

Community MATTERS

SPRING 2018



PASADENA COMMUNITY
FOUNDATION

OPEL FAMILY ENDOWMENT: A LEGACY FOR PASADENA

Growing up in Pasadena and Monrovia, respectively, Bill and Judy understood and appreciated the benefits of community foundations. In fact, Bill's father created a donor directed fund through PAROID, an organization that donated to Pasadena causes. Bill himself became a respected leader as CEO of a local non-profit — a position that resulted in him becoming aware of PCF decades ago when it was known simply as the Pasadena Foundation.

In the 1970s, Jo Stephens, then Director of the Pasadena Foundation, called Bill to straighten out a mix-up. At the time, Bill was Director at the Pasadena Foundation for Medical Research, an organization that is now the Huntington Medical Research Institutes (HMRI). Jo said: "I have a check here that I'm afraid is yours. I'll stop by." The organizations' similar names often led benefactors to send



Judy and Bill Opel decide to "Be 1" for Pasadena.

donations to the wrong group, but on this day, the stakes were high. She gave Bill a \$50,000 check made out to the Pasadena Foundation for Medical Research.

Bill's early exposure to philanthropy and his 53 years at HMRI helped

shape, not only his, but Judy's approach to volunteerism and giving. Today, they have built an unrestricted endowment at PCF, which supports local grant-making.

"The fund we set up through PCF will continue after we're gone," says Bill. "We also decided to make the fund unrestricted because there are organizations and causes that are just getting started that we do not know about. PCF is diligent about researching organizations that are doing good work."

For both Bill and Judy, when it comes down to it, Pasadena is home. "A lot of our friends are retiring to other places, and so there is pressure to sell the house and move," explains Judy. "To us, Pasadena is a gold mine of cultural gems: museums, gardens, classes – the list goes on. It's hard to beat Pasadena."

THE BE 1 CAMPAIGN: CONTINUES...

PCF now has 113 Endowment Builders—people and organizations who have established a permanent fund for their community. These hometown legacies collectively support local non-profits through PCF's grant making programs. **You can Be 1, too.**

- Be 1...** who supports the Homeless
- 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 our Endowment Builders

For more information, contact Dan Maljanian at the Foundation at dmaljanian@pasadenacf.org.

A PROFESSIONAL'S TAKE ON PCF'S DONOR ADVISED FUNDS

Looking at PCF's impact through a professional lens, Don Hall, Owner and Chief Investment Officer of Hall Capital Management, believes the donor advised fund (DAF) options at PCF offer his clients a way to maximize charitable impact, while minimizing income taxes. If a donor has abnormally high taxable income or capital gain in a given year, but does not wish to increase their charitable giving more than normal, the taxable income or gain can be offset by a gift to a DAF. The DAF can be tapped at any time in the future to supplement charitable giving when income is lower and perhaps not sufficient to continue normal charitable giving. Funds can be set up as charitable checkbooks or invested for a longer-term giving horizon.

For example, one of Don's clients had a low-cost stock in a company that was being acquired. Faced with a large capital gain, the client donated some of his stock to a donor advised fund at PCF, enabling him to take a deduction in the year of his increased income. While this gift saved him substantial taxes, Don's client appreciated how easy it was for him to direct gifts to charities of his choice, with PCF taking care of the gifts anonymously at his request.



Don Hall notes that a DAF can be used to maximize charitable deductions in the wake of tax reform.

Because of the maximum savings and simplified record keeping at tax time, Don often recommends PCF's DAFs to clients. He even established one himself.

With recent tax reform, DAFs may also be useful to taxpayers who will take the new \$24,000 standard deduction for married filers rather than itemize. For those taxpayers, a DAF is a vehicle that can allow one to make a larger charitable donation to a DAF one year and itemize their deductions. They can use the DAF to make charitable gifts in subsequent years to sustain their giving when taking the standard deduction. Without the use of the DAF a taxpayer who would usually take the standard deduction would derive no tax benefit from charitable gifts.

GRANTS IN ACTION

PCF SUPPORTS LOCAL THEATERS WITH 'SOUND' INVESTMENTS

Over the years, Pasadena Community Foundation is proud to have funded local arts organizations with various capital and equipment grants. Among Pasadena's rich cultural assets is a diverse group of performing arts organizations, including a vibrant and historic theater scene.

When most people think of theater, actors, scenery and lighting likely come to mind, but sound is equally important. In 2017, PCF provided two local theaters, A Noise Within and the Pasadena Playhouse, with capital

grants to help provide critical improvements to both sound quality and sound accessibility.

A Noise Within

As A Noise Within celebrates its 25th Anniversary season, they made it a goal to deliver deeper relationships with audiences and students. Using audience surveys, they discovered that ten percent of respondents indicated that hearing the production clearly was a challenge. Providing quality sound became a priority.

With the grant from PCF, they were able to install a hearing loop, a device that transmits sound directly from microphones to



Improved sound enhances audience experience at A Noise Within

A CONVENIENT WAY TO GIVE

5 REASONS TO CREATE A DONOR ADVISED FUND AT PCF

1. Donors can receive an immediate income tax deduction in the year they contribute to their DAF.
2. Donors can get a tax deduction for the fair market value of donated stock or real estate and avoid capital gains, plus record keeping is simplified.
3. A DAF can be an alternative to a private family foundation with several advantages including no mandatory distribution, no excise taxes, no need to file a tax return.
4. Donors can make gifts anonymously to charities of their choice.
5. Contributions to the Pasadena Community Foundation are 100% tax deductible, including the small fee PCF earns and uses to benefit the community.

William and Patsy Pinney share a deep passion for the arts. They were born in Kenya, Africa and Stanford, CA respectively. Patsy moved here to attend business school at UCLA, following a stint in New York City. William's career brought him to Security Pacific in downtown Los Angeles. After they married, they settled in La Cañada.



William & Patsy Pinney

Patsy has always felt a connection to the art world. "In business school, I chose a British 19th Century Artists class for my free class!" explains Patsy. In the following years, she spent time volunteering as a LACMA docent and has been with the Art Alliance for nearly 20 years. William, after retiring three years ago from the investment world, struck up a passion for oil painting.

They have focused their giving to the arts and education through a donor advised fund with the Pasadena Community Foundation.

"PCF has all the tools — they are quite flexible," explains William. "The Foundation is exposed to a lot of different charitable organizations, so you can find guidance from them. If you are starting out in your philanthropic pursuits, you can give small amounts of money and let it build up — it's a great way of saving. If someone is more established, PCF helps separate charitable contributions from the timing of the distribution of those funds. This attracted us from a tax standpoint."

William and Patsy love the Greater Pasadena area. "It has so much to offer in terms of culture — universities, the Art Center, museums etc.," shares Patsy. "It has more tradition than the rest of Los Angeles; we like that."

hearing aids and cochlear implants, improving sound for the hearing impaired. The loop also delivers a better audio signal to the speakers, providing improvements to the sound for everyone.

Pasadena Playhouse

Under the new leadership of Producing Artistic Director, Danny Feldman, the Pasadena Playhouse continues its 100-year legacy of offering the experience of "bold and important theater."

As part of an overall assessment of capital needs for the theater, the Playhouse identified that the audience in certain sections of the theater had a problem hearing the dialogue clearly. The culprit turned out to be an 18-year-old soundboard.

The new equipment immediately enhanced performances and elevated the theater's quality of sound for everyone in the audience. In addition, patrons with



Playhouse's historic theater now offers state of the art sound system

hearing aids benefit from the soundboard's ability to enhance the theater's looping system, eliminating ambient noises.

Both organizations have wonderful and diverse theater performances, and combined, served nearly 150,000 area residents last year. Additionally, both theaters promote community engagement and education through programs for students, affordable ticket options, play readings and acting classes.

BAHA MEMORIAL SCHOLARSHIP FUND HELPS WOMEN PURSUING CAREERS IN FINANCE

The Pasadena Community Foundation (PCF) is pleased to announce the establishment of the Bonnie Baha Memorial Scholarship Fund, to provide scholarships for women pursuing a career in financial services.

Bonnie Baha, a San Marino resident, was a senior portfolio manager and partner of DoubleLine Capital LP. She was widely quoted in news reports and appeared on national television to share her financial acumen, often with a dose of humor. She passed away at age 56 in 2016, survived by her husband Mustapha Baha, son Ayman and daughter Miriam.

Ms. Baha was committed to promoting the entry and advancement of women in the financial sector. With the support of friends and family of Ms. Baha, PCF established the charitable fund in her memory to help address the underrepresentation of women in the financial sector.



Bonnie Baha

“We are honored to establish a fund in tribute to Bonnie’s impressive career, supporting a cause which was dear to her heart,” said Jennifer DeVoll, chief executive officer of the Foundation. “Through this scholarship, Bonnie’s legacy of helping women in finance will continue.”

The Bonnie Baha Memorial Scholarship Fund will pilot the scholarship in partnership with USC’s Marshall School of Business. The goal is to award at least one \$10,000 scholarship each year to an outstanding woman enrolled in a full-time Master’s Degree program and who has demonstrated an interest in pursuing a career in finance, investment management or financial consulting. The scholarship selection committee includes four women professionals involved in the financial sector, each of whom had personal relationships with Ms. Baha.

Donors interested in contributing to the Bonnie Baha Scholarship Fund may go to PCF’s website at pasadenacf.org or contact Dan Maljanian at the Foundation at dmaljanian@pasadenacf.org.

INVESTMENT UPDATE

Board member and Chair of Finance Committee, Sandra Ell presented 2017 investment information to charitable fund holders at PCF’s annual Year in Review.

HIGHLIGHTS:

- PCF closed 2017 with just over **\$80 million in total assets** and **340 charitable funds**.
- Those funds invested in PCF’s investment portfolio shared in the **20.4% return** for the year.

PCF Year in Review attendees:

1. Jennifer DeVoll and Sandra Ell



2. Judie Johnson and Charmayne Ealy



3. Uma Shrivastava and Barbara Martinoff



4. Kingsley Choi of Charles Schwab (event sponsor) and Dan Maljanian



AMIE SHOOK



The Pasadena Community Foundation welcomes new Office Coordinator, Amie Shook. Before moving to Pasadena in 2016, Amie worked as a Marketing Coordinator and Office

Administrator in the health care space. She started her career at the Cleveland Clinic in Ohio, serving the ophthalmology team as an Executive Assistant and Marketing Coordinator. She continued her career in similar roles working for University Hospitals of Cleveland and private ophthalmology practices.

Amie and her husband, John, volunteer at A Noise Within theater and support animal rescue efforts in Pasadena and Los Angeles County. Amie also loves to read, hike and watch movies. Having grown up in Ohio, Amie believes Pasadena has that ‘midwest feel,’ which made it instantly feel like home.