elementary and middle schools across Southern California. Collectively, KIPP SoCal Public Schools educate more than 9,500 students in grades kindergarten through eighth grade in three school districts: Los Angeles Unified, Compton Unified and San Diego Unified.

In summary, Reddick was a man who embraced life to the fullest in all dimensions – adding enormous value to the firm, being there for the greater community and serving as both mentor and friend.



AVO AMIRIAN

FINALIST
CEO

Pinnacle Communication Services

Junior Achievement of Southern California board member Avo Amirian has exhibited remarkable efforts in supporting the organization, which in turn, has strengthened Los Angeles' economy and aided in the growth of hundreds of thousands of students during his 21-year tenure. Amirian has nurtured a successful avenue to leverage his business network in generating tremendous financial contributions on behalf of JA by hosting a full-scale annual golf tournament, The Avo Amirian Golf Classic. This event, which celebrated its 20th anniversary, broke its fundraising record by raising an extraordinary \$110,000 in 2021 adding to the more than \$1.6 million total dollars raised since its inception.

Additionally, Amirian's company, Pinnacle, provides audio and visual support in JA's local financial literacy lab, JA Finance Park, where local middle and high school students take part in an immersive budget simulation to prepare them for the future.



CHRISTINE SIMMONS

FINALIST

Chief Operating Officer

Academy of Motion Picture Arts and Sciences

In her previous role with the LA Sparks, Christine Simmons brought joy and wonder directly into the lives of LA's BEST students. Simmons arranged for in-kind donations of tickets and transportation to LA Sparks games, creating magical field trips for LA's BEST children.

In 2019, Simmons was named to the position of chief operating officer at the Academy of Motion Picture Arts and Sciences – the first Woman and Black person to hold the position. There, Simmons leads the first-ever Office of Representation, Inclusion, and Equity, which will lead internal and external initiatives to broaden the Aperture through which excellence is recognized. She also continues to oversee the Academy Foundation, comprised of the Margaret Herrick Library, Academy Film Archive, its many talent diversity spotlight and development programs, and the Science and Technology Council. Her groundbreaking equity work is accompanied by her ongoing dedication to championing LA's BEST.



DONOR

Thank you, Los Angeles



Over the past several years, the number of Americans on a waiting list for a lifesaving organ or tissue has decreased by 10%. These numbers are a testament to those who say “yes” to donation and is a **wonderful demonstration of the generosity** of all of those who help to make the gift of life possible.

It also reflects an increased understanding that **donation is really about life**, not death, as the act of donation is a lasting way to honor a loved one’s memory. Our thanks go out as well to donor hospitals and staff who, despite the current pandemic, have been incredible in continuing to recognize the importance of enabling donation and in fulfilling the wishes of the donor patient.

While we rejoice in the decline, **there is still a lot of work to be done**. More than 100,000 Americans are still waiting to receive a lifesaving heart, liver, lung, kidney and/or pancreas; and tragically, 17 Americans die needlessly each day while waiting for a second chance at life.

The opportunity to donate and to receive a lifesaving transplant knows no sexual orientation or age and has no national, ethnic or religious boundaries. **Please join in this effort** and help save a life by registering to be an organ donor at **onelegacy.org/register** or at your local DMV.



Dedicated to saving and healing lives through organ, eye and tissue donation

[OneLegacy.org](https://onelegacy.org) | onelegacy.org/register



2022 HONOREES & FINALISTS: INDIVIDUALS



VOLUNTEER OF THE YEAR HONOREE

KRISTIN GAREMANI

Owner
Garemani Wines

Kristin Garemani, owner of Garemani Wines, an award-winning boutique winery. Despite the demands of her successful business, she continues to extend her time, talents and relentless energy helping to advance the mission and impact of Exceptional Children's Foundation (ECF). She has been a passionate volunteer and supporter of ECF for over two decades, profoundly impacting the lives of children and adults with special needs throughout Los Angeles.

After serving for several years as a member of ECF's Board of Directors, Garemani has continued to engage as an ardent and innovative catalyst, volunteer, and benefactor for ECF's growth and impact. She has created and sponsored a successful series of Wine Tasting and Silent Auction benefits for ECF, now held biannually, and recently sponsored the Second Annual Garemani Golf Tournament benefitting ECF, held at Big Horn Country Club in La Quinta. In establishing and hosting this annual event, Garemani not only raised over \$200,000 for ECF's life-changing programs, but also fostered over 100 critical community connections that will be instrumental in advancing ECF strategic initiatives and enhancing awareness in Los Angeles and the Desert Communities. Cumulatively, she has assisted ECF in raising more than \$1 million from sponsored events, and is responsible for substantially elevating ECF's donor network profile by 20%.

Garemani has continued her tireless efforts to serve ECF's mission with commitments to promote and directly support a special event in Los Angeles County this March, and to help host ECF's 76th Anniversary Legends of Impact Gala in June, an event key to ECF reaching this year's fundraising goal of \$1.8 million.

Garemani's commitment to helping others has also been instilled in her son, Cameron, who has become involved with ECF through advocacy, volunteer service and fundraising. This additional dimensional support extends the Garemani family impact to ECF for generations to come.



MARY CONNORS

FINALIST

Volunteer

Los Angeles Regional Food Bank

Mary Connors is passionate about providing food relief to as many people in LA County as possible. As someone who experienced food insecurity as a child, she doesn't want anyone to face hunger. For over 10 years, Connors has been a volunteer at the Los Angeles Regional Food Bank. She not only helps sort, glean and package food at the Food Bank's warehouses, but she also volunteers her time at drive-through food distributions in some of the most pandemic-impacted areas of Los Angeles County.

Connors participates monthly in the food distributions at Clara Street Park in Cudahy and the Carson Senior Center in Carson. Additionally, thanks to her expertise and time with the Food Bank, she helps other volunteers understand their roles and responsibilities, and makes sure that every food recipient receives the food they need and are treated with dignity and respect.



DICK KOOPMANS

FINALIST

Chair, The Giving Spirit Outreach Committee

The Giving Spirit

Dick Koopmans volunteers as the chair of The Giving Spirit's Outreach Committee, which manages the distribution of care kits assembled by the staff and volunteers of the organization. The Giving Spirit is a 22-year old charitable nonprofit founded in Los Angeles to provide immediate help to homeless lives in Greater Los Angeles by assembling and giving out survival kits while also informing and educating (through various platforms) volunteers, members of Greater Los Angeles and beyond, about the human face of homelessness and workable solutions to alleviate and ultimately end homelessness.

As leader of The Giving Spirit's Outreach TEAM during the pandemic, Koopmans took charge of organizing the distribution of the 10,000 kits to various organizations throughout Greater Los Angeles over three kit-building events. Koopmans' work played a key role in getting the Health + Safety kits to the homeless who needed them most.

The Campaign for a Brighter Future

Thanks to the generosity of more than 100,000 donors, the Los Angeles Regional Food Bank is nearing our \$165 million dollar campaign goal, enabling us to feed more than 800,000 people each month.

This recently purchased warehouse in the City of Industry is being transformed into a state-of-the-art food distribution center to provide more nutritious food to more people throughout LA County.

Learn more at
LAFoodBank.org/building-hope





2022 HONOREES & FINALISTS: ORGANIZATIONS



SKID ROW HOUSING TRUST

Homes. Support. Success.

NONPROFIT OF THE YEAR (ENTERPRISE) HONOREE

SKID ROW HOUSING TRUST

The Skid Row Housing Trust (SRHT), a 501(c)(3) nonprofit affordable housing developer operating in Los Angeles County, provides permanent supportive housing for the most vulnerable by advancing its mission through critical programs and services. In response to the crisis of homelessness, SRHT renovates existing buildings and adds units to LA County's affordable housing stock by investing in new construction with fully integrated spaces for health and social services on-site. SRHT also delivers case management to people designated by LA County's Coordinated Entry System as "high acuity" (those with the highest needs).

SRHT's innovative property management model recruits property management professionals from formerly homeless residents; the company manages 1,976 units. The SRHT Asset Management team is also responsible for stewardship of SRHT's \$737 million real estate portfolio.

The Skid Row Housing Trust celebrated the grand opening of two projects last year – 649 Lofts and FLOR 401 Lofts, providing 152 desperately needed permanent supportive housing units in LA County's most under-resourced neighborhood, Skid Row. Both properties were among the first five communities completed with Prop HHH funds from the City of Los Angeles. 649 Lofts has the distinction of housing Joshua House Health Center, a 25,000 square foot state-of-the-art clinic owned and operated by partner LA Christian Health Centers. The health center is anticipated to serve over 7,000 vulnerable people a year with 18 medical exam rooms, six counseling rooms, nine mental health services rooms, and three optometry rooms, as well as meeting rooms and 13 social work offices.

Additionally, the Trust partnered with Simon Baron Development to turn the Cecil Hotel into 100% affordable housing, which will provide 600 affordable, safe and stable homes to our unhoused neighbors.

This year, the Trust will celebrate the Grand Opening of SP7, and project that will add an additional 99 units of Permanent Supportive Housing in Skid Row.



CHILDREN'S BUREAU FINALIST

Children's Bureau is a nonprofit leader in how to prevent child abuse and reduce its devastating impact. The agency has faced numerous times of peril in its 118 years – two world wars, a generation-long conflict in the middle east, a depression, recessions, racism, inequities, and, yes, two pandemics. Yet Children's Bureau has never failed to serve those most vulnerable in our community.

Children's Bureau was founded in 1904 as an advocacy group who cared about the plight of young children. Child abuse prevention is minimally funded by LA County but that's changing. Children's Bureau president & CEO Dr. Ron Brown has been instrumental in moving that conversation forward on a local and state level through active involvement and leadership with the California Family Resource Center Association, the Association for Community Services Organization, Alliance for Children & Family Services and the Inter-Agency Council on Child Abuse and Neglect.



LA FAMILY HOUSING FINALIST

As one of the leading affordable real estate developers in LA, LA Family Housing (LAFH) was instrumental in increasing the critically-needed affordable and permanent supportive housing stock in Los Angeles. In 2021, LAFH broke ground on Silva Crossing, a new permanent supportive housing community that will provide 56 new homes for individuals experiencing homelessness. LAFH also opened The Willows, an interim housing site for individuals and couples transitioning out of homelessness. LAFH also began the process of converting four motels into permanent apartments through California's Project Homekey initiative, the fastest, largest, and most cost-effective method for creating new permanent homes in state history.

In 2021, LAFH raised over \$20 million to support its housing development and homeless services, including \$8.5 million in unrestricted funds for general operations and an additional \$12.2 million for its Project Homekey conversion campaign.



MHALA FINALIST

Under the leadership of Dr. Christina Miller, President and CEO, Mental Health America of Los Angeles and its full range of services have remained uninterrupted during the pandemic. In 2020-21, in fact, MHALA supported nearly 16,800 low-income and no-income individuals with integrated services, surpassing the agency's outcomes of previous years throughout LA County.

Powered by the evolving needs of the community, MHALA has partnered with local organizations to open food pantries and provide individuals in need with hygiene kits, masks, and information about the prevention of COVID-19. In 20-21, MHALA administered 1,249 COVID tests, while 238 received vaccinations. In addition, 13,207 meals were provided to members. MHALA achieves impact in the areas of mental health, healthcare, homelessness and housing, supported employment, wellness, training for the behavioral health workforce and for community members, and public policy and advocacy.



RONALD MCDONALD HOUSE CHARITIES OF SOUTHERN CALIFORNIA FINALIST

Since 1977, Ronald McDonald House Charities of Southern California (RMHCSC) has provided comfort, care, and support to children and families confronting a pediatric medical emergency. Whether at one of its seven Ronald McDonald Houses across the region or through year-round programming at Camp Ronald McDonald for Good Times (a cost-free, medically-supervised camp for children with cancer and their families), the organization provides vital support services to families facing a pediatric health crisis. As we continue to navigate the coronavirus pandemic, our collective commitment to the children and families we serve has not wavered.

RMHCSC operates two Ronald McDonald Family Rooms at CHOC Children's Hospital in Orange and CHOC Children's at Mission Hospital. The organization is developing a new Family Room in Ventura, at the Ventura County Medical Center, and a new House near the UCLA/Mattel Children's Hospital on the Westside Los Angeles.

2022 HONOREES & FINALISTS: ORGANIZATIONS



NONPROFIT OF THE YEAR (LARGE) HONOREE

NEW ECONOMICS FOR WOMEN

New Economics for Women (NEW) is a California-based nonprofit founded in 1985 and is the first Latina-operated nonprofit community economic development organization in the United States. NEW's mission is to spark economic mobility for all women and families, particularly Latinas, through wealth creation, housing, education, entrepreneurship, and advocacy for economic justice. The organization's vision is a world where generations of women and families are empowered to thrive. Its core beliefs and values are based on the principle that economic mobility is a fundamental right. NEW works to create the economic change and investments necessary to stabilize the intergenerational family unit, to mobilize their growth and ensure their success.

NEW was founded by Latina leaders to lift women and their children out of poverty. To this day, it is an organization built by women in service to all genders but programs designed to serve the needs of women and children. Most importantly now, at the endemic stage of the COVID-19 Pandemic, NEW's radical transformation of program delivery speaks to its mission and dedication to serving our most vulnerable households.

In early 2020, NEW stood at the forefront of grassroots service delivery in over eight different Los Angeles locations serving families in poverty and working families at risk of immediate homelessness. NEW was immediately designated as an essential service provider and we immediately transformed service delivery to provide COVID-safe services outdoors and during the PPE shortage. NEW's then-current programs for food delivery and emergency rental assistance became lifelines to thousands of new clients, and NEW's leadership immediately partnered with the City and County of Los Angeles, as well as private philanthropic partners, to expand, rather than contract, service delivery. NEW led in this moment to address every aspect of its program delivery to provide safety-net basic needs delivery to families undergoing severe economic, health and emotional hardships.



AMERICAN CANCER SOCIETY
FINALIST

American Cancer Society (ACS) has a mission to save lives, celebrate lives, and lead the fight for a world without cancer. To ensure that all communities receive best possible equity and access, ACS' structure empowers market areas throughout the country that each involve an Area Board of Directors.

Cancer affects everyone, but does not affect everyone equally. ACS' vision is a society where everyone has an opportunity to be healthy and cancer-free. The ACS Los Angeles Area Board and staff have prioritized health equity to engage and to empower those hardest to reach and those disproportionately impacted by high mortality rates cancer. In 2021, the Board has developed and helped to advance in Los Angeles County an African American Early Detection initiative, Latinos Contra El Cancer, Asian American Care initiative, various youth empowerment initiatives, and an LGBTQIA approach called Come Out Against Cancer.



OLIVE CREST
FINALIST

Olive Crest is dedicated to preventing child abuse by strengthening, equipping, and restoring children and families in crisis – "One Life at a Time." Olive Crest has been a leader in the prevention and treatment of child abuse, serving 5,000 children and families each day throughout California, Nevada, and the Pacific Northwest.

Olive Crest's commitment to the individual needs of at-risk youth continues to fuel our mission to make a difference. Its mission is to help break the cycle of child abuse, and enable at-risk children and families to become healthy, productive citizens. In the past two years, Olive Crest has pivoted the organization to provide more resources and one on one support for families in need all while managing COVID protocols and restrictions. On top of daily services for these families and children, Olive Crest hosts over a dozen events throughout the year, each serving 200-300 families at a time.



RAISE A CHILD
FINALIST

The Raise A Child Parent Advocate Program is a unique service designed to advance prospective foster and adoptive parents with their family-building goals. The program includes personal mentor services, a nationwide referral network, and proprietary software case management program that enables Raise A Child to follow and support parents throughout the process. From orientation to training and throughout the child matching process, parent advocates are there to assist with concerns and questions.

As Raise A Child is currently the nationwide leader in the recruitment and support of LGBTQ and all prospective parents interested in building families through fostering and adoption, its staff mirrors that of its constituents with regard to gender, race, and sexual orientation. Raise A Child consistently advances a climate that fosters insightful inclusion. Raise A Child serves an important role in ensuring its constituent agency and governmental partners embrace the widest definition of equity and inclusion.



STARLIGHT CHILDREN'S FOUNDATION
FINALIST

At Starlight Children's Foundation, the team understands the power of play and its role in promoting the well-being of children. That's why its innovative programs inspire pediatric patients to have moments of fun through imaginative play and game-based learning, while providing a welcome distraction from stressful medical procedures.

From Starlight Gaming to Starlight Virtual Reality to Starlight Hospital Wear, Starlight programs transform the hospital experiences of young patients and help make an unfamiliar place feel safe and comfortable. For over 40 years, Starlight has been delivering happiness to sick kids across 800 U.S. hospitals because happy kids heal faster. The organization's think tank committee, Starlight's Truth & Restoration Think Tank (STARTT), is a voluntary group that looks internally at how and where it can be more inclusive and diverse as an organization.



2022 HONOREES & FINALISTS: ORGANIZATIONS



NONPROFIT OF THE YEAR (MID-SIZE) HONOREE

FOR PEOPLE OF COLOR, INC.

For People of Color, Inc. (FPOC) is a nonprofit organization that empowers people of color to enter law school and to become attorneys. Since its founding in 2000, FPOC has provided free, high-quality law school admissions consulting services to thousands of prospective law school applicants, and through these efforts hundreds of people of color have applied for and been admitted to law school.

FPOC is widely recognized as a leader in its efforts to diversify the profession through supporting underrepresented college students to gain access to law school. The organization's workshops and publications are credited with assisting students gain admission to the country's most selective law schools. The mission of FPOC is to employ its cultural perspectives and collective experiences to pave a path for people of color to higher education through personal empowerment and progressive education policies. This commitment stems from its personal stake in ensuring the academic, professional, and social success of its communities.

The organization has drafted a detailed guide to applying to law school that is invaluable to law school applicants. It lays out the entire process in a manner tailored to people of color, which, in all likelihood, have had no prior exposure to the process.

This mission is entirely DE&I-focused: to diversify the legal profession by lowering the barriers to entry for people of color applying for law school. Given that the overwhelming majority of people of color who apply to law school are first-generation college students, often with limited to no contacts in the legal profession, FPOC fills this gap to empower people of color to not only apply for and be admitted to law school, but also to excel both as law students and as attorneys in order to diversify, and bring more social justice to, the law profession.

Bruce Rankin

On your nomination for the Los Angeles Business Journal 2022 Outstanding Nonprofit Executive Operating Budget \$1M - \$5M Award.

THANK YOU

For your 33 years of exemplary devotion to making nutritious food accessible to everyone in our community and throughout California. Your leadership has built Westside Food Bank into an organization that is well-prepared to serve West Los Angeles County for as long as the need exists.

All of us at Westside Food Bank are proud to celebrate your contributions.



TOGETHER WE CAN
End Hunger

wsfb.org

2022 HONOREES & FINALISTS: ORGANIZATIONS



CLIFFORD BEERS HOUSING FINALIST

Since 2005, Clifford Beers Housing has developed permanent supportive housing for the most vulnerable. Its commitment is to create thoughtfully designed, affordable, and integrated communities to enhance the lives of those who have experienced homelessness and mental illness. To date, CBH has developed 761 affordable apartment homes in 16 properties throughout Southern California, including 507 apartments in operation, 144 in construction, and 110 in development. In 2022, CBH is evolving to become a more holistic developer, with the new mission of creating spaces for all.

Within this new holistic direction, CBH has implemented a program, the Small Business Resiliency Strategy (SBRS), which makes available CBH commercial spaces to small, locally-displaced Black, Indigenous, and People of Color (BIPOC) and/or women-owned businesses at a discounted rate.



ICAN CALIFORNIA ABILITIES NETWORK FINALIST

ICAN directly impacts the lives of more than 250 individuals in the community with developmental disabilities on a daily basis through life skills, social events, and supported employment services. ICAN helps its clients say “I can” as they achieve their independent living and employment goals, both at its facilities and throughout Los Angeles County.

ICAN serves the South Bay and Long Beach, impacting the more than 250 clients to be more engaged within our community. People who become more engaged with their community have a greater sense of belonging that most of the population takes for granted, whether being able to participate in meaningful work or building friendships. ICAN’s vision is a world where individuals with disabilities are given the opportunity to live, work, and learn through the programs and services of their choice.



JAZZ HANDS FOR AUTISM FINALIST

Autism affects one in 59 Americans, that is 1.5% of the American population. This means that 4.9 million Americans are on the autism spectrum. Of this 4.9 million, 50,000 teenagers on the autism spectrum turn 18 and age out of secondary school based services every year. Upon leaving secondary school, there are very few services available to this 50,000. This renders over 90% of adults on the autism spectrum either unemployed or underemployed.

At Jazz Hands For Autism, these odds are considered to be simply unacceptable. Through its programs, the organization is providing the necessary job skills and soft skills training and liaising necessary for adults on the autism to gain access into the workforce. Jazz Hands For Autism has provided individualized music-based training, vocational development and/or job placement for over 200 musicians with autism.



LACBA COUNSEL FOR JUSTICE FINALIST

The mission of the LACBA Counsel for Justice is to improve the administration of justice and help deliver legal services to the most vulnerable in our community. Counsel for Justice brings together law firms, foundations, corporations, donors and volunteers in support of a more just LA. Together, they stand at the forefront of providing equal access to legal services by raising funds and directly contributing at the frontlines of justice in four key areas: domestic violence, support of our veterans, immigration assistance and AIDS services.

With over 50 years of service as the charitable arm of the Los Angeles County Bar Association, Counsel for Justice’s efforts have raised millions of dollars in giving and impacted hundreds of thousands of lives with better, more powerful paths to justice. In addition, law firms, especially national firms, rely on Counsel for Justice to guide them on a local level.

ECF CONGRATULATES
all of the esteemed nominees
recognized by the *Los Angeles Business Journal*
Nonprofit and Corporate Citizenship Awards.



Exceptional Children's Foundation
Enriching the lives of children and adults
with learning differences since 1946

To learn more, visit www.ECF.net



2022 HONOREES & FINALISTS: ORGANIZATIONS



NONPROFIT TEAM OF THE YEAR HONOREE

WAYFINDER FAMILY SERVICES

The senior leadership team of Wayfinder Family Services is comprised of 12 remarkable professionals, who, individually are recognized in the field as great leaders in the nonprofit sector, but as a group, are a particularly effective team. Their extraordinary impact is testament to the power of teamwork. The team worked together for several years leading up to the pandemic, but the public health and economic crises created by COVID-19 revealed their true mettle – they are masters of their craft, devoted to the children and youth they serve and resilient leaders. The Wayfinder senior team brings life to the saying, “When the going gets tough, the tough get going.” When COVID-19 disrupted Los Angeles and put Wayfinder’s already vulnerable clients at further disadvantage, the team stepped up and into every gap.

Wayfinder is one of Los Angeles’ largest nonprofit organizations, known for its life-changing services for children with disabilities and foster youth. Founded in 1953, Wayfinder is known for opening their doors to those who have nowhere else to turn, children with multiple, complex disabilities as well as foster youth who have suffered unspeakable trauma and neglect. Wayfinder’s leaders have always believed in the potential for, and in, each and every one of them.

The pandemic presented chaotic circumstances, but the leadership team of Wayfinder Family Services responded nimbly and steadily, putting the health and wellbeing of clients and staff first.

The Wayfinder senior leadership team leads more than 500 staff members across Los Angeles and beyond. When the pandemic hit, the senior leadership team quickly assembled a small team to guide the daily (and often hourly) decisions that had to be made to keep the children in residence at Wayfinder safe and healthy. This included daily calls with the organization’s medical team, creating strict protocols, procedures and protective measures, as well as communication about vaccinations and exposure notices.



LOS ANGELES REGIONAL FOOD BANK FINALIST

The LA Regional Food Bank has provided food assistance to families and individuals in LA County for the last 48 years. The pandemic impacted many business models and the distribution of food was no exception at the Food Bank. The Food Bank’s Programs Team quickly transitioned to the Mobile Food Pantry Program at the onset of the pandemic to keep volunteers, clients and everyone as safe as possible while distributing food resources to a record number of families and optimizing the process as it was completely brand new for the Food Bank.

Since the beginning of the pandemic, there have been over 500 distributions serving communities across LA County, coordinated and managed by the Programs Team. The Programs Team has worked tirelessly, frequently six or seven days a week during the peak food assistance levels during the pandemic, to help provide help to those who need it most.



PROVIDENCE FINALIST

A remarkably impactful trio co-led by Kenya Beckmann and Jeremy Elkins (director, government programs) and third teammate Jonnette Miller (principal project manager). This team has been leading/running Providence’s Health Equity Hypertension Project since April 2021.

The key objectives are to reduce high blood pressure as a health disparity among communities of color in Southern California through evidence-based treatment, increased awareness, increased screening, education and social/emotional support. Controlling high blood pressure is an important step in preventing heart attacks, stroke and kidney disease, and in reducing the risk of developing other serious conditions. This dynamic team has been leading the Health Equity Hypertension Project since April 2021 with the goal of impacting 100,000 individuals in the community through clinical intervention and education and are making huge strides toward achieving this goal. Their collaboration also extends to a network of internal and external community partners in Los Angeles.



STEM ADVANTAGE FINALIST

Tania Velazquez (program manager for mentorships and talent development, STEM Advantage), Raquel Marquez (board member and director of IT Strategy, execution and professional development, Farmers), and Maben Jimenez (board member and associate principal director, The Aerospace Corporation), lead the STEM Advantage Mentorship program that includes 200 STEM (science, technology, engineering, and math) professionals who volunteer as one-to-one mentors for STEM Advantage scholars. Scholars are women and underserved communities, and mostly first-generation college students from low-income families. All the students attend California State University, the largest and most ethnically diverse four-year public university system in the nation.

Each STEM Advantage Scholar is paired with a mentor who is a STEM professional who serves as a role model and offers one-to-one social-emotional support, personal and career guidance, and coaching. Working together, Velazquez, Marquez and Jimenez are strengthening the mentoring program to be a best practice for supporting low-income, first-generation college students.



YOUR GOLDEN TICKET FINALIST

Jack, Ryan and Marley (three siblings and teenagers) started Your Golden Ticket in 2013, when they were in elementary school. At the dinner table one night, the conversation focused on the exciting live event experiences they have been fortunate to attend. They wanted to provide those opportunities for others. YGT was born.

YGT raises money and donations to provide once in a lifetime experiences to those less fortunate. They partner with other nonprofit organizations to get the tickets in the hands of kids. Along with the tickets, they provide transportation and a stipend for food and souvenirs. They also have started a Junior Ambassador Board to engage peers across the country in this mission and model the importance of giving back. Now all in high school, and hopefully with the pandemic moving in the right direction, the philanthropic siblings are even more committed than ever to offer these once-in-a-lifetime experiences.

2022 HONOREES & FINALISTS: ORGANIZATIONS



BUSINESS ANGEL OF THE YEAR HONOREE

LOS ANGELES RAMS

The LA Rams’ commitment to Los Angeles Unified students has encouraged other professional teams to step up in a major way. The team’s repeated presence at underserved schools and donations to underserved youth has also inspired a generation of Angelenos and made a lifelong impact.

At the heart of the team’s community outreach efforts is a commitment to providing access, pushing for equality and social responsibility, and driving equity. Through various programs and initiatives, the Rams’ year-round efforts aim to address educational inequities through school engagement, racial inequities through education, community-police relations and youth justice through mentorship, homelessness, food insecurity and much more.

Through year-round school engagement, incentive campaigns, school beautification projects, funding college field trips and introducing STEAM labs, the Rams are doing their part to ensure a stronger public education system. The team also created the Rise with the Rams program designed to harness the unifying power of sports and build relationships between Los Angeles area high school football teams with a cross-section of races and socioeconomic backgrounds. The program has engaged nearly a dozen high school football teams to date.

To address issues of access for minority youth, the Rams hire students from various school districts as part of a summer internship program in partnership with LA Promise Fund. The students work in different departments throughout the organization. As part of the internship selection process, students submit their resumes and participate in professional interviews with team executives. The objective of the program is to expose students to opportunities in a professional setting, while expanding their skills, experiences, and network as they prepare for college or enter the workplace following high school or college graduation. The Rams have engaged more than 70 high school students through the internship program.



INABA FOODS USA
FINALIST

Since the start of the pandemic, Inaba Foods USA has been a treasured partner of The Rescue Train. Inaba donates over 600 lbs. monthly of its premium dog and cat treats to the nonprofit organization to distribute at its monthly ‘Mobile Pet Assistance’ event – as well as all of The Rescue Train’s other community events so the organization can put the treats in the hands of its most vulnerable pet owners – seniors on a fixed income, veterans, low-income families and the homeless.

In short, Inaba Foods USA is a company that gives back to the communities – not just occasionally, but throughout the year. Inaba donates hundreds of thousands of dollars of its pet products annually to animal welfare nonprofits and city shelters. Inaba donates to many small animal nonprofits as well as some of our Los Angeles City Shelters.



NORTHSTAR MOVING COMPANY
FINALIST

NorthStar Moving and its co-founder Laura McHolm have been dedicated to supporting Claire’s Place Foundation for over ten years. Claire’s Place Foundation is a 501(c)(3) nonprofit organization providing support to children and families affected by cystic fibrosis (CF). Ever since McHolm met Claire’s Place’s namesake Claire in 2011 when she was just 13 years old, McHolm has been inspired to help build the foundation.

Over the past decade, McHolm and her marketing team at NorthStar Moving have donated thousands of hours and their expertise to Claire’s Place. From biweekly calls to helping to create annual fundraisers, campaigns and promote groundbreaking films such as “Claire” the documentary, the NorthStar Moving marketing team demonstrates every day that Claire’s Place is a part of their daily responsibilities. In addition, NorthStar Moving established a corporate partnership with Claire’s Place to donate their moving services to its low-income grant recipients.



RALPHS
FINALIST

Ralphs and John Votava have taken a lead in the community by being a company that cares about the poor and helps the homeless. Ralphs has pioneered an outreach program serving the homeless in partnership with the LA Mission at its store locations. This innovative approach helps develop a relationship with the homeless encampments near Ralphs stores in hopes of offering better opportunities for their future.

Ralphs has funded outreach workers at the Mission to visit its stores, develop relationships with the homeless, and offer them help, hope, opportunities for housing, meals, shelter, recovery, medical aid, job assistance, and more at LA Mission. This program is serving hundreds of homeless per month and developing innovative solutions to address the homeless epidemic. Additionally, through its ‘Zero Hunger, Zero Waste’ program, Ralphs has donated over 60,000 meals to hungry and hurting families in LA through the LA Mission alone.



U.S. BANK
FINALIST

U.S. Bank has partnered with United Way of Greater Los Angeles for over 20 years. Through its Employee Giving Campaign, Employee Matching Program, corporate grants and volunteering, it has supported both United Way and hundreds of LA-based nonprofits ensuring continued investment in innovative programs to serve our local community’s needs. During their Fall 2021 Los Angeles Employee Giving Campaign the bank raised over \$320,000 – an increase of 48% over the prior year. It also raised an additional \$296,000 to support additional Southern California counties where they serve.

Rudy Medina, U.S. Bank’s Southern California market president and United Way of Greater Los Angeles board member, is also a strong community advocate. He, along with his Campaign Committee, are actively engaged in their Employee Giving Campaign providing opportunity for their employees to give back. Many of the team members also serve on nonprofit boards and donate their time.



2022 HONOREES & FINALISTS: ORGANIZATIONS



OUTSTANDING SOCIAL RESPONSIBILITY HONOREE

BANK OF AMERICA

As a longtime Los Angeles Regional Food Bank partner, Bank of America has continually demonstrated corporate and social responsibility. For example, Bank of America has shown its commitment to disadvantaged communities and public health through an innovative campaign that tackles both.

Bank of America kicked off the new year with a campaign to address hunger relief and community health needs by incentivizing its staff to get their COVID-19 booster shots by donating \$100 for every booster shot to local food banks, including the LA Regional Food Bank, throughout January. This hunger relief initiative resulted in a \$250,000 donation for the LA Regional Food Bank.

Over the years, Bank of America has provided nearly \$1 million to alleviate hunger throughout LA County to help meet the high demands of food-insecure families. Bank of America team members have also come into volunteer at the Food Bank to help glean and package food for later distribution.

Bank of America has also donated more than one million pieces of Personal Protection Equipment (PPE) to local nonprofits and food banks across Los Angeles to help mitigate the spread of COVID-19.

As part of its commitment to strengthening communities by addressing critical needs that help advance racial equality and economic opportunity, Bank of America awarded \$11 million to 175 local nonprofits across greater Los Angeles in 2021. The majority of the grants supported communities of color and other disadvantaged populations disproportionately impacted by the prolonged pandemic.

With a particular focus on closing the equity and wealth gaps in communities of color, Bank of America's local giving was directed to alleviate the impacts of racial and economic inequality by funding programs and resources that create pathways to employment, address basic needs such as hunger, healthcare, emergency shelter and affordable housing.



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“One Life at a Time”®

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2022 HONOREES & FINALISTS: ORGANIZATIONS



FARMERS & MERCHANTS BANK FINALIST

In 2021, F&M Bank provided \$2.8 Million in community support to more than 690 organizations across Southern California. Over 340 Los Angeles County organizations benefitted, whose causes range from fighting food insecurity and providing resources for persons experiencing homelessness, to education, after-school programming, and the arts.

Beyond financial support, contributions have come in the form of in-kind donations such as bottled water for charity events, charity auction item donations, and waived fees. As a financial institution, they recognize the importance of providing critical banking services that allow businesses, specifically nonprofits, to be able to serve their missions. Specialized nonprofit services include tax-exempt loans, capital campaign bridge loans, operating lines of credit, construction lending, secure corporate online banking services and nonprofit earning credit rates.



GREENBERG GLUSKER LLP FINALIST

Greenberg Glusker has played a significant supporting role within the Los Angeles community for over 60 years. Its founding partner Arthur Greenberg likes to say that the firm has “done well by doing good.” To this end, the firm is focused on various components of its corporate social responsibility commitment, including initiatives focused on diversity, charitable giving, and leadership in various nonprofit organizations.

Philanthropy is a key component that contributes to Greenberg Glusker’s culture, providing team members consistent opportunities to give back to the community while simultaneously bringing team members together for a cause. Members of the firm are quick to get involved in activities that give back to the community such as Food From The Bar, an annual fundraiser for the Los Angeles Regional Food Bank. Greenberg Glusker employees raised a total of \$9,295.



LOS ANGELES RAMS FINALIST

In addition to continued on-field success, the Rams also executed social responsibility. In 2021, the Rams raised more than \$2 million and donated more than \$250,000 to benefit the LA community, engaged more than 14,000 youth in football and character development programs and more than 230 high school football programs in virtual and in-person initiatives, partnered with more than 30 nonprofit organizations, and distributed more than 18,300 meals to individuals battling food insecurity.

The Rams also continue to reinforce the team’s commitment to diversity, equity and inclusion. Currently one of the most diverse teams in the NFL, the Rams hired two women to their C-suite in 2021. On the corporate side, the Rams have an approximately 50-50 gender split and promoted Sophie Harlan to become the first female director of football operations in the NFL.



THE PENTA BUILDING GROUP FINALIST

Beginning in September 2020, general contractor The PENTA Building Group (PENTA), using its building experience and strong relationships with local skilled trade partners, donated its expertise to a Los Angeles community in need. The previously licensed childcare space at St. Mark’s Lutheran Church in downtown Los Angeles, which intends to serve the Skid Row community and 90007 zip code, was long overdue for a remodel and PENTA answered the call when its partner Dignity Health reached out with the opportunity.

In partnership with Dignity Health California Hospital Medical Center (CHMC), and architectural firm Perkins&Will, PENTA managed the construction of an outside playground, including earthwork, fencing, landscaping, installing a playground set, as well as rubber flooring installation and overseeing the subcontractors on-site. The project was completed summer of last year.



The Music Center Introduces Business Partners for The Arts

Located in Downtown Los Angeles, The Music Center is L.A.’s cultural hub for the performing arts and for civic engagement.

Join us in bringing the transformative power of the arts to all Angelenos!



THANK YOU TO OUR INAUGURAL MEMBERS!



For more information:
musiccenter.org/businesspartners
or contact Laurie Selik
lselik@musiccenter.org

Above photo: American Ballet Theatre’s Christine Shevchenko and Joo Won Ahn perform the pas de deux from *Don Quixote* at The Music Center. Photo by John McCoy for The Music Center; Photos on the left courtesy of The Music Center.





2022 HONOREES & FINALISTS: ORGANIZATIONS



OUTSTANDING COLLABORATION

BETWEEN A BUSINESS AND A NONPROFIT **HONOREE**

EDUCATION THROUGH MUSIC - LOS ANGELES / NBCUNIVERSAL

The power of music - and its vital role in providing youth a voice - formed Education Through Music-Los Angeles' (ETM-LA's) partnership with NBCUniversal, Illumination, and Education Through Music national. Alignment of vision and building strategic goals were key to the partnership's success.

"Dreaming big to reach your goals" and the life-changing power of music were themes featured in Illumination's animated film Sing 2. Together, NBCUniversal and Illumination recognized an opportunity to pair the film with ETM-LA, whose mission resonates with Sing 2 - ultimately raising awareness for the importance of music education.

From the partnership, the #Sing2gether Challenge was created as a contest on TikTok to engage stakeholders and consumers in conversation about the film while celebrating the power of music. Given similar target demographics for both Sing 2 and Education Through Music, TikTok was chosen as the most appropriate social media platform to host this campaign. For every use of the hashtag #Sing2gether on TikTok, \$1 was donated to support the work of ETM (including ETM-LA in Los Angeles County), up to \$250,000 (with funds from Comcast, NBCUniversal, and Republic Records).

The #Sing2gether Challenge kicked off with Sing 2 stars Reese Witherspoon, Matthew McConaughey, Taron Egerton, Tori Kelly, other cast members, and social media influencers announcing the contest and an exciting prize: a free trip to Hollywood to attend the film premier and the opportunity to record and release a single with Republic Records.

The collaboration and campaign raised awareness locally and nationally of the impact of music education and drove key engagement among stakeholders and consumer groups.

It ultimately garnered more than 5.1 billion views, 729.8 million engagements, 1.5 million contest entries, with awareness through additional media channels and activated a \$250,000 donation to Education Through Music at no cost to the viewer.



ETCO HOMES / ONE COAST / THE SURFRIDER FOUNDATION LOS ANGELES FINALIST

With a love for the communities it serves, Southern California developer etco HOMES established a partnership between one of its developments – One Coast, a community located at the intersection of Pacific Coast Highway and Sunset Boulevard in the Pacific Palisades – and The Surfrider Foundation Los Angeles, a grass-roots nonprofit environmental organization that works to protect and preserve the world's oceans, waves and beaches.

The strategic partnership had three initiatives, beginning with One Coast's adoption of nearby Sunset Beach through The Surfrider Foundation's program, where individuals or entities can adopt a local beach. Secondly, One Coast hosted a philanthropic event to bring the community together and raise awareness and money for the nonprofit. Thirdly, to hold monthly beach clean-up events at Sunset Beach. One Night at One Coast brought hundreds of community members together for a rooftop live auction that raised a total of \$30,000.



KIRKLAND & ELLIS LLP / ALLIANCE COLLEGE-READY PUBLIC SCHOOLS FOUNDATION FINALIST

The Alliance College-Ready Public Schools Foundation supports Alliance College-Ready Public Schools, one of the largest and most successful nonprofit public charter school networks in the nation, operating 28 high-performing, tuition-free middle and high schools in disadvantaged communities of Los Angeles. Alliance is an evolving organization, committed to continued improvement so that scholars not only graduate from high school, but thrive in college and beyond. Alliance has a proven record of success for its 13,000 scholars and 14,000 alumni.

Kirkland & Ellis is one of the world's leading law firms, with more than 3,000 lawyers practicing from 18 offices in the United States, Europe and Asia. In 2020, Kirkland pledged \$5 million over five years to support organizations focused on ending racism, and committed to a five-year partnership with Alliance. The partnership is focused on ensuring that all Alliance schools are welcoming and affirming for all scholars.



U.S. BANK / UNITED WAY OF GREATER LOS ANGELES FINALIST

U.S. Bank has partnered with United Way of Greater Los Angeles for over 20 years. Through the bank's Employee Giving Campaign, Employee Matching Program, corporate grants and volunteering it has supported both United Way and hundreds of LA-based nonprofits ensuring continued investment in innovative programs to serve the local community's needs. During the Fall 2021 Los Angeles Employee Giving Campaign, U.S. Bank raised over \$320,000 – an increase of 48% over the prior year. The bank raised an additional \$296,000 to support additional Southern California counties where they serve.

Rudy Medina, U.S. Bank's Southern California market president and United Way of Greater Los Angeles board member, is also a strong community advocate. He, along with his Campaign Committee, are actively engaged in their Employee Giving Campaign providing opportunity for their employees to give back. Many team members are also active in the community serving on nonprofit boards and donating their time.



WELLS FARGO / LOS ANGELES ECONOMIC DEVELOPMENT CORPORATION / THE LOS ANGELES AREA CHAMBER OF COMMERCE / LOCAL INITIATIVES SUPPORT CORPORATION LOS ANGELES / THE DR. LUCY JONES CENTER FOR SCIENCE AND SOCIETY / THE INSTITUTE FOR SUSTAINABLE DEVELOPMENT FINALIST

Wells Fargo awarded a \$1.5 million dollar grant to Together for L.A., a Los Angeles collaborative for small business recovery and resilience. Together for L.A. was formed to address the COVID-19 economic crisis by significantly expanding business technical assistance services to LA County's small businesses and microenterprises led and owned by women and Black, African American, Latinx, Asian American, American Indian, and Alaska Native people, focused on those in low and moderate income (LMI) communities. The collaboration advances a more equitable, sustainable and resilient economic recovery.

2022 HONOREES & FINALISTS: ORGANIZATIONS



FUNDRAISING EVENT OF THE YEAR HONOREE

CASA OF LOS ANGELES

CASA of Los Angeles organizes the community to show up for children and families in LA County’s overburdened child welfare and juvenile justice systems. Through an intentional, restorative and culturally responsive lens, it trains committed, consistent and compassionate adult volunteers (CASAs, or Court Appointed Special Advocates) to take action by providing strengths-based advocacy and vital systems-navigation services. CASA’s vision is a Los Angeles in which all children and families impacted by the harmful child welfare and juvenile justice systems have equitable access to the resources and support they need to thrive.

Meeting the needs of the Los Angeles community is embedded deeply within CASA of Los Angeles’ (CASA/LA’s) mission. CASA/LA has established itself as a leader in the field of child welfare and has grown into a \$5 million+ agency currently serving triple the number of children served than just a few years ago. CASA/LA is in fact the only nonprofit agency in Los Angeles County able to provide court-appointed advocates to children in child welfare and juvenile justice.

Last year, CASA/LA hosted its ninth annual Evening to Foster Dreams gala virtually, which raised \$630,000, which was \$100,000 over its fundraising budget! Though CASA/LA typically hosts its gala events in person (at the Beverly Hilton Hotel), the pandemic forced it to switch gears and pivot entirely to a virtual fundraising landscape.

Despite the challenges and needing to adapt quickly, last year’s event was a huge success and had a turnout of over 300 guests. The event was hosted by actors Ashley and Topher Grace, and featured entertainment by David Foster, Katherine McPhee, Moby, Shana Race, Ike Barinholtz, Dana Daniels, KTLA host Sam Ruben, and Kevin Jordan, and more. The event was “catered” (via delivery to participants) by partner organization Homegirl Café.



CLAIRE’S PLACE FOUNDATION
FINALIST

Claire’s Place Foundation, a nonprofit organization providing support to children and families affected by cystic fibrosis (CF), is a small organization with immense creativity. The foundation continually finds new and unusual ways to heighten awareness for CF and raise needed funds to support families of children and to individuals diagnosed with CF.

The annual “Glow Ride for Cystic Fibrosis” in Hermosa Beach is a short 3.4 mile ride makes a big scene on the California Hermosa Beach and Manhattan Beach Piers; and makes an even bigger impact on families with CF struggling to make ends meet while dealing with extended hospital stays. After having to pause the Glow Ride in 2020 due to the pandemic, Claire’s Place was thrilled to once again gather the community to light up the night. On August 21, 2022 Claire’s Place hosted their 7th Annual Glow Ride and it was their biggest turn out yet.



LAW ROCKS
FINALIST

“Law Rocks Los Angeles: Celebrating Ten Years” was held Friday, September 17, 2021 at the historic Whisky A Go Go in West Hollywood. The rock concert fundraiser celebrated a decade of Law Rocks in Los Angeles and was the first in-person concert in 18 months and featured an all-star lineup of winning bands from the last ten years. The energy at the Whisky was electric as friends, colleagues, and family of legal professionals-turned-rock stars took the stage to rock out for charity.

Each Law Rocks band selects a local nonprofit they are passionate about as a beneficiary. Representatives from each Los Angeles nonprofit took the stage and shared a bit about their mission before introducing the band. The event raised over \$64,000 and raised funds for City of Hope, Kids in Need of Defense, LA Family Housing, Mental Health Advocacy Services, and Women Lawyers Association of Los Angeles.



RACE FOR THE RESCUES
FINALIST

Race For The Rescues helped 15 local nonprofit animal welfare organizations raise over \$400,000 to help save the lives of save hundreds of dogs, cats, horses and farm animals. Funds raised at this event also provide vital services to our community including access to free spay/neuter and veterinary care, pet food and supplies, and resources to pet owners in crisis.

Race For The Rescues supports and celebrates the human animal bond. The event traditionally is held at The Rose Bowl in Pasadena and includes a 5K and 10K race and also holds dog and cat adoptions for Los Angeles Animal Services and The Pasadena Humane. Due to COVID-19, the 2021 Race was virtual, but did include a live-streamed adoption program, hosted by actress Jane Lynch, and broadcast from the Los Angeles Animal Services South Shelter. All of the dogs and cats featured during this broadcast found loving homes.



WATER BUFFALO CLUB
FINALIST

The Water Buffalo Club (WBC) is a local nonprofit that was founded back in 1989. Since inception, the WBC has been working hard to help underserved children in need across greater Los Angeles. Annually the WBC hosts local Thanksgiving Meal Giveaways where members and supporters gather the day before Thanksgiving and drive rental trucks to various locations throughout LA and pack and distribute fresh turkeys, rolls, pumpkin pies, veggies, salad, and stuffing etc.

Due to COVID-19, the WBC pivoted its campaign back in 2020 and again in 2021 and raised funds to provide grocery store gift cards to families. In 2021 the WBC proudly set a goal to assist 2000 families. This was an increase from 2020 of 400 more families. In a matter of a few short weeks, the WBC raised the \$200,000 necessary to fund the distribution of 2000 \$100 grocery store gift cards.



2022 HONOREES & FINALISTS: ORGANIZATIONS



MOST INNOVATIVE AWARENESS CAMPAIGN HONOREE

CALL OF DUTY ENDOWMENT'S "VETERANS STAND READY" CAMPAIGN

The Call of Duty Endowment was founded in 2009, and since then, has become the world's largest private funder of veteran employment. The Endowment has given more than \$60 million to the cause and placed more than 90,000 veterans into high-quality jobs. In 2021, the Endowment placed more than 16,000 veterans into jobs, its highest number of placements in a single year - changing the lives of veterans and their families for the better across the United States and United Kingdom.

To address the issue of veteran employment, the Endowment team set out on a mission to address one piece of the veteran employment puzzle - veteran medics and hospital corpsmen. Despite the urgent need to fill healthcare worker vacancies to battle the pandemic, 50% of former medics and hospital corpsmen who want to work in the civilian healthcare profession cannot find jobs in the industry. The goal of the campaign was to raise awareness about this issue, highlight how veterans are uniquely qualified to serve within these roles, and drive policy change. To achieve these goals, the Endowment created a year-long campaign, with cornerstone beats in May, in honor of Military Appreciation Month, media interviews in July, around July 4th, and November, in honor of Veterans Day. The work culminated with the release of the white paper, "Veterans Stand Ready to Fill Critical Healthcare Vacancies."

The strategy used was a three-prong approach: in-game activations, media interviews/storytelling, and release of white paper to reach each of the audiences on the platforms they consume each day. Through reaching our audiences where they reside, the Endowment endeavored to both educate the public on the issue of veteran employment and engage them in the Call of Duty Endowment's work.

By focusing on one specific issue of veteran employment in its first-ever integrated marketing campaign, the Call of Duty Endowment campaign exceeded awareness goals while also driving real-world change.



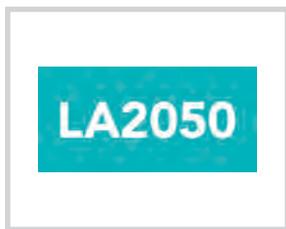
It's a call to step up, even when it's hard. It's a challenge to keep going, even when things seem impossible. It's a commitment to children, youth and families that drives us forward, every day. It's a Wayfinder moment.

At Wayfinder Family Services, we understand the unique challenges facing some of our state's most vulnerable youth and adults. Those with disabilities, those without a home of their own, those who have been abused and many, many more. We see them. We believe in the amazing potential in, and for, each and every one of them. If you believe in them too, then join us. This is your Wayfinder moment.

Serving children and families since 1953 • www.WayfinderFamily.org • (323) 295-6386



2022 HONOREES & FINALISTS: ORGANIZATIONS



GOLDHIRSH FOUNDATION'S LA2050 CAMPAIGN FINALIST

LA2050 is a community-guided initiative driving and tracking progress toward a shared vision for the future of Los Angeles centered around five goals and tracked via 65+ regional metrics. The main initiative of LA2050 is the LA2050 Grants Challenge, an annual open call for ideas to make LA the best place to learn, create, play, connect, and live with \$1,000,000 in grants awarded to 25 local social impact organizations. In 2021 alone, according to LA2050's grantees, nine million people were be directly impacted and 3.6 million indirectly by the projects LA2050 funded.

The LA2050 Grants Challenge accepts proposals for funding from nonprofit organizations, for-profit groups, and government entities working on initiatives at all stages of development within Los Angeles County. This allows funding to go directly toward solving some of Los Angeles' most pressing issues.



LOS ANGELES REGIONAL FOOD BANK CAMPAIGNS FINALIST

NBC4 has supported local food banks, including the LA Regional Food Bank, with its annual Help For the Hungry campaign since 2018. From 2018 to 2021 during the holiday season, NBC4's Help For The Hungry raised more than \$2.2 million in cash donations and generated 8.9 million meals to help regional food banks across Southern California.

Meanwhile, Food From The Bar is an annual, month-long fundraising and volunteering effort, held every Spring. The campaign is a friendly competition including legal firms, law schools and legal services organizations, to see who can raise the most funds, acquire the most food, and work the most volunteer hours for the LA Regional Food Bank. In 2021, the campaign surpassed its \$600,000 goal by raising \$624,500 – the equivalent to 2.4 million meals.



ONELEGACY'S DONATELIFE ROSE PARADE FLOAT CAMPAIGN FINALIST

On January 1, 2022, OneLegacy once again served as the lead sponsor for the DonateLife Rose Parade Float in Pasadena. Celebrating 19 years of participation in the Rose Parade and other Tournament of Roses events, this event is the world's most visible campaign to inspire organ, eye and tissue donation and to share the important message that donation saves lives.

The campaign is an opportunity to celebrate and share the inspiring message of the power of organ, eye and tissue donation and, by doing so, motivate individuals from around the world to register to be a donor. Since 2004 when the first OneLegacy Donate Life float shared the powerful message of the value of donation, more than 17 million people in California and over 100 million across the country have registered to be donors and deceased donation has doubled, saving hundreds of thousands of lives.



PLAY EQUITY FUND'S SUPER BOWL LVI LEGACY PROGRAM FINALIST

The Super Bowl 56 Legacy Program is a partnership between the Play Equity Fund, the Los Angeles Super Bowl Host Committee, the LA84 Foundation, and the NFL Foundation.

There were two phases of the program, which was supported by a \$2 million grant from the four partners. The first phase -- "Champions Live Here" -- included the selection of 56 "unsung hero" organizations across the Los Angeles region driving impact in the following areas: youth development, jobs & economic opportunity, and social justice. The impact of the Super Bowl 56 Legacy Program will carry on with the "Park on the Move" program. Functioning as a park on wheels, the Park on the Move program will serve communities across the region with limited park and recreation space, to meet youth in their neighborhoods and provide them an opportunity to play for years to come.

We believe in equity and access for all children to receive hope through quality music education.



Give the Gift of Music

Join our movement – sponsor students across LA County and nurture future leaders. Let's gift hope through music.





2022 NOMINEES: INDIVIDUALS



AVO AMIRIAN
CEO
Pinnacle Communication Services



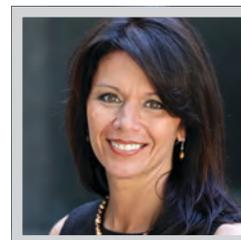
RANDY BARTH
Founder and CEO
Think Together



LAURA BEEBE
Interim Co-CEO
LA's BEST



SCOTT BOWLING
President and CEO
Exceptional Children's Foundation



KELLY BRUNO
CEO
National Health Foundation



DEBORAH BRUTCHEY
Executive Director
L.A. Works



LAURI BURNS
Executive Director
The Teen Project, Inc.



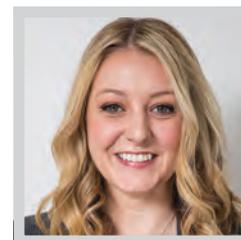
ROBBIE BUTLER
President
Speak Up Empowerment Foundation, Inc.



CHARITY CHANDLER-COLE
Chief Executive Officer
CASA of Los Angeles



CAT CHEN
CEO
Skylar



SARAH CHRISTIAN
President
Junior League of Los Angeles



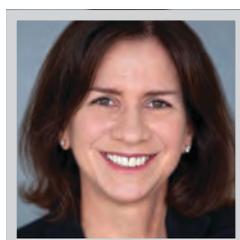
MARY CONNORS
Volunteer
Los Angeles Regional Food Bank



DR. BLAYNE CUTLER
President and Chief Executive Officer
Heluna Health



DYLETTE DAVIS
Founder
Loving Home Hospice For Children, Inc.



DEBRA DONOVAN
Executive Director
Valley Village



CHRIS DUSSEAULT
Partner
Gibson, Dunn & Crutcher LLP



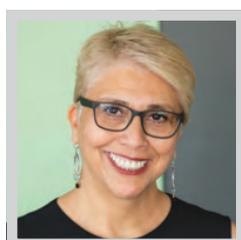
ZOILA D. ESCOBAR
Executive Vice President &
Chief Administrative Officer;
President, AltaMed Foundation
AltaMed Health Services Corporation



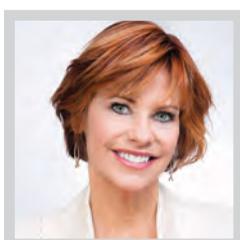
NAKEYA FIELDS
President/CEO
Therapeutic Play Foundation



MICHAEL FLOOD
President and CEO
Los Angeles Regional Food Bank



VERONICA FLORES
CEO
Community Health Councils, Inc.



SUSAN FRIES
President
Ecola Termite & Pest Control



KRISTIN GAREMANI
Owner
Garemani Wines



ADAM GARONE
CEO
Starlight Children's Foundation



DONALD GOODMAN
Founder and CEO
Don Lee Farms



AMANDA GREEN
Chief Operations Officer
Union Station Homeless Services



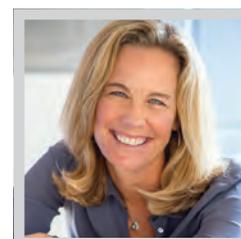
ADAM HEPWORTH
Senior Counsel
Foley & Lardner LLP



DAISY HUTTON
Founder
The Fixx Collective



TIM INGRAM
Director Finance and Operations
The Giving Spirit



DAWN KOHLER
Founder
Kohler & Company



DICK KOOPMANS
Chair, The Giving Spirit Outreach Committee
The Giving Spirit

2022 NOMINEES: INDIVIDUALS



BRIAN LEE
CEO
The Pain Gone



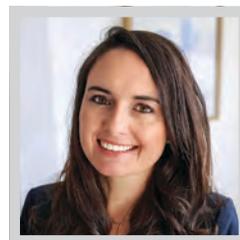
DIANNE LEE
Executive Director
Kitchell



ROBERT LEWIS
Board Chair
Black Cooperative Investment Fund



JASON LUSTINA
Founder/CEO
SoCal Filipinos



AMBER MARTINEZ
Interim Co-CEO
LA's BEST



STEVE McFARLAND
CEO
Better Business Bureau



CRAIG MITCHELL
President
Skid Row Running Club



DELORES DRUILHET MORTON
CEO
Step Up



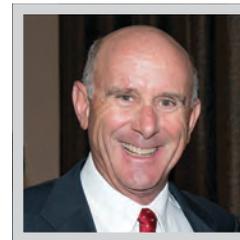
JUAN NAVARRO
Executive Director
Los Angeles Centers for Alcohol and Drug Abuse



TUNISIA OFFRAY
President/Domestic Violence Advocate
Shepherd's Door Domestic Violence Resource and Educational Center



GARY POLK
CEO & Co-Founder
Polk Institute



RICK POWELL
Full Time Volunteer Fundraiser



BRUCE RANKIN
Executive Director
Westside Food Bank



C. N. FRANKLIN REDDICK III
Partner
Akin Gump Strauss Hauer & Feld LLP



BRIAN ROSENBAUM
Community Engagement Director
Imagine LA



JOE SANBERG
Founder
AGO Partners



ROBERT SAUSEDO
President and CEO
Community Build, Inc.



MCKENZIE SCOTT
Philanthropist



CHRISTINE SIMMONS
Chief Operating Officer
Academy of Motion Picture Arts and Sciences



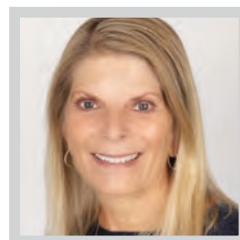
RENATA SIMRIL
President
Play Equity Fund



MICHAEL STICKA
President/CEO
GRAMMY Museum



DEBBIE STROMAN
Executive Director
Breast Cancer Angels



KATHY TOPPINO
Board of Trustees Chair
Children's Burn Foundation



TEDDIE VALENZUELA
Executive Director
Amanecer Community Counseling Service



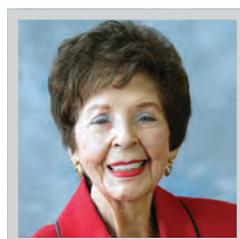
MONIQUE VOBECKY
Founder & President
Little Sunshine Foundation



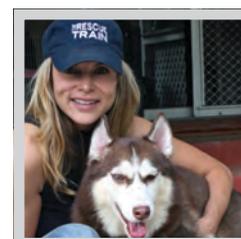
IVAN VOLSCHENK
President & CEO
Santa Clarita Valley Chamber of Commerce



DONELLA WILSON
President and Chief Philanthropy Officer
GHJ Foundation



ALYCE MORRIS WINSTON
CEO/Founder
The Jeffrey Foundation



LISA YOUNG
Executive Director
The Rescue Train



2022 NOMINEES: ORGANIZATIONS



24 SEVEN



ACE MENTOR PROGRAM



ADVOCARE



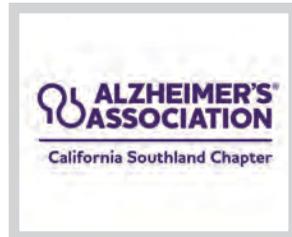
THE AGENCY



ALASKA AIRLINES



ALLIANCE COLLEGE-READY PUBLIC SCHOOLS FOUNDATION



ALZHEIMER'S ASSOCIATION CALIFORNIA SOUTHLAND CHAPTER



AMERICAN CANCER SOCIETY



AMERICAN TORTOISE RESCUE



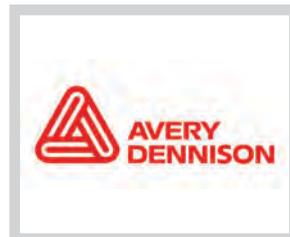
ANIMAL ADVOCATES



ARTS AND SERVICES FOR DISABLED, INC. (dba ABLE ARTS WORK)



ASIAN AMERICAN ARCHITECTS & ENGINEERS



AVERY DENNISON



BANK OF AMERICA



BOYS & GIRLS CLUB OF METRO LOS ANGELES



BREATHE SOUTHERN CALIFORNIA



CS YOUTH FOUNDATION OF SOUTHERN CALIFORNIA



CALIFORNIA WELLNESS FOUNDATION



CALL OF DUTY ENDOWMENT



CAPITAL ONE AND CAPITAL ONE CAFE-SANTA MONICA



CASA OF LOS ANGELES



CENTER FOR NONPROFIT MANAGEMENT



CENTRAL CITY NEIGHBORHOOD PARTNERS



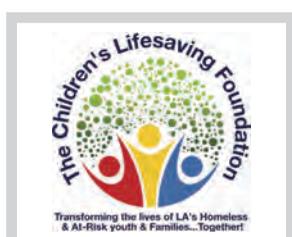
C'EST MOI



CHILDREN'S BUREAU



CHILDREN'S BURN FOUNDATION



CHILDREN'S LIFESAVING FOUNDATION



CITY NATIONAL BANK



CLAIRE'S PLACE FOUNDATION



CLIFFORD BEERS HOUSING

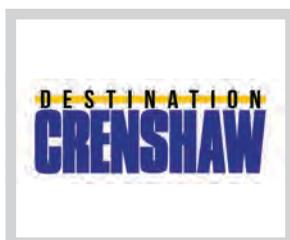
2022 NOMINEES: ORGANIZATIONS



CLOSEGAP



COMPANY 3 ANIMATION



DESTINATION CRENSHAW



THE DR. LUCY JONES CENTER FOR SCIENCE AND SOCIETY



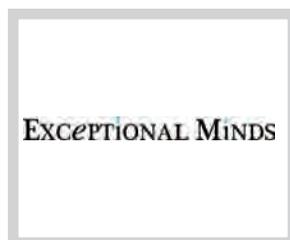
EDUCATION THROUGH MUSIC - LOS ANGELES



ETCO HOMES



EXCEPTIONAL CHILDREN'S FOUNDATION



EXCEPTIONAL MINDS



FARMERS & MERCHANTS BANK



FOLEYFREISLEBEN LLC



FOR PEOPLE OF COLOR, INC.



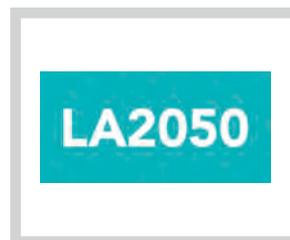
FORENSISGROUP INC.



GIVEBACK HOMES



THE GIVING SPIRIT



GOLDHIRSH FOUNDATION & LA2050



GRAMMY MUSEUM



GREENBERG GLUSKER LLP



ICAN CALIFORNIA ABILITIES NETWORK



INABA FOODS USA



THE INSTITUTE FOR SUSTAINABLE DEVELOPMENT



INTERNATIONAL CANNABIS BUSINESS WOMEN ASSOCIATION



JAKKS PACIFIC



JAZZ HANDS FOR AUTISM



JEWISH COMMUNITY FOUNDATION OF LOS ANGELES (THE FOUNDATION)



JFLA.ORG



JUNIOR LEAGUE OF LOS ANGELES



KIRKLAND & ELLIS LLP



LA FAMILY HOUSING



L.A. WORKS



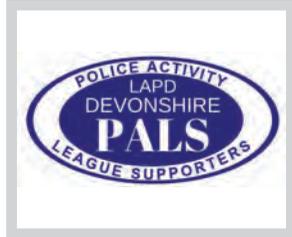
LA'S BEST



2022 NOMINEES: ORGANIZATIONS



LACBA COUNSEL FOR JUSTICE



LAPD DEVONSHIRE PALS



LAW ROCKS



LEARNING FOR EQUITY



LITTLE ANGELS PROJECT



LITTLE SUNSHINE FOUNDATION



LOCAL INITIATIVES SUPPORT CORPORATION LOS ANGELES (LISC-LA)



THE LOS ANGELES AREA CHAMBER OF COMMERCE



LOS ANGELES ECONOMIC DEVELOPMENT CORPORATION



LOS ANGELES FIRE DEPARTMENT FOUNDATION



LOS ANGELES RAMS



LOS ANGELES REGIONAL FOOD BANK



MAR VISTA FAMILY CENTER



MHALA



MYCHAL'S LEARNING PLACE



MYCHAL'S PRINT & EMBROIDERY



NBC4



NBCUNIVERSAL



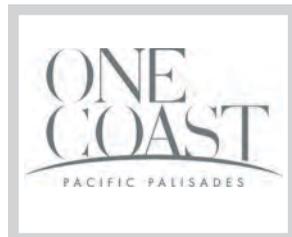
NEW ECONOMICS FOR WOMEN



NORTHSTAR MOVING COMPANY



OLIVE CREST



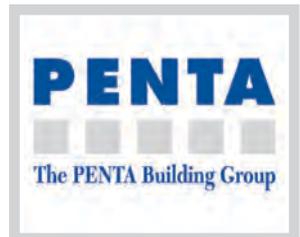
ONE COAST



ONELEGACY



PAWS FOR LIFE K9 RESCUE



THE PENTA BUILDING GROUP



PETERSEN AUTOMOTIVE MUSEUM



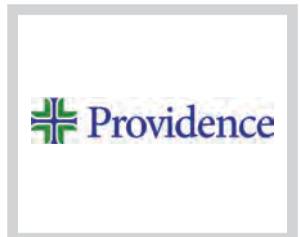
PLAY EQUITY FUND



PLAYA VISTA JOB OPPORTUNITIES AND BUSINESS SERVICES (PVJOBS)



POLK INSTITUTE



PROVIDENCE

2022 NOMINEES: ORGANIZATIONS



RACE FOR THE RESCUES



RAISE A CHILD



RALPHS



THE RESCUE TRAIN



RONALD MCDONALD HOUSE CHARITIES OF SOUTHERN CALIFORNIA



SANTA CLARITA VALLEY CHAMBER OF COMMERCE



SHELTER PARTNERSHIP, INC.



SKID ROW HOUSING TRUST



STARLIGHT CHILDREN'S FOUNDATION



STEM ADVANTAGE



STEP UP



THE SURFRIDER FOUNDATION LOS ANGELES



TBWA \ CHIAT \ DAY



THAI COMMUNITY DEVELOPMENT CENTER



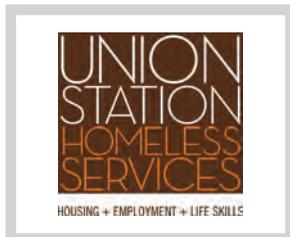
TLC FOR THE BLIND



U.S. BANK



U.S. GREEN BUILDING COUNCIL - LOS ANGELES



UNION STATION HOMELESS SERVICES



UNITED WAY OF GREATER LOS ANGELES



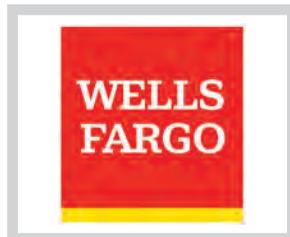
UNIVERSITY OF LA VERNE



WATER BUFFALO CLUB



WAYFINDER FAMILY SERVICES



WELLS FARGO



WORTHY BEYOND PURPOSE



YMCA OF METROPOLITAN LOS ANGELES



YOUR GOLDEN TICKET

CONGRATULATIONS TO ALL OUR 2022 NOMINEES!



Nonprofits Pivot, Claim ERC with RDIG's Help

Charity. Equity. Integrity. When thinking of the values of nonprofit organizations, what words come to mind? Nonprofit organizations are not known for their dedication to financial gain but to improving the quality of life for others at a local, state, and national level. However, as much as COVID-19 shuttered many for-profit businesses, nonprofits arguably faced even greater challenges, focusing on the common good rather than their bottom line.

A successful nonprofit puts their mission first despite the daily firefighting that plagues nearly all nonprofit organizations, and to have survived the past two years of the pandemic, nonprofits witnessed new fires that had the potential of burning down the foundation of values that characterized these principled organizations. With the assistance of the Employee Tax Credit (ERC), many nonprofit organizations were able to retain their employees while remaining resolute in their altruistic mission.

The ERC is a fully refundable payroll tax credit available under the Coronavirus Aid, Relief, and Economic Security (CARES) Act, designed to assist businesses in keeping their employees on payroll, despite the challenges posed by COVID-19. If eligible, employers can receive up to \$26,000 per employee in 2020 and 2021 in the form of a refund check from the IRS by amending their previously filed payroll quarterly returns. The ERC program has gone through multiple iterations, including increasing the benefit from up to \$5,000 per employee in 2020 to up to \$21,000 per employee in 2021. Additionally, employers who received a Paycheck Protection Program (PPP) loan can also retroactively claim ERC, thereby participating in both programs. To qualify for the ERC program, an organization must show a significant decline in gross receipts (compared to pre-COVID-19) or have been fully or partially suspended during the pandemic due to orders from a governmental authority that reduced their ability to provide services in a comparable manner prior to COVID-19.

The term "partial or full suspension of business operations" is often misunderstood, and to qualify, businesses did not need to have been fully shut down or completely unable to operate. If an organization experienced any type of restriction or limitation on their operations or services because of a government mandate, this could potentially qualify them as partially suspended for the ERC program. For example, if a nonprofit was unable to hold fundraisers, group meetings, or conduct certain services in person, these limitations could potentially qualify



any essential business as partially suspended for the ERC program. How organizations were impacted may be unique, so it is important to review the potential opportunity with a specialist in this area to ensure a thorough evaluation is performed.

Through detailed interviews and methodical calculations, R&D Incentives Group (RDIG) worked with a multitude of different nonprofit organizations to identify and obtain the maximum ERC refunds to help them continue their business operations. The additional layer of due diligence to review the partial/full suspension of business operations criteria allows RDIG to assist nonprofits to take advantage of the program when businesses did not meet the gross receipts decline, as it was not uncommon for businesses to experience operational inefficiencies and challenges throughout the pandemic. With the aid of the ERC, nonprofits were able to weather the storm of the COVID-19 pandemic.

Through extensive involvement with various nonprofit organizations, RDIG understands the nuances of running a successful nonprofit, such as being mission focused and donor-centric. For nonprofits to continue operating in midst of COVID-19 restrictions, a new set of complimentary values emerged, and these were organizations that prioritized the values of resourcefulness, adaptability, and grit.

A particular nonprofit in the Venice area of Los Angeles provides affordable and supportive housing for low-income and formerly homeless

people, including property management and social services for tenants. This organization also operates additional social services programs focused on education, job training, and homeless services. In the face of government mandates, this business exhibited resourcefulness with their YouthBuild program by pivoting and moving the entire program online when the stay-at-home restrictions began in March 2020. Business operations continued, but since these modifications had a more than nominal effect (10% or greater) on their ability to provide services in the same manner, RDIG was able to qualify every single employee retained for ERC.

Another nonprofit in Glendale partners with adults with intellectual and developmental disabilities, empowering them to successfully gain independence and attain their desired outcomes through opportunity and choice. This organization provides three residential supported living facilities, community and social integration, workforce development, and opportunities for personal growth. When government mandates began impairing this nonprofit, they displayed adaptability when faced with social distancing requirements. Clients employed at their on-site fulfillment center worked staggered shifts to reduce the number of people in the facility, thereby reducing overall capacity. Revenue received through this fulfillment operation was reduced by 30-40% due to limited staff available to handle pre-pandemic volume levels.

Finally, a youth services nonprofit headquartered in Claremont provides foster care, adoption, residential treatment, and specialty mental health services to children who are unable to reside in their homes. The agency exemplifies grit in their mission to improving children's lives, and they have made a significant, lasting, and positive impact on the lives of more than 65,000 children since its inception. For this organization, certain and specific information pertaining to their youth clientele is confidential due to the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Maintaining the safety of patient data required this nonprofit to exercise best practices in administration, physical security, and technical security. Despite government guidelines that encouraged telework, client files could not be removed from the agency premises, and certain staff were required to come into the office to work with this data at reduced capacity.

These three nonprofits are examples of organizations that continued operations despite the challenges of the pandemic, and they were able to qualify for the ERC program because of the restrictions from government mandates imposed on their operations and services. RDIG worked with these nonprofits and many others to help them evaluate, identify, as well as substantiate the maximum amount of ERC refunds available to them.

Learn more at rdincentivesgroup.com.



Providing a Pillar of Food Assistance Support

For more than 40 years, Westside Food Bank has served as the warehouse hub for social service agencies with food assistance programs on the Westside of Los Angeles County.

Since taking the helm as Westside Food Bank's Executive Director in 1989, Bruce Rankin has built the organization from its origins as a scrappy grassroots operation to a key pillar—serving the capacities of central food

distribution organization, nutrition provider, and advocate—within the Los Angeles community's food assistance network. Today, the Westside Food Bank has grown to include over 55 nonprofit social service member agencies that together distribute 5 million pounds of the Food Bank's food annually—critical health-sustaining nutrition—to over 200,000 individuals and their families living within western Los Angeles County.

With Rankin's steadfast leadership, Westside Food Bank (WSFB) was primed and ready to respond effectively to the biggest increase in need for food assistance in four decades—double the need for food—all provoked by the onset of the COVID-19 pandemic and its economic

and public health reverberations. His advocacy and actions have helped Westside Food Bank feed generations of Angelenos, including tens of thousands of people who had never-before experienced food insecurity prior to COVID.

Now, the need for food assistance in Westside Food Bank's service area remains high — in fact, during March 2022 WSFB saw its highest average daily distribution in the organization's history. Pre-COVID, WSFB was providing about 10,000 pounds of food each distribution day and now that figure has jumped to more than 23,000 pounds per day.

Westside Food Bank added several new member agencies and engaged in strategic partnerships to distribute food directly to communities in need through its new pop-up pantry program. WSFB now operates several weekly pop-up food pantries including at the West Los Angeles Veterans Administration, which is the largest VA campus in the United State.

Other collaborations include with the City of Santa Monica for a distribution at a city park, with the City of Los Angeles for a distribution at the West Los Angeles Civic Center, and with the Culver City Education Foundation on a weekly backpack program and pantry distribution for students and their families. The Food Bank also more than tripled their service

The Westside Food Bank has grown to include over 55 nonprofit social service member agencies that together distribute 5 million pounds of the Food Bank's food.

to local college students through partnerships with Santa Monica College, UCLA, and Mount Saint Mary's University.

Westside Food Bank purchases a large proportion of its food from wholesale distributors, and also obtains food from donated sources, most significantly, a statewide produce rescue program. More than half of the food that leaves WSFB's warehouse is fresh produce. Pantry staples like rice and beans, eggs, potatoes, oats, pasta, cereal, hearty soups & stews, and shelf-stable milk round out its offerings.

Honoring the Progress and Positive Outcomes, Building for the Future
On the occasion of his retirement, WSFB

wishes to honor Bruce Rankin for his 33 years of extraordinary leadership. Furthermore, WSFB is delighted to welcome Genevieve Riutort, its dedicated deputy director and chief development officer of 18 years, as she transitions into her new role as WSFB's next leader, on May 20, 2022.

Over the past year, Rankin collaborated with key Westside Food Bank staff and board members to craft the organization's new Strategic Plan. The Strategic Plan outlines goals and objectives across key functions—Community Engagement, Finances, Fund Development, and Operations—that will strengthen the Food Bank's organizational capacity to meet ongoing hunger and nutrition needs for as long as they exist, while also sustaining the highest standards in nutritional balance, efficiency, public health, and safety.

In honor of Bruce Rankin's legacy of service, WSFB established the Bruce Rankin Sustainability Fund to fuel the implementation of this timely Strategic Plan and the realization of its goals and vision. WSFB invites the support of new and renewing donors in helping it actualize this vision.

Learn more about the Bruce Rankin Sustainability Fund at wsfb.org/bruce.

"My job brought back the fire in my heart!"



GET TO KNOW ME AT
MHALA.ORG/STORIES





Crypto Philanthropy: Fundraising for the Next Generation

Over the past five years, cryptocurrencies like Bitcoin have gradually made their way into the philanthropy space. Ever since the Pineapple Fund granted roughly \$55 million in Bitcoin to charities in 2017, more nonprofits have come to accept cryptocurrency donations. Today, Crypto Philanthropy has evolved into a fully-fledged nonprofit revenue stream with hundreds of millions of dollars donated per year.

This latest trend in giving is a novel and innovative way for nonprofits to fundraise, especially those interested in connecting with Millennial and Gen Z donors. As organizations look for new fundraising approaches, it seems that accepting cryptocurrency donations will soon become the rule, not the exception, for the entire charitable sector.

WHAT IS CRYPTOCURRENCY FUNDRAISING?

Cryptocurrency fundraising is the practice of cultivating donors who give in the form of virtual or crypto currencies. While Bitcoin is the most well-known type of cryptocurrency, there are many kinds of crypto and many kinds of crypto holders who are interested in using their tokens for social good.

Though most crypto-enabled nonprofits devise their own fundraising messages, there are also dedicated giving days in the crypto community, such as Crypto Giving Tuesday and NFTuesday, which happen toward the end of the calendar year and raise millions of dollars for charities worldwide. As time goes on these days will likely increase in popularity and remain big opportunities to connect with the cryptocurrency community.

BENEFITS TO ACCEPTING CRYPTO

There are a wide variety of benefits to accepting donations in cryptocurrency. However, there are a few main ways nonprofits may experience a difference once they begin accepting crypto:

- Gaining access to a large group of potential donors, as there are currently 295 million crypto users worldwide, according to research by [crypto.com](https://www.cryptocom.com)
- Gaining access to a new generation of donors, since Millennials and Gen Z make up the majority of cryptocurrency holders
- Being able to diversify revenue streams
- Reaching potential donors located all over the world

Accepting cryptocurrency unlocks a new, global source of revenue for nonprofits. Since crypto is digital, nonprofits are able to tap into donors all over the world, instantly. As cryptocurrency adoption grows, in-person fundraising events such as galas may no longer hold the same level of importance, because there will be easier and quicker ways to raise the necessary funds for a specific project or even for the long term.

THE OPPORTUNITY FOR NONPROFITS

Access to potential donors and new revenue sources isn't just an abstract concept. The fact is that cryptocurrency donors are making a noticeable difference on the bottom line. Last year, The Giving Block processed nearly \$70 million dollars in crypto donations for nonprofits using



the platform.

Millennials, who are the biggest generational group of crypto holders, are also a highly active demographic for charitable giving:

- 84% of Millennials donate to charity
- 40% of Millennials donors participate in a monthly giving program
- 46% donate to crowdfunding campaigns

Crypto donors have also been found by Fidelity Charitable to be more generous, on average, than their cash-giving counterparts. In 2021, the average crypto donation on The Giving Block cryptocurrency fundraising platform was over \$10,000, compared to the average online cash donation of \$128.

Accepting crypto donations also unlocks many opportunities for nonprofits to fundraise in unique ways. NFTs (aka non-fungible tokens) have increased in popularity and a new type of charitable giving has been created in which creators sell their NFTs, then donate the proceeds to charity.

Decentralized finance (DeFi) platforms have also begun to integrate donation features. These platforms provide yet another means of charitable giving, supporting the crypto community's interest in social good.

HOW TO ACCEPT CRYPTOCURRENCY DONATIONS

Once nonprofits decide to begin accepting

cryptocurrency donations, it's relatively easy to set up the means to do so. All nonprofits need is a digital platform they can direct donors to, the same way donors are directed to donate online in government-issued currencies.

Typically nonprofits enable this digital crypto donation platform through a dedicated solution provider. Cryptocurrency fundraising platforms such as The Giving Block provide nonprofits the ability to accept crypto and either convert it immediately into cash, or hold onto it for the long term. These crypto fundraising platforms also support different kinds of cryptocurrencies, not just bitcoin, which provides further access to a wide range of crypto donors and increases gift opportunities.

Crypto fundraising platforms also help nonprofits create their own digital wallets. When cryptocurrency is donated, blockchain technology allows the amount to be transferred from the donor's digital wallet to the organization's wallet in a quick and secure transaction.

Each cryptocurrency transaction is permanently recorded on a blockchain ledger. These ledgers are public, open-source, and virtually impossible to tamper with, so there will always be an immutable record of all the cryptocurrency donations to crypto-enabled nonprofit organizations.

CRYPTO PHILANTHROPY IS HERE TO STAY

Crypto philanthropy holds a lot of promise for the long term and there are many indicators

As organizations look for new fundraising approaches, it seems that accepting cryptocurrency donations will soon become the rule, not the exception, for the entire charitable sector.

that crypto in general is here to stay. The possibilities of nonprofit fundraising are endless as more and more people begin to recognize the potential for crypto to make an impact in communities around the world.

Given the rise of this trend, it's important for nonprofits to consider asking for donations in cryptocurrency and make these donations a part of their overall fundraising strategy—not just for this year, but well into the future. Crypto holders are often interested in social good, and donating to nonprofits is the perfect way to take actionable steps toward a better future.

Information for this article was provided by The Giving Block. Learn more at thegivingblock.com.



Enriching the Lives of Children and Adults with Learning Differences

In 1946, a group of parents in Los Angeles pooled their resources to create a daycare program for their children with developmental disabilities. Over the years, Exceptional Children's Foundation (ECF) has become a recognized innovator of services for

IMPACT SPOTLIGHT

young children, students and adults challenged with developmental, learning and emotional barriers. ECF serves more than 5,000 clients and their families each year at 15 program sites, remotely, in clients' homes and in community settings throughout Los Angeles County. ECF is the only organization of its kind in California offering a full continuum of lifespan services for children and adults with developmental disabilities and other special needs.

MISSION AND VISION

The mission of ECF is to provide the highest quality services for children and adults who are challenged with developmental, learning and emotional barriers – empowering them to reach their greatest potential.

ECF envisions a society in which people of all abilities are valued and included in educational, social, employment and residential settings. ECF programs include:

Early Start: The ECF Early Start Program provides home-based and center-based early intervention and educational services to families with children 0-3 who are developmentally delayed or disabled. Speech, occupational and physical therapies guide each child to develop motor, cognitive, language and social skills – contributing to healthy and age-appropriate development. Family supports offered include parent education, counseling, referrals and advocacy, and medical assessments.

Kayne Eras School: ECF's WASC-accredited nonpublic K-12 school provides special education for students who have learning, emotional and developmental challenges. An Enrichment Program is also offered, including visual and performing arts, team sports, vocational and technology training and community service. All of our educators are committed to the idea that every child can learn – and with individualized support and care, we help each child develop their confidence and unique potential so they can succeed both in and out of the classroom.

Mental Health Services: Individual, group and family treatment is provided to help students overcome complex challenges that create barriers to their academic success, while also supporting their family members in improving overall family functioning. Medication evaluation and management is available, as is Applied Behavioral Analysis Services for those with autism spectrum disorders.

EXCEPTIONAL WORKS / PATHWAYS TO EMPLOYMENT

ECF's Exceptional Works program is a unique continuum of services that offer skill

development, work training, on-site paid work experience and placement into community jobs – all creating Pathways to Employment.

- **Work Readiness** teaches participants the skills needed to find and retain a job.
- **Exceptional Packaging Solutions** offers participants skills training and paid work experience while fulfilling packaging and assembly contract work from local businesses.
- **Exceptional Training Academy** offers hands-on specialized vocational training in computer literacy, culinary arts, janitorial services and warehouse operations.

• **College Classroom Program**, in partnership with educational institutions, provides in-class support to adult students, helping them successfully complete vocational training courses.

• **Exceptional Employment Solutions** offers job placement and on-the-job training and coaching support. Employers with fair-market wage jobs can earn a tax incentive by employing adults with developmental disabilities.

ECF Art Centers Program: Established in 1968, the ECF Art Centers program provides fine art training along with opportunities for participants to exhibit and sell their work. Juried art shows, local gallery exhibits and partnerships with local artists and arts organizations provide community exposure for artists and their work. All sale proceeds are split between the artist and the program. View and purchase art at www.ArtECF.org.

Developmental Activity Center: The Developmental Activity Center provides participants with opportunities to strengthen their independence, social skills and self-determination, all with respect for each person's ability level. Skills are reinforced through community integration experiences such as grocery shopping, attending cultural events and participating in volunteer opportunities.

Exceptional Community Connections: Exceptional Community Connections offers meaningful volunteer opportunities where participants can integrate into community settings. Service projects are designed to assist participants in developing a variety of skills, along with sense of self-worth, while meeting the needs of diverse communities.

Residential Services: Residential Services offers a variety of living arrangements from apartment complexes to group homes, combined with independent living skills training and support services to foster the highest level of client independence. Around-the-clock assistance and medical supervision services are available to meet clients' changing and emerging needs.

TOGETHER TOWARD THE FUTURE

ECF looks to the future inspired by the many ways its lifespan of services and programs bring together dedicated and gifted teachers and staff; visionary and compassionate community and business partners; advocates; and donors to realize dreams and transform the lives of children and adults with special needs and unique abilities.

To learn more, visit ECF.net.



MYCHAL'S
Print & Embroidery



A Mychal's Learning Place Social Enterprise. Mychal's Print & Embroidery is a Direct-To-Garment Printing & Custom Embroidery business creating critical job training and employment for young adults with developmental disabilities.

Products & Services

Digital Printing
Embroidery
Apparel Printing
T-Shirts, Hoodies,
Hats



2522 Artesia Blvd. in Redondo Beach
Monday - Friday 9:00am - 4:30pm
Call To Schedule An Appointment (310) 297-9333
Email For More Information at info@mychalsprints.org



PROUD NOMINEE FOR NONPROFIT OF THE YEAR



MYCHAL'S
Learning Place

A Mychal's Learning Place social enterprise. Mychal's provides the support, training and opportunities to youth and young adults with developmental disabilities to build their independence and pursue their goals and dreams.

a 501c3 Nonprofit Organization



A Day in the Life of a Think Together Student

Since opening its doors as a single afterschool program operating out of an apartment building 25 years ago, Think Together has impacted two million students with afterschool programs and enrichment outside the regular school day. Annually, Think Together serves almost 200,000 students at 600 school sites throughout California.

IMPACT SPOTLIGHT

With most students qualifying for free or reduced lunch, Think Together students don't

generally have access to the same education resources, sports programs, and enrichment activities after school as their more affluent peers might have. Think Together partners with schools to serve these students and their families with no-cost programs throughout the state.

Once the bell rings the end of the school day, students enrolled in Think Together's afterschool program check in with their program leader and receive a healthy snack in a friendly and supportive environment.

They socialize with their friends while engaging in art and science activities. They participate in fun physical activities or competitive sports programs. To round out their day, students receive academic support and work with caring mentors to complete their homework.

MEET ETHAN, FIFTH GRADE STUDENT, FUTURE ARCHITECT AND STRUCTURAL ENGINEER

One particularly inspiring student, Ethan, wants to be a structural engineer or an architect. He is especially interested in designing houses from the outside in.

Ethan is a fifth grader and has been enrolled in Think Together's afterschool program for two years. His favorite subject is math.

"I like math because I just like to add up all the numbers, and sometimes it can be really easy and sometimes really challenging," said Ethan.

Fortunately for Ethan, Think Together recently refreshed its expanded learning program design to provide students the most inno-



novative curriculum in arts, enrichment, physical activity and STEM.

Expanded learning opportunities like coding and robotics provide robust experiences to students from Los Angeles County to the Bay Area, Orange County to the Coachella Valley, who have traditionally not always been encouraged to pursue careers in science, technology, engineering, and mathematics.

Plus, with volunteer support from donors

like The Boeing Company, Broadcom Inc., Cisco, Southern California Edison, PayPal, and Western Digital, students are able to connect with professionals that often represent the very communities they live in. These STEM programs often instill in kids new skills and career awareness as well as confidence, perseverance, creativity, and grit.

As Ethan moves on to middle school, he will be equipped with a firm foundation for the next

stages of his academic journey. And Ethan is ambitious with his future; he's hoping to be part of Stanford's freshman class of 2029.

INVESTING IN TOMORROW'S ENGINEERS, CODERS AND PROBLEM SOLVERS

Ethan needs the support of today's leaders to forge his path toward realizing his ambitious goals. He will need corporate executives to invest in research and innovation and he'll need caring adults who know the importance of helping students like Ethan build a strong work ethic and opportunity to gain experience.

Think Together works with corporate foundations to provide students from traditionally under-resourced communities like Compton, Lynwood and Bellflower with real-world coding and engineering experience to fuel a love of math, engineering, and architecture, with STEM activities.

Computer science drives job growth and innovation throughout our economy. Computing occupations are now the number one source of all new wages in the U.S. In California, the average salary for a computing occupation is twice that of the overall state average.

Think Together's coding initiative incorporates computer science curriculum into its expanded learning programs -- an intentional effort to prepare kids with the knowledge they'll need to thrive in the digital age.

But there is a gap in education. Most students in California do not have access to coding or computer science instruction in K-12 classrooms.

Investing in today's future engineers now, means a vibrant and diverse pool of candidates tomorrow. It's an invaluable asset with an incalculable return on investment.

Think Together is uniquely positioned to create college-ready students and career pathways with its corporate partners through programs it offers in Los Angeles County and beyond.

"Together, we can change the odds."

Learn more at thinktogether.org.





Meeting Unmet Mental Health Needs and Trauma

Mental Health America of Los Angeles (MHALA) is one of the largest and most comprehensive social service and mental health agencies in Los Angeles County. Serving over 16,000 people annually, the agency provides integrated mental healthcare, health-care, employment, education, housing, well-

ness and financial services to youth and adults who are without resources, including Veterans and individuals and families who are without housing. With a staff of 400 working out of 27 LA County sites, the agency brings services wherever they are needed.

MHALA has a long history of advocating for mental health systems change and providing training for the mental health workforce. Established in 1924, the agency was one of the pioneers of the recovery model, now widely used across the United States, which meets individuals where they are, focuses on strengths, respects client choice, and integrates care. MHALA believes that people who have faced mental health challenges can and do recover.

In recent years, MHALA has expanded its mission to address the growing level of unmet

mental health needs and trauma across our communities. MHALA recognizes that mental health is not a binary phenomenon where people either have a mental health diagnosis or they don't, but rather a continuum of mental health needs. To address these needs, the agency has launched "Project Resilience," which aims to make mental wellness accessible to everyone. Increased numbers of people are experiencing trauma, anxiety, depression, fear, anger, and helplessness in response to the COVID-19 pandemic. MHALA's demand for our mental health services has increased dramatically in the last few years, with increased numbers of people also dealing with physical health and substance use problems and financial hardships. Through Project Resilience, the agency is helping people deal with past traumas and fortifying them to cope with future trauma.

A key area of recent growth for MHALA is services to transitional age youth, recognizing that mental health, financial and educational challenges have hit youth especially hard in recent years. MHALA has grown the scope and size of its youth services to meet this urgent need, providing these youth with the individualized services they need today to flourish in the future. Similarly, to meet the urgent needs of Veterans today, MHALA has

Through Project Resilience, the agency is helping people deal with past traumas and fortifying them to cope with future trauma.

developed a large and robust Veterans' services department.

MHALA provides services through multidisciplinary teams that include mental health, medical, employment, housing, wellness, and financial specialists. The goal is to provide each person with the array of integrated services that they need and want.

MHALA is proud of its equity, diversity, and inclusion – both in its internal operations and outward facing programs. More than 72 percent of those the agency serves are BIPOC (Black, Indigenous, People of Color), and more than 76 percent of our staff are BIPOC. Two-thirds of the agency's leaders (staff at the level of manager or above) are BIPOC. MHALA also employs many LGBTQ staff. Over 25% of

MHALA staff have lived experience or family experience with poverty or mental or physical health challenges. The MHALA Board of Directors is 36% BIPOC, and its Board Executive Committee is 50% BIPOC.

Mental Health America of Los Angeles is a registered 501c3. Charitable contributions are tax deductible and will be used to support people living with mental health needs. You can contribute in any number of ways — cash, matching gift from a company match, gift of stock or real estate, naming MHALA in your will as a beneficiary, or making a donation in honor or memory of someone.

To donate, please go to mhala.org/support or contact Molly Ann Woods at mwoods@mhala.org.



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Nonprofit Organ Procurement Organization Welcomes Seamless Leadership Shift

OneLegacy, the nonprofit organ procurement organization (OPO) serving seven counties in Southern California, announced earlier this month the promotion of chief operating officer and chief information officer Prasad Garimella to the position of chief executive officer. Concurrently, longtime CEO Tom Mone has assumed the role of chief external affairs officer and vice president of foundation operations, overseeing the

IMPACT SPOTLIGHT

Foundation and community investments as well as government, community and media outreach for OneLegacy.

“It has been a privilege to lead this organization for the last 22 years, and I look forward to OneLegacy’s continued success under Prasad’s stewardship,” Mone said. “Our OneLegacy team has always been uniquely focused on serving the most diverse community in the nation, and with my new role, we’ll be able to expand on that work, building relationships and educating Californians to Donate Life.”

The transition and continued partnership at the helm of one of the nation’s leading OPOs is designed to build on the work Mone and Garimella have led to innovate, change, and improve the practice of donation. Across their tenures, OneLegacy has doubled organ donation, tripled tissue donation and ushered in countless innovations that have rippled across the industry. Last year alone, despite a global pandemic, OneLegacy enabled the transplant of 1,688 organs from 591 donors – an 8% increase in organ donation from the prior year, marking the seventh consecutive year of record-setting organ donation and transplantation. During that same timeframe, more than 155,000 lives were healed through tissue donation and transplantation and 1,037 vision-restoring corneal transplants were enabled thanks to the OneLegacy Eye Bank.

“Together, the work of Tom and Prasad has led to continuous innovation while prioritizing empathy and dedication to waiting transplant recipients,” said William I. Chertok, chair of the OneLegacy Board of Directors. “This seamless transition will strengthen relationships with our hospital partners and communities while increasing our commitment to innovation, and service to families and transplant partners, ultimately allowing us to connect more recipients with life-saving organs.

Garimella joined OneLegacy 15 years ago, bringing with him a sophisticated understanding of organ donation, the systems and skill sets it requires, and a clinical background as a physician.

Prior to joining OneLegacy, Garimella was the director of donor services for Tissue Banks International, a nonprofit, network of eye and tissue banks and also served as executive director for Doheny Eye and Tissue Transplant Bank.

“OneLegacy has firmly established itself as one of the nation’s leading OPO’s, acting as a national leader in research and innovation and working hand-in-hand with local communities to continuously improve organ donation for one of the most diverse regions of the country,”

Garimella said. “As we look to the future, there is still work to be done in connecting with communities of color, increasing the number of registered donors, and working with hospitals to improve the number of organs that are viable for transplantation — and we are dedicated to continuing to do just that.”



For the past 19 years, OneLegacy has served as the lead sponsor for the DonatLife Rose Parade Float on New Year’s Day, celebrating and sharing the inspiring message of the power of organ, eye and tissue donation and, by doing so, motivating individuals from around the world to register to be a donor.

OneLegacy takes on the emotionally delicate, logistically complex and medically precise process of organ donation across Los Angeles, Orange, Riverside, San Bernardino, Ventura, Santa Barbara and Kern counties. It works with more than 200 hospitals and 10 transplant centers – as well as sheriffs’ and coroners’ offices – to serve a diverse population of 20 million donors and families across the region and waiting recipients across the country. The organization’s 350 team members, who mirror the diversity of Southern California, enable OneLegacy to respond to 100 percent of donor referrals — 24 hours a day, 365 days a year.

For more than 50 years, OneLegacy has pioneered best practices that have gone on to be adopted by other OPOs in the field, including co-development of the Donate Life California registry, which has registered 17.8 million Californians to be donors, developing web-based organ offers, and implementing the first real-time testing for the Hepatitis C and HIV viruses. OneLegacy is at the forefront of data-driven donation operations with its digitalDonor EDR system that includes real-time geo-tracking data referral response to every one of the 90,000 potential tissue and organ donor referrals it receives each year.

Later this year, OneLegacy will be relocating its offices from downtown Los Angeles to a new state-of-the-art headquarters and Donor Recovery Center in Azusa that will serve as a critical connector for Southern California’s

regional healthcare system. The new offices will provide the space and resources, and most of all state-of-the-art diagnostic, telemedicine and surgical capabilities needed to save and heal even more lives through donation.

Also to be housed in the new facility will be the OneLegacy Foundation that has helped champion and improve organ, eye, and tissue donation and transplantation through public education and scientific research aimed at increasing donor registration, improving transplant outcomes for donors, their families and

recipients and inspiring people to take action in support of organ and tissue donation.

OneLegacy reminds everyone that the opportunity to donate and to receive a lifesaving transplant knows no national, racial, ethnic or religious boundaries, nor sexual orientation. One organ donor can save up to eight lives, and one tissue donor can help as many as 75 others heal.

To register to become an organ, eye or tissue donor, visit [OneLegacy.org/Register](https://www.onelibrary.org/Register).



(l-r) Prasad Garimella, OneLegacy Board of Directors chair William Chertok and Tom Mone. Earlier this month OneLegacy announced the promotion of COO and CIO Garimella to the position of chief executive officer. Longtime CEO Mone has assumed the role of chief external affairs officer and vice president of foundation operations, overseeing the OneLegacy Foundation and community investments as well as government, community and media outreach for OneLegacy.



Sparking Economic Mobility for Women to Make Impact in Underserved Communities

New Economics for Women (NEW), a proud honoree for Los Angeles Business Journal's 2022 Nonprofit of the Year Award, is a California-based nonprofit organization founded in 1985 and the first Latina-operated nonprofit community economic development organization in the United States.

IMPACT SPOTLIGHT

Its mission is to spark economic mobility for women, particularly for Latinas and their families, through wealth creation, housing, education, entrepreneurship, and advocacy for economic justice. For over 37 years, NEW has made impact in the underserved communities of Greater Los Angeles. When NEW empowers women who are at the center of family to build and protect generational wealth, it affects change in its communities. NEW ends generational cycles of poverty by offering social and economic solutions through its unique multi-generational Whole Family Transformation model.

During this unprecedented moment in our global history, NEW continues to show exceptional leadership in providing solutions to some of the most intractable social and economic challenges that women and communities of color face.

NEW provides affordable housing with a multitude of programs and support services designed to address barriers to economic stability. NEW's investment in people, places, and policy has resulted in over a quarter of a billion dollars in public and private investment throughout the City of Los Angeles. NEW has produced over 1,600 affordable multifamily apartments and 110 affordable single-family homes. NEW has also created more than 100,000 square feet of commercial, community, health and public school space, including two high-performing elementary schools.

NEW's comprehensive range of programs work to provide economic mobility services to address the systemic barriers that its clients face. These programs include two FamilySource Centers for low-income families to access wrap-around services and public benefits. The

FamilySource Centers are bolstered by NEW's Homeless Prevention Programs, including Solid Ground and Kids First. Solid Ground is a pilot project in collaboration with Los Angeles County that has led the creation of 16 other sites dedicated to homeless prevention. In partnership with the Los Angeles Unified School District and the City of Los Angeles, Kids First is an innovative program addressing the academic and housing needs of unhoused children.

To tackle economic disadvantages and disparities overwhelmingly experienced by women and BIPOC small business owners, NEW's NEW Community Investments (NCI) provides capital access options like Impresario, the first crowdfunding platform to offer capital solutions with no cost training for underserved women, BIPOC, and veteran-owned small businesses.

Despite this global pandemic, NEW's mission continued to drive its work, and the organization made its most significant economic impact to date producing and protecting more than \$78 million in direct services and assets. During this time, NEW became the first line

of defense to the underserved communities, deploying over \$18 million in assistance to nearly 15,000 households, distributing 267,683 meals, and giving direct cash transfers through the Angeleno Fund. NEW also served over 2,800 entrepreneurs with business development services and access to capital helping to maintain wage equity and self-sufficiency while saving 2,196 jobs, launching 16 new businesses, creating 872 jobs, and providing \$30 million dollars in capital to majority women owned and BIPOC entrepreneurs.

"NEW reached new milestones for women and families despite the extraordinary recent difficulties. I am honored to work with a team of exceptional professionals who are making a real impact in the lives of many women and their families and proud that our work is recognized by the 2022 Nonprofit of the Year Award," said Maggie Cervantes, executive director for New Economics for Women.

NEW's vision is to empower generations of women and their families to thrive.

Learn more at neweconomicsforwomen.org.



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Many children's illnesses are rarely seen in adults or affect kids differently, which is why a children's hospital is so important. And you are fortunate enough to live close to one. Since every child is unique, we offer more than 600 board-certified pediatric physicians, covering 40 specialties in locations from the South Bay to Orange County. This means Kevin can get precisely the specialized care he needs.

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Responding to the COVID-19 Pandemic and New Challenges

By MICHAEL FLOOD

The past two years have been incredibly challenging for the work of the Los Angeles Regional Food Bank and our many partners. With a population of 10 million residents, the pandemic impacted Los Angeles County significantly. At the peak of the pandemic, the Food Bank and our partner agencies were reaching more than 1 million people every month – one-tenth of LA County's population.

The Food Bank's pandemic response has provided more than 325 million pounds of food and product, the equivalent of 257 million meals with a value of more than \$470 million. Emergency food boxes consisting of fresh produce, shelf-stable products, and frozen protein items have been critical to our response, thanks to our dedicated volunteers who have packed, shipped and distributed this critical assistance throughout LA County. As of April 2022, the Food Bank's distribution volume is still more than double that of the pre-pandemic era.

INFLATION AND NUTRITION INSECURITY

Today, as the employment situation has improved dramatically, 800,000 people continue to seek food assistance from the Food Bank and our partners each month. As people and communities begin to emerge from the pandemic, many obstacles stand in the way, especially the increase in inflation. People hoping to get ahold of their damaged finances now face higher prices, putting even more pressure on their already tight budgets.

Families who live paycheck to paycheck struggle to survive an unexpected expense like a mechanical failure in their vehicle. People sometimes opt to skip meals or medication to make ends meet and keep a roof over their heads. Parents nourish themselves with only what is left over after the children have eaten. CalFresh benefits would often only last the first two weeks of the month, but as food prices increase, these same families are purchasing less before the food runs out. As a result, the number of people relying on the LA Regional Food Bank and our partners remains high, only coming down modestly from the pandemic's peak.

Inflation has also impacted the work of the Food Bank. Fortunately, because the vast majority of the Food Bank's food and grocery items are donated (87% in 2021), the impact on these items has been manageable. However, the Food Bank does purchase some commodity items that are not as readily donated, and the cost of transporting food and grocery items to and from the Food Bank has become more expensive due to the increase in fuel costs.

When fuel and production costs are higher for companies with traditional customers, they often raise prices and pass the cost increases on to consumers. The Food Bank provides food and grocery items to people in need in our community for free and absorbs the cost, putting additional pressure on operating budgets.

PREPARING FOR THE FUTURE

There has always been a need for food assistance, especially here in Los Angeles County. If the need for a strong food bank wasn't clear enough already, the pandemic demonstrated



how critical food banks are in disaster response. Investing in food banks is critical for every community, including Los Angeles County.

In August of 2020, the Food Bank purchased a 256,000 warehouse in the City of Industry. This facility is now under renovation and will be converted into a state-of-the-art food distribution center, and will help the Food Bank close more of the meal gap than ever before. This investment now will reduce hunger in our community and contribute to nutrition security for the families and individuals who need it. This investment will also fortify LA County against hunger during future natural disasters like fires, earthquakes and disease outbreaks.

The Los Angeles Regional Food Bank relies on the generosity of our community, and our work is made possible through incredible partnerships. Our 600+ partner agencies; our tens of thousands of volunteers and donors; our relationships with corporations, foundations and state and local governments – everyone plays an essential role in the health of our community.

As the local economy continues to recover, there is no downtime for people experiencing nutrition insecurity. We will continue to focus on families and people left behind – many of whom live in communities with even fewer resources than before the pandemic. The Food Bank and our partner agencies continue to have our work cut out for us, and we will look for new innovative ways to increase our collective impact to help make all of the communities of Los Angeles County healthy and strong. Together, #WeFeedLA.

Michael Flood is president/CEO of the Los Angeles Regional Food Bank. Learn more at lafoodbank.org.





Nurturing Future Leaders through Music & Innovation

Music and the arts have a profound impact on students and their communities. According to ongoing research, the benefits of learning music in school are deep and lifelong – socially, cognitively, and creatively – and may be linked to higher engagement, motivation, and attendance in school. Yet, less than one in five California public schools has a dedicated arts or music teacher; and in Los Angeles County, equity continues to be a challenge

IMPACT SPOTLIGHT

in arts education. Schools with higher populations of English learners and students eligible for free and reduced price meals provided less arts instruction, according to the LA County Arts Ed Profile in 2017.

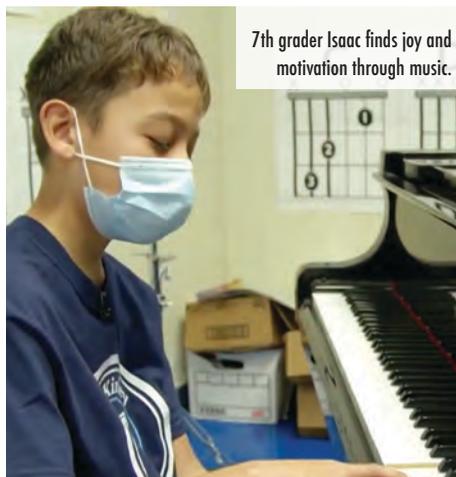
Founded with the mission to provide quality music education as a core subject in under-resourced schools within marginalized communities, the nonprofit Education Through Music-Los Angeles (ETM-LA) is working to remove barriers to equity and access and close achievement gaps. ETM-LA has grown from two schools reaching 800 students its first year, to reaching 42 schools and over 18,500 students. A two-year external evaluation published

in 2021 by Evaluation Specialists, “Short-Term Impacts of Education Through Music-Los Angeles in Elementary Schools,” looked at ETM-LA’s school-wide approach to providing yearlong, sequential music education. Focusing on outcomes related to socio-emotional wellness and attitudes about learning music, the evaluation reported key findings on the benefits of music, including:

- 95% of ETM-LA partner school teachers believe music education should be offered as part of the core curriculum.
- 92% of ETM-LA partner school teachers said their students were engaged in learning; this was a 40% increase in partner school teachers observing student engagement (most or all of the time) compared to only 7% in control schools receiving intermittent or no music.

Seventh-grader Isaac, who struggled with expressing his feelings, said, “I would be emotional and sometimes take [my anger] out on the wrong people. But when I’m doing music it calms me down.” Isaac found joy and motivation through music, confiding, “It’s made my anxiety better, because school’s kind of stressful. I had like 4 Fs...[now they’re] straight As.”

Fellow student Ruby added, “I feel safe here while I play my keyboard. I honestly don’t know



7th grader Isaac finds joy and motivation through music.

what my life would be like without music.” Principal Monique Pugh (McKinley K-8 School of Integrated Arts) commented, “Music primes [a student’s] brain for learning, it settles their spirit, and gets them in the right frame of mind.”

Based on the ETM model with over 30 years of success in New York City, ETM-LA’s holistic approach, robust teacher training, and comprehensive design implementation serve as a template for long-term sustainable programming.

Strong collaboration with districts/schools, parents and students, educators, community members, local leaders, and businesses, among others, are vital to these efforts.

ETM-LA ultimately aims to help youth reach their fullest potential, whether they choose to continue on in the arts or other sectors. Creativity, innovation, and the arts will help them along the way. Since California’s creative economy is responsible for roughly 23% of the state’s gross regional product (GRP) (The Creative Economy, Otis College Report 2022), we must continue to invest in music and the arts in schools. In November 2021, NBCUniversal and Illumination partnered with ETM and ETM-LA to raise support and awareness of the importance of music education while celebrating the launch of the animated film *Sing 2*. As *Sing 2* honors the life-changing power of music and “dreaming big to reach your goals,” the partnership showcased how key collaborations can amplify positive outcomes for students like Isaac.

“Together, through music, creativity, and innovation,” said Victoria Lanier ETM-LA’s executive director, “we can uplift the future leaders of tomorrow.”

Learn more at etmla.org.



**Empower children.
Support families.
Build communities.**

April is National Child Abuse Prevention Month. Strong families depend on strong support systems. Support can come from family, friends, neighbors, and others in the community.

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From the Super Bowl to Spring Into Play, the Play Equity Fund is Focused on Reaching Youth

By RENATA SIMRIL

Guided by our commitment to providing youth equal access to play and sport as a fundamental right and to invest in Los Angeles communities, the Play Equity Fund embraced its role as a partner in the Super Bowl LVI Legacy programs. Working closely with the Los Angeles Super Bowl Host Committee, the NFL and the LA84 Foundation, the Play Equity Fund is honored to be part of both the Champions Live Here and the Park on the Move programs.

The mission of the Play Equity Fund is to drive long-term systems change through advancing the understanding of the collective power of play, organized youth sports programs and movement. This necessitates increasing access to resources and opportunities for those in need. The Super Bowl LVI Legacy shows how strong, innovative partnerships can create real solutions that have impact.

The unprecedented challenges we have all faced over the last two years throughout a global pandemic must be approached as a moment of opportunity – and as a call to action to support those who are working daily within underserved communities.

It's for these moments that the Play Equity Movement was created. It unites stakeholders in education, sports, health, and the public sector with a common goal to help drive meaningful change, to inspire young people from all backgrounds to play, and to help bring all kids access to the life benefits sport and play provide. We believe with this access; sport has an uncommon power to break down barriers and create new opportunities. These efforts have never been more important – or more timely.

The isolation of the pandemic has impacted the socioemotional development of many children, and their mental well-being is also a deepening concern, with students experiencing increased anxiety, behavioral challenges and decreased confidence. This can no longer be overlooked. The value of sport and play is vitally important for everyone – a part of life that not only promotes healthier bodies, but also energizes the mind, keeps us connected to our peers and helps prepare future generations for what comes next.

The legacy of Super Bowl LVI brought new support and shined a bright light on the incredible work of 56 grassroots organizations. The Play Equity Fund team received nominations from across Los Angeles to award grants to these unsung hero organizations that so often go unrecognized. Each were awarded a \$10,000 grant, a professionally produced video spotlighting their mission, and public recognition of their work. Six of the organizations were also selected to receive a total grant award of \$50,000, to make an even bigger impact in their communities.

As an additional part of the legacy, the Play Equity Fund built partnerships with the County of Los Angeles Parks & Recreation Dept. and the national nonprofit Playworks to bring the Park on the Move program for years to come to families in local communities that lack park space and playgrounds.

Los Angeles has a median of 3.3 acres of park space per 1,000 people, well below the median of 6.8 acres per 1,000 people in other high-density U.S. cities. This program launched at Jefferson Elementary in Lennox, which has only one park and 0.24 acres of park space per 1,000 people, which is among the lowest ratios in LA County.

When the Park on the Move program arrives in a neighborhood, sports equipment will be distributed to kids. Playworks will be present to encourage the physical, social, and emotional development of children, and provide parents and caregivers with training and resources about the value of sports and play.



We are grateful to our partners for their dedication to closing the play equity gap, and for the work each of these organizations do daily. There is still much to be done.

The transformative power of sport and play is lost when only available to those who can access it, and recent studies in LA County show that kids from households with incomes greater than \$150,000 participate in sports programs at a rate of 93%, while 68% of kids from families earning below \$35k play sports.

The Play Equity Fund is seizing this moment to support more youth-serving organizations with the #SpringIntoPlay campaign. After the last two years of isolation and hardship, the Spring Into Play campaign is strengthening the youth sports ecosystem to help bring more kids joy, healthy recreation and togetherness. We know the pandemic has disproportionately impacted communities of color, therefore #SpringIntoPlay is focused on boosting organizations in these communities.

This campaign is currently bringing new

funding to local youth-serving organizations as well as a new group of grantees in the Antelope Valley – with the aim to reach as many kids as possible. We are supporting organizations that are already working with young people in underserved communities – those who bring after-school sports programs and enrichment opportunities.

These investments go toward paying staff and coaches, purchasing play equipment, transportation costs, facilities maintenance and refurbishment, and other needed resources.

The arrival of the warmer months always comes with the promise of renewal, and with that optimism our hope also grows about the trajectory of the pandemic. While the last two years may never be forgotten, we can work together today to gain ground on what our young people have lost. Even in times of uncertainty, together we can help shape a new reality.

Renata Simril is president of The Play Equity Fund. Learn more at playequityfund.org.





Providing Crucial Services for Children and Families

Right now, too many children are being abused and neglected, and too many families lack the support, knowledge, or ability to care for their children. In the United States, a report of child abuse is made every 10 seconds. In Los Angeles County, there are nearly 35,000 children in the foster care system, which is more than any state alone. Every year, 1,400 children will age out of the system and 60% of them will become homeless within the same year. These numbers are staggering and are continuing to increase.

IMPACT SPOTLIGHT

Olive Crest is uniquely positioned to come alongside these children and families to strengthen, equip, and restore those in crisis through education, housing, and counseling supports.

Take Andrew's story for example. At the age of 14 he was in a gang and addicted to methamphetamine. He felt trapped in a cycle of abuse and abandonment and didn't see any better vision for his future aside from what was happening around him.

By age 18, Andrew was homeless. Living on the streets was a rough experience and

included anything he could think of to survive. He remembers stealing food, spending restless nights "sleeping" on chairs inside laundromats, and stealing cars when he ran out of options.

This would have ended tragically for Andrew, as it does for thousands of children, if it wasn't for an unlikely recommendation. While incarcerated, Andrew was introduced to Olive Crest.

When asked what he wants to do someday, he laughed and said, "I want to chase something bigger, get paid for the work I put in. I know I have charisma and am a natural leader, and so, I want to chase deals, and make it on my own." Then after a moment of quiet reflection he added earnestly, "... and help people, people like me who have no hope."

"I could talk to you all day about what Olive Crest has done for me. They've taught me to mature and become a man, and to care about being a leader. I thought I would be on my own when I 'aged out' of the system, but they gave me the opportunity to get a place of my own and grow a savings account. I've been running my whole life; now I feel like I can finally stop running."

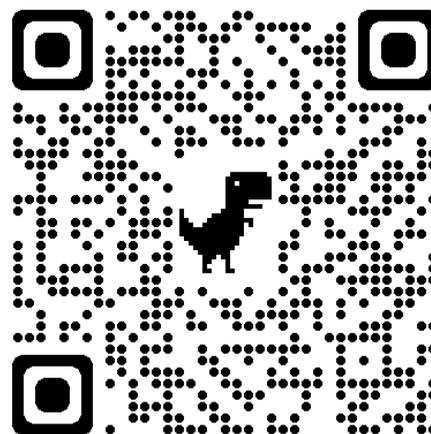
—Andrew, Equipped For Life, Olive Crest

Learn more at olivecrest.org.



Children's Burn Foundation in partnership with the **California Science Center** is proud to announce our **Fire! Science & Safety** exhibit on the third floor.

For over 30 years, Children's Burn Foundation has educated communities in California and across the globe on burn prevention. This innovative exhibit advances **our mission to use the power of education to save lives.** The interactive **permanent exhibit** will allow visitors to explore the science of fire and raise their awareness of fire safety. Admission is free.





A Closer Look at Nonprofit Trailblazer Alyce Morris Winston

In 2019, Alyce Morris Winston, founder and CEO of The Jeffrey Foundation was honored with a “Trailblazer” Award from the Los Angeles Business Journal Women’s Council & Awards for her foresight, persistence, and dedication to serving children with special needs and their families. On May 4, 2022, The Jeffrey Foundation celebrates its 50th Anniversary.

Winston started the Jeffrey Foundation in 1972 from her dining room table with the desire to give her son, Jeffrey, who had muscular dystrophy, a better life. After quitting her job as a model and makeup consultant for Max Factor, Alyce began to develop a grassroots program to provide special needs children with activities and outings they could enjoy. These outings, which instilled a sense of pride and accomplishment in youths with special needs, also provided their families with much-needed companionship and support.

“I started the Foundation really out of need,” she said. “When I came to Los Angeles, there were no childcare facilities for children with special needs, such as my son, Jeffrey. So I started one specifically for children like him. I quit

my job, and it became my life’s mission, and I have no regrets about that. Since its founding, we have served thousands of children with special needs and disabilities in Los Angeles, providing vital services to them that would not otherwise have been available.”

For 30 years, the Foundation’s main headquarters at 5470 W. Washington Boulevard in Los Angeles served special needs children aged infant through young adult and their families. Through high-quality programming and support services, the Foundation assisted both the child and the family to successfully meet the challenges posed by developmental disabilities, autism, multiple handicaps, Down’s Syndrome, in utero drug exposure, crippling accidents, poverty, abuse, abandonment, and neglect. The Foundation also extended its services to typical children through its inclusion programs and offers parenting workshops.

“In 2020, the COVID-19 pandemic served as the impetus to expand our programs to an online platform offering sing-a-longs, story time book readings. We’ll also be offering online learning and counseling, arts and crafts programs, health



Winston

and fitness programming, and other valuable programs to complement our in-person offerings,” said Winston.

With changes to our business model due to the pandemic, and the implementation of the Foundation’s online, national reach through

Special Child USA, the close of 2021 marked the Foundation’s move to their new home at 5443 W. Washington Boulevard in Los Angeles.

“The core motto of the foundation has always been, ‘Working together to provide greater fulfillment for special needs children and their families.’ And we have done just that in the 50 years that we have been operating,” said Winston. “Now that the pandemic has changed the way the world operates, the Foundation is changing along with it, providing not just in-person services at our headquarters for children with special needs and parents but through

remote services offered virtually. We will create a virtual classroom via the internet through our newest program, Special Child USA, reaching out to children with special needs and their families in all 50 states. We will extend our impact that much further, helping across the United States.”

In 2019, Winston published “To Jeffrey with Love: The Heartwarming Story of a Mother and Her Special Needs Son,” sharing her journey with Jeffrey and founding The Jeffrey Foundation. The book is now available on Amazon and Barnes & Noble.

For her pioneering role in the social service community, Winston is the recipient of numerous honors, including the City of Los Angeles Mayor Commendation, Child Care Innovator of the Year, American Mothers Inc. California Mother of the Year, National Philanthropy Day Founder Award, Association of Fundraising Professionals Outstanding Fundraiser Award, and Children, and Youth & Families Angels Over LA Award.

Find out more at TheJeffreyFoundation.org.

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A Wayfinder Moment: She Started Seeing

Gina was eagerly awaiting the arrival of her first foster child. After having two biological children, she and her partner were ready to adopt.

IMPACT SPOTLIGHT

“She was supposed to be a perfectly healthy three-month old,” Gina remem-

bered. “But when she arrived, she was only six weeks old.”

And something was very wrong with baby Kennedy.

Kennedy slept nearly all day. “She didn’t cry for the first eight months,” Gina said. “When her eyes were open, she stared into a corner.”

They discovered that the little girl had been exposed to methamphetamines in the womb.

An assessment revealed that Kennedy was legally blind and her development was severely delayed. The prognosis from doctors was so bad that Gina didn’t think early intervention could help her vision.

“I thought, how are they going to teach a blind kid to see?” recalled Gina.

When Kennedy was four months old, Bertha Preciado started making home visits. Bertha

is one of Wayfinder’s specialists who provide early intervention statewide to children with vision loss or multiple disabilities. Among other items, Bertha brought an iPad with a glowing red bunny. Week after week, Bertha would work with Kennedy to follow the slow-moving red bunny with her eyes.

“When I first met her, Kennedy was very nonresponsive to stimulation,” said Bertha. “If she wasn’t being touched, she was unaware of her surroundings.”

To give Kennedy more sensory input, Bertha introduced sand and water. Kennedy loved it.

“It’s amazing how plastic babies’ brains are,” Gina said. “The improvement happened over months, but it was quick. She started seeing.”

When Kennedy was one year old, “Bertha was using the same bunny, but it was bouncing all over the iPad, and Kennedy was following it,” said Gina.

With Bertha, Kennedy’s vision continued to improve, and she made rapid developmental progress. Now age three-and-a-half, Kennedy is in a typical preschool and does not need special education services.

“Early intervention was totally life-changing for Kennedy,” Gina said. “I don’t know where she’d be now without Wayfinder. I didn’t know what to do for her. Thank you to Wayfinder



from the bottom of my heart.”

Wayfinder Family Services is a human services agency that provides critical services for children in the child welfare system and chil-

dren with disabilities.

Founded in 1953 as the Foundation for the Junior Blind, the organization initially provided services to children with vision loss, later adding adults with visual impairment and children with multiple disabilities. To reflect its further evolution, the organization became Wayfinder Family Services in 2018.

Wayfinder’s leadership recognized that a large number of children with medical, mental health or developmental disabilities were in the child welfare system and that children with disabilities were at the highest risk of abuse and neglect. There are currently over 60,000 children in foster care in California. Roughly one-third of children in foster care have disabilities. Responding to this intersectionality, Wayfinder expanded into child welfare services, as well as mental health services to prevent child maltreatment.

Headquartered in Los Angeles, Wayfinder is one of the largest statewide foster care and adoption agencies and provides services to more children who are blind than any other nonprofit in the state. Wayfinder is committed to addressing these complex, intersecting issues to build a better California.

Learn more at wayfinderfamily.org.

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Combating 85% Unemployment with Social Enterprises

People with developmental disabilities face a staggering 85% unemployment rate, but when you talk to Mychal's Learning Place founder Ed Lynch, "it's not because they don't have the abilities."

"Our students are capable and able of accomplishing nearly anything with the right support," said Lynch.

IMPACT SPOTLIGHT

Mychal's Learning Place creates programs to help youth and young adults with disabilities to learn to live a more independent life that includes gainful employment.

Mychal's quickly realized that corporations needed help seeing what students abilities truly are, so they created two social enterprises. Mychal's Print & Embroidery and Mychal's Bakery & Coffee are those businesses, designed to create on-the-job training opportunities for Mychal's Learning Place students to build their experience and also determine what their passions are. Eventually these social enterprises will not only create enough revenue to support the Mychal's Learning Place organization, they will create employment opportunities and train hundreds of students who will then be able to seek out gainful employment with corporate

partners.

Mychal's has already created numerous partnerships in a variety of industries including ones with Kinecta Federal Credit Union, South Bay Ford, Centinella Feed and Modernica among others.

"These corporate partners are key to making meaningful impact when it comes to reducing the 85% unemployment rate that our students and other young adults with developmental disabilities face," said Lynch.

With support from Mychal's Learning Place staff, corporate partners open their doors to students, work with MLP staff on the job requirements, and then the Mychal's staff work with students to train and help them learn the skills necessary to complete the work. In the end as students continue to learn and eventually thrive in the business environment, the ideal scenario would involve the business offering the student an official employee position.

Lynch added, "our students are capable and able, and we just need the support of the business community to help spread the word. Ask any of our current partners and they will tell you that having an employee with autism or down syndrome has led to an improved corporate culture and these employees have become an integral part of the organization."

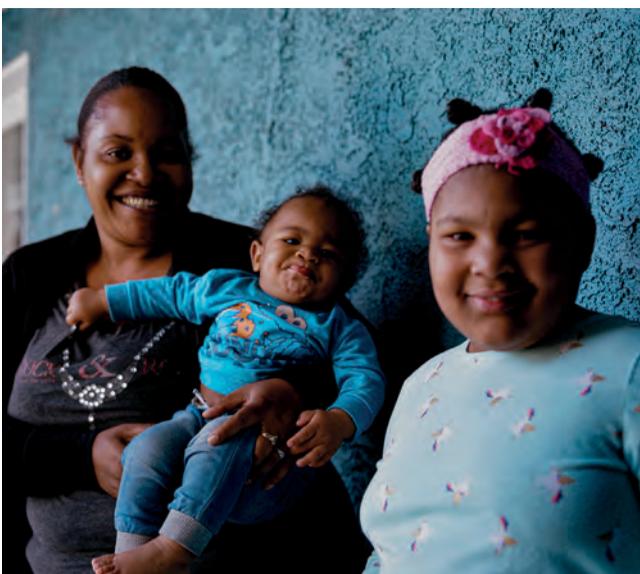


If you are interested in partnering with Mychal's Learning Place to fight the inequity of the 85% unemployment rate for young adults with develop-

mental disabilities, visit mychals.org, reach out to Ed Lynch at ed@mychals.org or call (310) 297-9333 for more information.

LA FAMILY HOUSING

A leader in the community for nearly 40 years, LA Family Housing is one of the largest homeless service providers and affordable real estate developers in Los Angeles. We connect 11,000 people with housing resources and services each year and have 700 housing units in our pipeline to be completed in the coming years. To learn more about our work and how you can get involved, visit lafh.org or follow us on social media at [@lafamilyhousing](https://twitter.com/lafamilyhousing).



We are honored to be a part of this year's LABJ Nonprofit and Corporate Citizenship Awards. Congratulations to all the winners!



Where Community, Art and Civic Engagement Converge

As one of the largest, most highly regarded performing arts centers in the nation, The Music Center has long been at the forefront of innovative, critically acclaimed arts experiences. Its vision—to deepen the cultural life of every resident of Los Angeles County—inspires us to champion the diverse voices and communities of Los Angeles, fostering connection, creativity and enrichment. By offering compelling cultural and civic programs that are relevant to a wide range of audiences, The Music Center is both the home and the force behind some of today’s greatest creative expression.

The Music Center offers many ways Angelenos can engage in arts and cultural experiences across numerous genres and in many distinctive spaces. The 22-acre campus includes four theatres—Dorothy Chandler Pavilion, Ahmanson Theatre, Mark Taper Forum and Walt Disney Concert Hall—and beautiful, welcoming outdoor spaces. Jerry Moss Plaza, a 35,000 square foot outdoor urban oasis, is the site for festivals, concerts, special events and other art-making experiences, while just

west of the plaza lies the 12-acre Grand Park, which has become Downtown L.A.’s central gathering space. Powered by The Music Center, Grand Park is committed to enhance the wellbeing of all Angelenos and beyond, as both a platform for vibrant programming as well as the tranquil quiet of an urban oasis available year-round.

While The Music Center’s four resident companies—Center Theatre Group, LA Opera, LA Phil and the Los Angeles Master Chorale—offer world-class presentations on its stages with an emphasis on theatre, choral music, opera and classical music, The Music Center’s programming arm, TMC Arts, offers a range of programs for all ages, many of them free and low-cost. From highly popular annual events such as Grand Park’s Downtown Día de Los Muertos and Grand Park’s NYELA, to The Music Center’s Dance DTLA and Gloria Kaufman Presents Dance at The Music Center, The Music Center’s programs are participatory, life-affirming and inclusive—arts created for, by and with Angelenos.

Recognizing that arts help transform lives and create greater understanding, The Music Center’s curriculum-based arts learning programs deliver the “A” in STEAM for more than 150,000 schoolchildren annually. As but

With a goal to reach more Angelenos, The Music Center has expanded programming to neighborhoods around the county through partnerships with libraries, community centers and senior centers.

one example, The Music Center’s Spotlight, a free nationally acclaimed performing arts competition, scholarship and artistic development program for high school students, offers expert advice, coaching, auditions and mastery classes taught by professional artists and arts administrators. This year, The Music Center will invest further in Los Angeles’ creative workforce, with a new program that will offer critically important life skills to those exploring behind-the-scenes careers in the arts.

With a goal to reach more Angelenos, The Music Center has expanded programming to neighborhoods around the county through partnerships with libraries, community centers and senior centers. As a community collaboration, the Arts Grown L.A. program offers free, family-friendly performances and artmaking experiences for everyone.

As a destination for a special evening or a neighborhood dinner, The Music Center offers several dining options including asterid, the newest restaurant concept from award-winning chef Ray Garcia; Kendall’s Brasserie; and Abernethy’s, with an emerging chef program spotlighting a new chef each quarter.

The Music Center recently launched a membership group called The Music Center’s Business Partners for The Arts. Designed to introduce more of the business community to The Music Center’s creative, community-focused approach, this program invites members to speak with The Music Center’s leadership, offers opportunities to network and entertain clients, and creates connections among a community of forward-looking innovators.

Visit musiccenter.org for more details about this program and to learn more about Los Angeles’ premier performing arts center.



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RMHCSC congratulates all the honorees and finalist of the Non-Profit and Corporate Citizenship Awards!

TO LEARN MORE ABOUT RMHCSC ,VISIT RMHCSC.ORG





Providing Affordable Housing and Support Services

Since its founding in 1983, LA Family Housing (LAFH) has become the largest affordable housing and supportive services provider in the San Fernando Valley and a leader among service providers in Los Angeles. LAFH's mission is to help people transition out of homelessness and poverty through a continuum of housing enriched with supportive services. The agency operates through four main service areas: street-based outreach, engagement, and intervention; housing services and placement; supportive services; and real estate development. Its team of over 450 staff dedicate themselves to serving over 11,000 of our homeless neighbors annually, providing solutions to end homelessness in people's lives.

IMPACT SPOTLIGHT

Unlike most other homeless service providers in the region, LAFH is also an affordable housing developer, allowing for a seamless progression of support for its program participants. In its unique position as a leader in both the affordable housing and homeless service provider communities, LAFH has been instrumental in increasing the critically needed

affordable and permanent supportive housing stock in Los Angeles, while also providing the supportive services that enable people transitioning out of homelessness to regain housing stability. LAFH currently owns 30 affordable, interim, and supportive housing properties throughout Los Angeles County, and has over 700 additional units of permanent supportive housing in its real estate pipeline to be completed by 2024.

In 2021, as the COVID-19 pandemic shed greater light on the vulnerabilities of our unhoused neighbors, LAFH broke ground on Silva Crossing, a new permanent supportive housing community in Sylmar that will provide 56 new homes for individuals experiencing homelessness. That same year, LAFH opened The Willows, an interim housing site in Canoga Park for individuals and couples transi-

tioning out of homelessness. The Willows has received multiple awards for design and community impact, including a residential architecture award from the American Institute of Architects for its design reflecting a focus on trauma recovery and community-building, and was the Gold honoree for the Community Impact category at LA Business Journal's recent Commercial Real Estate Symposium & Awards. As well, LAFH acquired four motels through California's Project Homekey initiative, the fastest, largest, and most cost-effective method for creating new permanent homes in State history, and began the process of converting those units into permanent supportive housing.

LAFH is creative in its financing, currently raising catalytic philanthropic dollars in lieu of typical public financing for these conversions,

and building a case study for a model that immediately makes more permanent housing available to fill the dire gap in Los Angeles.

LA Family Housing continues to expand its service model to best meet the expanding needs of its community amidst COVID-19; the agency has grown by over 30% over the last two years. In 2021, the organization connected nearly 12,000 people in Los Angeles with housing resources and supportive services that end homelessness in their lives, including moving 2,410 people into permanent homes, 97% of whom retain their housing—a considerable feat given the 60-65% national average.

LAFH's robust volunteer program is the backbone of our work. Members of the community, volunteer groups, and corporate volunteers interested in joining the fight to end homelessness can participate in numerous activities at our various housing sites, including tutoring our youth participants, playing games and engaging in quality time with families, assembling back-to-school kits, welcome home baskets, and hygiene kits, or engaging in advocacy activities.

For more information on how to get involved with LAFH and to see current volunteer opportunities, visit lafh.org.

Unlike most other homeless service providers in the region, LAFH is also an affordable housing developer, allowing for a seamless progression of support for its program participants.

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Why Health Equity Matters

By BLAYNE CUTLER, MD, PhD

"Equity is the only acceptable goal," wrote the medical anthropologist and global health physician Dr. Paul Farmer. At Heluna Health, the nonprofit organization that I lead whose focus is health equity, our national team seeks to enhance the health, wellness, and resilience of every community we serve. For more than 50 years, Heluna Health, and the hundreds of partner initiatives we support each year, have identified systemic racism, poverty, and other social injustices as key drivers of health disparities in the United States and around the world. As such, our organization has worked tirelessly to measurably advance health equity with innovative strategies and evidence-based solutions, and by equipping partners with capacity building services to improve population health. However, the issues we face are so complex and so broad-reaching that it will take deep collaboration and transformational partnership with the business community in effecting real change.

Health equity is a circumstance that is accomplished when every person has the opportunity to attain and maximize their full health potential. To achieve that potential, communities and individuals may require different supports such as access to affordable housing,

healthy foods, and/or enhanced open spaces to allow for physical activity. When health equity is not achieved, health disparities arise. The U.S. Centers for Disease Control defines health disparities as "preventable differences in the burden of disease, injury, violence, or in opportunities to achieve optimal health experienced by socially disadvantaged racial, ethnic, and other population groups, and communities." Too often, health disparities exist because of circumstances that community members do not entirely control—circumstances like social position, neighborhood, educational opportunities, or other socially determined factors. In fact, research has shown that the zip code in which you are born matters just as much to your physical health, if not more, than your genes.

The disproportionate burden of COVID-19 on women, economically disadvantaged, Black, Latina/o, Indigenous, and other ethnic or immigrant communities is the latest example of how systemic racism and other forms of discrimination can lead to devastating health outcomes. Heluna Health has been deeply involved in pandemic relief efforts, including through disease surveillance, case investigation and contact tracing, community vaccination operations, support for laboratory testing and clinical trials, school-based Covid-19 testing programs, and

services for individuals experiencing homelessness. During this most recent pandemic year, Heluna Health has hired 1,668 new employees in our effort to help staff our own and our partner COVID-19 response programs.

Pandemic response efforts remind us that the results of population health interventions are only as effective as the lens through which governments, philanthropic funders, and key stakeholders view and prioritize them. We must be mindful to scrutinize and tackle embedded 'norms' that enhance, rather than dismantle, health disparities if we want to continue to advance health equity.

This work is done, in part, by raising broader awareness within the healthcare community and among policy leaders who can impact and incentivize our community, regarding the importance of the social determinants of health to the overall health of our population. Factors such as where people live and work, where/how they access care, their economic stability, education access and the availability of reliable transportation, can no longer remain sidelined in a small office within healthcare systems called 'community benefit.' These critical social, cultural and economic factors must be woven into more integrated and coordinated responses—a nascent and evolving practice that is sometimes

less-than-artfully termed 'whole person care.'

At Heluna Health, we work directly in local communities and with partner programs to implement and evaluate some of these important interventions. We are working to reduce racial/ethnic disparities in maternal and infant mortality by developing, assessing, and expanding innovative programs providing prenatal, perinatal and postpartum care, such as Heluna Health's 'Cinnamoms'—a peer breastfeeding support program for African-American women. We are addressing food insecurity and childhood obesity through services such as food security screening and linkages to local food banks and other food providers, nutrition counseling services, and other evidence-informed approaches. And, we are addressing school readiness through an evidence-based early literacy initiative that operates through federally-funded 'Women, Infant and Children (WIC)' nutrition programs.

These innovators are beginning to partner with nonprofit community-based population health organizations in addressing access to food, transportation and affordable housing as part of corporate social responsibility initiatives. Working together we can achieve healthy, strong communities for all.

Learn more at helunahealth.org.



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Impacting Lives and Creating Memories with the Super Bowl Champs

The Los Angeles Rams organization recognizes its unique ability to help raise awareness and funds for causes and issues relevant to their fans and community members. The entire organization is committed to serving as a valuable community partner and benefiting the Los Angeles region 365 days a year.

The Rams continue to reinforce their commitment to social responsibility through an internal focus on diversity, equity and inclusion among their staff and externally through the team's focus on community outreach initiatives. At the heart of the team's community outreach efforts is a commitment to providing access and opportunity, driving equity and pushing for social justice. Through various programs and initiatives, the Rams work to address issues of poverty including education inequities, housing and food insecurities, community-police relations, youth justice and mentorship.

Through year-round school engagement including funding City Year student success coaches, literacy and attendance campaigns, school beautification projects, college field trips and STEAM labs, the Rams are doing their part

to ensure a stronger public education system.

The team also created the Rise with the Rams program designed to harness the unifying power of sports and build relationships and understanding between Los Angeles area high school football teams with a cross-section of races and socioeconomic backgrounds. The program has engaged nearly a dozen high school football teams since the program kicked off in 2018.

To address issues of access for minority youth, the Rams hire students from various school districts as part of a summer internship program in partnership with LA Promise Fund. The internship selection process requires students to submit their resumes and participate in professional interviews with team executives. The objective of the program is to expose students to opportunities in a professional setting, while expanding their skills, experiences, and network as they prepare for college or enter the workplace following high school or college graduation. The students work in different departments throughout the organization. The Rams have engaged more than 70 high school students through the internship program that

began in 2018. Additionally, this past season, the team introduced the Pathways to Success mentorship program and worked with various nonprofit organizations to identify minority youth who were paired mentors that consisted of Rams front office staffers throughout the season.

The team also continues to work closely with Brotherhood Crusade and College Track on mentorship programs for youth. Earlier this year, the Rams worked with Brotherhood Crusade to provide a 24-year-old Crenshaw native battling homelessness, Joseph Merchain, with a paid internship during the 2021 NFL season. The internship provided Joseph with on-the-job skills training and valuable mentorship during his 100-hour working experience in the Rams' Community Affairs department. In partnership with College Track, the Rams provide high school and college students with a day-long corporate residency experience annually. During the program, Rams staff engage the students in a panel discussion, breakout sessions and mock interviews. In 2020, the Rams became the first professional sports organization to pioneer the program with College Track.

Through programs such as the Watts Rams, Inglewood Rams and free football clinics, the Rams are using the game of football to help bridge the divide between police and communities of color. The Watts Rams, a youth football program, coached by LAPD officers, was adopted by the LA Rams in 2019. The Rams fund all football components of the program, including uniforms and equipment. The Rams also provide engagement opportunities with current players, alumni, coaches, scouts, as well as business and football operations staff throughout the year.

Inspired by the success of the Watts Rams, the Los Angeles Rams adopted the Inglewood Parks and Recreation Flag Football League in October of 2019, renaming the program the Inglewood Rams. The league consists of 22 teams with more than 260 youth participants. Officers with the Inglewood Police Department serve as mentors for the 11–12-year-old teams to continue bridging the gaps between law enforcement and communities of color.

For more information, visit therams.com/community.

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Going Beyond the Clinic Walls to Help Communities Grow Healthy

Zoila Escobar serves as the senior vice president and chief administrative officer of AltaMed Health Services, the nation's largest independent federally qualified health center. AltaMed has more than 43 health centers, serving more than 358,000 patients in Los Angeles and Orange counties.

IMPACT SPOTLIGHT

Employing more than 3,200 employees, AltaMed largely employs from the communities it serves. For more than 50 years, the organization has been dedicated to eliminating disparities in health care access and outcomes by providing integrated health services for Latino, multi-ethnic and underserved communities in Southern California. AltaMed puts its patients and employees at the center of everything the organization does.

Escobar oversees corporate communications, branding, development, human resources, facilities, government relations, civic engagement, and strategic planning and execution at AltaMed Health Services. All of these critical administra-

tive areas shape nearly every dimension of the patient experience.

Dedicated to leveling health disparities in health care for underserved Latino communities, Escobar has spent more than three decades in community health leadership, spearheading everything from grassroots initiatives to major policy changes at a national level to improve access to health services.

Escobar's work began with focusing on AIDS awareness and prevention. She was involved in policy work that led to the development of the Ryan White Act, the largest federal program focused on HIV care and treatment services for low-income people with HIV. The Ryan White Act also played a role in the inclusion of HIV/AIDS in the Americans with Disabilities Act. Her passion for AIDS awareness and prevention expanded on a global level when she worked with the World Hemophilia Federation and WHO.

Escobar's impact can be seen throughout her tenure at AltaMed. Removing language barriers, she's designed innovative culturally competent programming to meet the complex needs of AltaMed's multiethnic patients. She spearheaded

the implementation of WiFi services in each AltaMed clinic to support video translation and American Sign Language services for its patients.

Escobar raises \$40-46 million annually for AltaMed to fulfill its mission to provide quality health care, regardless of the ability to pay. AltaMed receives federal funding, however it doesn't sustain the innovative comprehensive programs AltaMed offers to its patients.

Escobar also steers an employee-giving effort that engages AltaMed's workforce employees to support patients with emergent non-medical needs like car repairs, rent, groceries, and more. Since its launch, AltaMed Gives has raised \$500,000 and served 18,000 patients.

When the COVID-19 pandemic was declared, health organizations shifted their operations quickly to safely respond to the spread of the virus. Hospitals immediately felt the burden in their ERs and ICUs, but community health centers, like AltaMed felt the burden too. AltaMed became the first step in the patient journey, seeking testing, medical evaluations and served a role in follow up care for patients who had experienced hospitalization. Under

Escobar's leadership, AltaMed's development team secured funding from donors and launched nine outdoor testing and medical evaluation sites in 10 days. The sites accommodated anyone in the community and were accessible to essential workers in what would become the hardest-hit areas by the virus in Los Angeles and Orange counties. AltaMed ran the outdoor testing sites for months, serving tens of thousands until local health departments established a wider network of public testing sites.

Thinking beyond clinical services, AltaMed responded to the ripple effects of the COVID-19 pandemic by partnering with food pantries to provide essential groceries and toiletries to patients who experienced job loss and economic devastation. Escobar's efforts resulted in packaging and delivering food to patients who needed it the most.

Escobar understands that health care goes beyond the "four walls" of the clinics. In order for AltaMed patients to grow healthy, the organization must address the social determinants that are essential to living healthy and stable lives.

Learn more at altamed.org.

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Working Collaboratively in the Fight to End Alzheimer's

By ALLYSON LAUGHLIN

Last year, the Los Angeles Business Journal recognized the Alzheimer's Association California Southland Chapter's Walk to End Alzheimer's California Southland Chapter series as a finalist for fundraising event of the year.

IMPACT SPOTLIGHT

We were honored, thrilled and excited to have pivoted to a new format that allowed us to not just continue, but to expand, serving families across the vast Los Angeles County geography and its extraordinary multicultural communities.

Within a month of the Safer at Home Order, we were able to offer more than 45 free online and telephone support groups. We brought the world's leading researchers to home via localized, interactive research seminars to ensure all families had access to learning the most about maintaining healthy brains as well as Alzheimer's and all other dementias.

We continued advocating for increased services for those with dementia and their caregivers and found more ways to reach Los Angeles families. These and many more

pivots were made possible in part through the many organizations represented in the pages of the Los Angeles Business Journal, their leaders, their team members and their dedication to our communities throughout the pandemic.

Last year, more than 6,600 participants across the Alzheimer's Association Walk to End Alzheimer's California Southland Chapter area and The Longest Day signature event, raised more than \$1.9 million.

We are forever grateful to the participants and sponsors that brought these funds, all of which stay local, into the Association as it services those facing Alzheimer's and all dementias as well as their caregivers and community as a whole.

Through maximizing the use of these funds, in 2021:

- More than 3,300 Chapter constituents used the Alzheimer's Association free 24/7 Helpline (800.272.3900), which is available 365 day/year, run by master's-level clinicians and offers support in nearly 200 languages to represent the many cultures in our vast chapter territory.
- More than 8,400 people attended our free, local support groups, education classes and social engagement activities. Social

engagement is a cornerstone of brain health and is essential for both the caregiver and the loved one facing dementia, and through a swift pivot and partnerships from the get go, we were able to offer virtual museum tours, drumming classes and tap into hobbies such as gardening, cooking and current events.

Monies raised funded leading research institutions across Southern California, complementing over 750 active Association research projects worldwide.

The California Southland chapter territory remained one of the highest-funded chapter territories in the country. Research toward prevention, treatment and a cure for Alzheimer's did not stop. Additionally, the Alzheimer's Association as a whole became one of the leading forces in research focusing on the long-term effects of COVID on the brain.

This is all due to our participants and partners.

The California Southland Chapter held more than 70 meetings with volunteer advocates, chapter staff members and state and federal legislators to secure support for policy priorities, resulting in increases in funding and programs for those facing dementia and their caregivers.

We were not able to do any of this alone. Rather, we partnered with more than 75 organizations across the Diversity, Equity and Inclusion communities to ensure support was provided in a culturally appropriate way. We partnered with corporations, to bring our messaging of how to maximize brain health, caregiver support and available resources to their lunchrooms via educational presentations.

COVID affected our universe... our world... our nation, our state, our county and our city of Los Angeles, and every family within those boundaries.

By working with LA's amazing nonprofit community, legislators on both state and federal levels, our local business communities- by ensuring all of these voices had the opportunity to speak loudly, clearly and openly about the essential necessity of creating a collective success for the Association's healthy brain initiatives and free services for those facing Alzheimer's and all other dementia... we, and many non- and for- profits successfully came together to best serve each and every person we could within LA's borders.

Allyson Laughlin is communications director at the Alzheimer's Association California Southland Chapter. Learn more at alz.org/socal.



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