

Community MATTERS

SPRING 2017



PASADENA COMMUNITY
FOUNDATION

MARY HELEN CREW USES A GIFT ANNUITY TO ENDOW A SCHOLARSHIP FUND

A creative way to pay tribute and generate income for life.

Growing up in La Grange, Ill., Mary Helen Crew, a bright student with a passion for education, attended the College of St. Francis in Joliet, Ill. She would quickly learn that an education has the power to change someone's life in more ways than one. While visiting a friend at Michigan State, Mary Helen met a student named Ernest on a blind date. "I was surprised such a good-looking young man was available for a blind date. We went to a football game and a dance later that night." That night was the start of a beautiful relationship.



Ernest and Mary Helen Crew

Mary Helen and Ernest got married shortly thereafter and moved their family from the cold Midwest to sunny southern California where they first lived in Altadena, then La Cañada, briefly in Houston, TX, and then moved to Pasadena.

In 2010, after 54 years together, Ernest passed away. They shared an enthusiasm for education: Ernest and all six of his siblings had gone to college because of his father's dedication. Mary Helen wanted to pay tribute to Ernest and make a lasting impact on their community through two worthy causes:

- ◆ Gamma Zeta Boule, an organization that cultivates the highest quality of life for students within the greater Pasadena/Altadena community through improvement in the areas of leadership, education, economic and social development. Ernest was one of the founding members of the local chapter.
- ◆ Scholarships for young adults who may not be the best fit for college and would prefer to go to a trade school.

Mary Helen and her daughters set up the Ernest S. Crew Endowed Scholarship at the Pasadena Community Foundation.

"While reading PCF's newsletter, I learned about their Charitable Gift Annuity program. My accountant, Julie Gentile, recommended it as a way to make a significant, immediate charitable donation while also receiving a steady income. It's a wonderful tool."

- Mary Helen Crew

Several of their good friends contributed to the fund. Recently, Mary Helen heard about PCF's Charitable Gift Annuity program and talked with her CPA about this giving tool. By investing in a gift annuity, Mary Helen was able to endow the scholarship with a gift that also provided her income for life. She feels satisfied that through this endowment, both causes will continue to receive on-going support for students in their pursuit of higher learning.

PCF HONORED BY FIVE ACRES

Pasadena Community Foundation (PCF) was presented with the 2017 SPECIAL SERVICE TO CHILDREN AWARD for designing and implementing new and innovative programs and activities expressly for the children of Five Acres.

Five Acres was one of PCF's first grantees in 1954 and PCF has provided \$589,783 in support through 55 grants in the Foundation's 64-year history.

According to PCF Executive Director Jennifer DeVoll, "We have been pleased to support Five Acres as it has evolved to meet changing needs, and has continued to stay relevant with innovations in programming, effective use of technology and excellent leadership and staff."



2017 Five Acres Service Award to PCF

FRIEND RAISING AT THE RAYMOND!

Hosted by Pasadena Community Foundation board members, Alex Wei, Maggie Sabbag and Peter McAniff, a group gathered for cocktails and hors d'oeuvres on the Raymond patio under twinkling lights. The classic Pasadena venue was the perfect spot for Executive Director Jennifer DeVoll to share some information about the many ways people can engage with PCF to support nonprofits in our local community and to create their own charitable funds or family foundations.



Photos L to R: 1. Susan Blaisdell, Peter McAniff and Kim D'Amico 2. Cara DiMassa, Alex Wei and John Babcock 3. Heather Lord and Jason Wolenik 4. Maggie Sabbag 5. Grant and Maureen Gelberg



THE LAMSONS DECIDE TO “BE 1” FOR ARTS EDUCATION



Alan and Sheila Lamson

Alan and Sheila Lamson have lived in Pasadena since 1968 when Alan was offered the role of professor in the English Department at Pasadena Community College. “I was lucky enough to teach there for 36 years,” said Alan. “It was a wonderful experience, and I love running into my former students in town.”

“Alan and I quickly fell in love with Pasadena,” said Sheila. “It’s grown a great deal, but it still has a small community feel. We have been here so long that I still remember driving to Westwood to find a decent place to eat, and it only took 15 minutes to get there!”

Alan and Sheila are both actively involved in the community. Alan is on the board of the PCC Retirees’ Association raising funds for returning students. Sheila is on the Board of A Noise Within,

“We plan to continue to add to the funds each year, so we can help Pasadena organizations for many, many years.”

which produces world-class performances of classical theater and runs a remarkable education program. “We are grateful for what we have at this stage of our lives, and it’s important to give back,” said Sheila. The couples’ accountant suggested they meet with the Pasadena Community Foundation.

“PCF was the perfect match for us because they are experts at helping people give back to the local community,” said Alan. In 2015, the Lamsons set up a donor advised fund at PCF. This fund provides a vehicle for annual support of local charities they care about such as A Noise Within, the Pasadena Humane Society, the Flintridge Center, the Pasadena Library, and the PCC Scholarship Fund.

In addition, they recently became one of PCF’s Endowment Builders by establishing the Alan M. and Sheila R. Lamson Endowment for Arts Education, which supports PCF’s local grants in this field of interest.

You can still “Be 1” of the Endowment Builders supporting the Pasadena community!

PCF’s “Be 1 in 100” Campaign was a great success! The Foundation now has 108 Endowment Builders – people and organizations who have established a permanent fund benefiting their community. These hometown legacies collectively support local nonprofits through PCF’s grant making programs.

- Be 1 ... who supports homeless services
- Be 1 ... who invests in the environment
- Be 1 ... who believes in the “Power of Endowment”

Be 1 ... who leaves a legacy for Pasadena
Be 1 ... of PCF’s Endowment Builders

Announcing a special opportunity to “Be 1” — as a Patron of the “Big Heart, Small Film Awards Ceremony & After Party” and creator of a named endowment. *(See back cover for more.)*

For more information, please contact Dan Maljanian, Director of Development, Pasadena Community Foundation, at dmaljanian@pasadenacf.org or 626.796.2097 x8.

CENTRAL LIBRARY FAÇADE RESTORATION

The restoration of the Walnut Street façade of the Pasadena Public Library is underway thanks to significant support from the Pasadena Public Library Foundation (PPLF) and The Friends of the Pasadena Public Library (Friends).

The PPLF, a fund of the Pasadena Community Foundation, embarked on a campaign to support the restoration of one of Pasadena's magnificent buildings, the Central branch of the Pasadena Public Library, designed by Myron Hunt and constructed in 1927. In collaboration with the Friends, in late 2014, PPLF hosted an event raising \$90,000. Subsequent efforts have raised an additional \$25,000 for this necessary project. PPLF uses these funds to supplement distributions available from the \$1.2 million PPLF endowment which is restricted to maintaining the architectural treasure.

The current "courtyard phase" should be completed by June 2017 at a cost of about \$270,000. PPLF will provide half the funding; the balance contributed by the City of Pasadena. The work consists of cleaning and waterproofing the exterior cast stone elements, painting of the grand windows, and repair of the existing roof system at the patio and main entry.



PPLF presents a \$50,000 check to support the library's restoration effort. L to R: Connie White, Michelle Perera, Peter McAniff

Grant in Action

The ultimate goal of the multi-year restoration is to protect and preserve the building's façade with its beautiful columns and arched windows.

Future phases will restore the walls beyond the courtyard which extend to the east and west wings. PPLF is committed to working with the city to ensure the beauty and splendor of this building for many years to come.

MCKINLEY SCHOOL MURAL RESTORATION UNDERWAY

A team of restorers is bringing "Modern Education/School Activities," a 1942 mural painted by Frank Tolles Chamberlin for the McKinley School Library, back to its original glory.

The restoration is already revealing details like the bright blue sky and the small crow's nest on the ship in the foreground. McKinley students, fascinated by the process, have asked restorers about the mural's imagery, and restorers have engaged students by asking trivia questions. This project has enthralled the entire school.

Following a complete cleaning of the outer layer, restorers are identifying and correcting painted areas that have been lifted from the canvas. Completion of the restoration is currently slated at four to five months.

To give the community a window into the restoration process, PCF and Pasadena Educational Foundation teamed up with Pasadena Media to set up a time-lapse

Restoration

RADICAL ACCELERATION!

“Radical acceleration” is the phrase used by Jason Roberts to describe the math class for which he is a volunteer teacher at McKinley School. His 7th graders will take the AP calculus exam at the end of 8th grade. That’s right, the test taken by high school seniors.

What started as a volunteer job — to coach their son Colby’s math field team at McKinley where all three of Jason and Sandy Roberts’ children were students — has turned into an exciting new program, the Math Academy, now at three PUSD schools.

PCF Board and staff popped into Roberts’ math class while at McKinley visiting some other programs funded by PCF. According to Jennifer DeVoll, “These young kids were doing multi-variable equations, even math proofs — you have to see it to believe it.” She then brought several people to see the program on subsequent visits. Some were really inspired. One such visitor has decided to fund some of the start-up costs such as writing curriculum for expansion of the program to high school. This funding will be provided through the Fefferman Initiative Fund at PCF. Superintendent Brian McDonald, a former math teacher himself, has been very supportive and the Pasadena Educational Foundation (PEF) is also raising funds to support the Math Academy.

Jason graduated from the University of Chicago as a math major and went on to write the computer code for Uber. He has now turned his entrepreneurial talents to education. His students do their homework and get feedback via software Jason has developed. He knows this type of opportunity will change kids lives... well, in his words... “will change the world!”

PCF in collaboration with private donors and in partnership with PEF will fund the development and expansion of the program but longer term funding is also needed. PCF is proud to be an early investor in Jason’s latest start-up.



Bottom row L to R: Charles Heaton, Suzanne Morris, Claire Bogaard. Middle row: Brian McDonald, Pat Conyers. Top: Aneta Zebala

The restoration of the historic mural was made possible with the support of a lead gift of \$10,000 from PCF and the Restoration Committee’s fundraising efforts through the Pasadena Educational Foundation.

camera that is trained on the mural for the duration of the project. Once completed, the video will showcase the full transformation from start to finish!

PCF is honored to support the preservation of this local treasure which was part of the first federally funded art program in American history: the Public Works of Art Project.



7th graders solve math problems at McKinley’s Math Academy

GLORIA PITZER



Gloria brings significant legal expertise to the Pasadena Community Foundation Board. Her practice includes estate planning, probate administration, mediation and trust administration.

Gloria is incredibly active in the community. As she succinctly puts it, “I don’t sit around much.” At Huntington Hospital, Gloria is Chair of the Planned

Giving Council. She is a Trustee of the San Gabriel Valley Estate Planning Council, President-elect of the Pasadena Bar Association Board, and is on the PCC College Foundation Board. Gloria is also on the finance and investment committees at Union Station, on the advisory board of the Pasadena Child Health Foundation, and the finance committee at All Saints Church. In her “spare time,” Gloria sings in the All Saints choir. Gloria’s husband, Don, was an engineer at Caltech, and they have a son, Ben, who is a CPA in Santa Monica.

“It’s incredibly energizing to be helping local organizations and giving back to the community.”

Gloria’s dad was in the military in the Ambassador Corps, and her mom was always involved in helping local organizations like PTA, Meals on Wheels, and driving seniors to their appointments. Gloria is one of seven siblings, and just like her mom, Gloria likes to be active and do things. “It’s incredibly energizing to be helping local organizations and giving back to the community.”

Gloria is a returning PCF Board member. In fact, in 2002 Gloria was the President of the Pasadena Community Foundation Board and was involved in the decision to hire Jennifer DeVoll as Executive Director. “I am proud to be able to return to the PCF Board. The staff is incredibly knowledgeable about community nonprofits,” said Gloria. “I hope to be able to share my experience with many of the newer board members.”

SONIA SINGLA

Sonia is a physician and scientist whose work focuses on the treatment of pain. Sonia serves as Medical Director of Lotus Clinical Research, a scientific organization co-founded with her husband in 2001, dedicated to finding an alternative to opiates that deliver pain relief without the negative side-effects. Sonia also served as the Chair of the Institutional Review Board at Glendale Adventist Medical Center, supervising the hospital’s research studies to ensure patients’ rights and health were protected.

Sonia’s parents emigrated from India where Sonia’s father served in the Indian Army for more than 15 years. They settled in Cleveland,



Ohio and raised their three children. “I am incredibly proud of my parents and how they instilled in their children the fundamental values of how to achieve the American Dream: hard work, education, and civic engagement,” said Sonia.

Sonia and her husband Neil, also a physician, moved from Ohio to southern California in 1997 to do their medical residencies and decided to stay. Sonia and Neil have three children, twins Mia and Asher (12), and Roen (6). They love the Pasadena community so much that they are helping her parents relocate to the area from Cleveland.

Sonia is active in nonprofits including Young & Healthy, Pasadena Art Alliance and Pasadena Village. She wants to do more to give back to the Pasadena community, and felt PCF was a perfect organization for her to make a difference. “I am looking forward to being an ambassador for the Foundation, and to collaborating with key organizations in the community.”

JENNY LIM



Jenny leads an incredibly rich life. She is actively involved in managing her family’s successful commercial real estate business. In addition, Jenny wanted to influence start-ups to realign their corporate mandates to include social responsibility. She started Amplify Source, an organization which provides women entrepreneurs with financial backing, and encourages new companies to give back to the community as part of their core charter. Jenny is also developing a program with USC Business School to train young entrepreneurs.

Jenny was born in Seoul, Korea and came to the United States with her family in 1977. Her parents instilled a strong philanthropic spirit in each of their children, encouraging them to give back to those in need in the community. Throughout her life, Jenny has been engaged in volunteer work at local schools, hospitals and museums.

Jenny attended Julliard for piano performance and continued her graduate education at USC School of Music. She took the position of Major Gifts Officer for Harvard in the LA and SF offices from 2000-2002, gaining significant experience in planned giving. Jenny moved to Pasadena in 2002 with her husband Fred, an interventional radiologist. They have two beautiful daughters, Sophie and Kate.

Jenny initially got involved with PCF by working on the Yes, Virginia project. Jenny loved the passion and expertise of the PCF team. “The Foundation provides support to so many local nonprofits,” said Jenny. “I look forward to working with the Foundation to provide guidance to nonprofits and help with long-term sustainability.”



PCF Board Top L to R: Dave Beringer, Bill Bogaard, Margaret Mgrublian, Peter McAniff, Gloria Pitzer, Priscilla Gamb, Alex Wei, Eddie Newman, Nicholas Rodriguez, Michelle Tyson M.D. Bottom L to R: Sandra Ell, Phyllis Crandon, Fran Scoble, Sonia Singla M.D., Judy Gain, Maggie Sabbag, Jenny Lim. *Les Stocker, not pictured.

LAUREN LE BER



Lauren Le Ber is delighted to join the staff of the Pasadena Community Foundation as the new Development Associate. Lauren joins the team after working several years at the Downtown Women’s Center (DWC). She started her career in development as the Community and Corporate Engagement Coordinator, managing the group volunteer program at DWC, and was quickly promoted to Events Manager, where she led the planning and execution of the organization’s primary annual fundraising event.

Lauren grew up on the eastern end of Long Island but moved to Pasadena 12 years ago. She graduated with a degree in political science from UCLA. After working as a personal assistant, she found that her passion was in philanthropy. She now lives in Altadena with her fiancé, Matt, and her dog, Olive.

In her personal time, Lauren enjoys cooking, hiking, travel, and stand-up comedy.



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FOUNDATION

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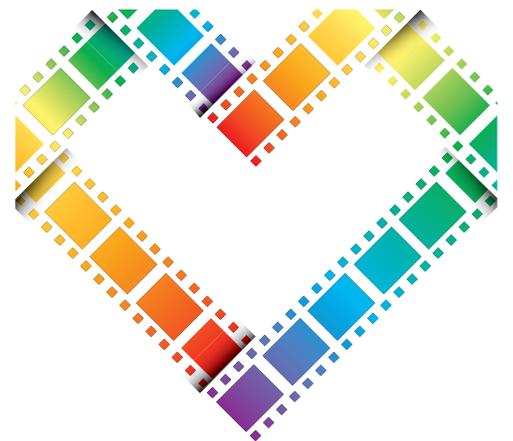
PASADENA NON-PROFITS ARE “READY FOR THEIR CLOSE-UP” AT GALA EVENT

This fall, Pasadena Community Foundation (PCF) will collaborate with Alibaba Pictures, the film division of China’s e-commerce giant Alibaba Group. Alibaba Pictures recently opened offices in Pasadena. Together PCF and Alibaba Pictures will sponsor a short film contest spotlighting the theme of “doing good in Pasadena.” Student filmmakers entering the competition will be charged with telling a story about how local non-profits benefit the Pasadena community.

Judged by industry experts, the winning shorts will screen at the “Big Heart, Small Film Awards Ceremony & After Party.” The Gala will provide opportunities for donors to become Event Patrons and, in addition, create their own named endowment fund. Proceeds will support PCF’s local grant making.

For more information, please contact Dan Maljanian, Director of Development, Pasadena Community Foundation, at dmaljanian@pasadenacf.org or 626.796.2097 x8 or go to bigheartsmallfilm.com.

SAVE THE DATE



**BIG HEART, SMALL FILM
AWARDS CEREMONY
& AFTER PARTY
NOV-16-2017**