

# Community MATTERS

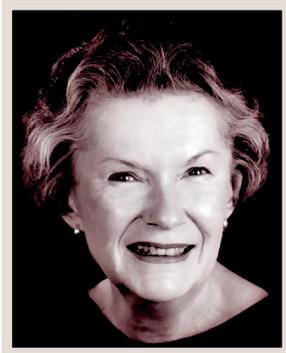
SPRING 2019



PASADENA COMMUNITY  
FOUNDATION

## ELIZABETH BROWN CALLETON ENDOWMENT: A LEGACY OF COMMITMENT TO HER COMMUNITY

For Beth Calleton, ensuring that every child was a wanted child was her life's work. As a student at Smith College and Columbia University in the 1950's, Beth was at the forefront of the growing women's movement, and her dedication to women's rights informed many of the causes and organizations she worked for over the course of her life and career. Through her decades of service to Planned Parenthood of Pasadena (including 22 years as Executive Director), as well as her volunteer efforts on behalf of The League of Women Voters, Young and Healthy, Zonta, the Altadena Children's Center, The United Nations Association, the Women's City Club, and the Pasadena Senior Center, she strove to ensure that all people had access to health care, education, and a network of support.



Beth Calleton

In her rare moments of free time, she enjoyed traveling to Russia, China, India, Ethiopia, and Vietnam. She also enjoyed spending time with her children, Chris and wife Jennifer, Pam, and Susan and husband Curt as well as five glorious grandchildren; Eric, Rachel, Kylie, Cade, and Keira and her beloved pets, Abby and Cleo.

Beth's dedication to the health and well-being of her community was the foundation of her professional life, her volunteer work, and her philanthropy. Beth established a Donor Advised Fund with PCF in 2004, and made gifts to many organizations over the next 14 years. When she passed away in October, 2018, Beth's children wished to honor her unique legacy and help continue her work on behalf of the people of

Pasadena. They made the decision to gift the balance of Beth's donor advised fund to PCF to establish the Elizabeth Brown Calleton Endowment. The endowment will support PCF's local grantmaking, including many of the organizations that Beth loved, and ensure that her legacy continues to enrich the community to which she was so dedicated.

**BE 1** ...to  
build  
the future of Pasadena

PCF now has 120 Endowment Builders – people and organizations who have established permanent funds for their community. These hometown legacies collectively support local non-profits through PCF's grantmaking programs. **You can Be 1, too.**

### Be 1 to...

- ... shelter the homeless
- ... protect the environment
- ... help students dream big
- ... leave a legacy for Pasadena
- ... realize the power of Endowment

For more information about PCF's Endowment Builder opportunities please contact Johanna Clark at [jclark@pasadenacf.org](mailto:jclark@pasadenacf.org).



"Beth was passionate about health education and culturally-fluent outreach. Under her leadership, our education programs grew to serve tens of thousands of young people and families each year."

— Planned Parenthood  
Pasadena San Gabriel Valley

## COLLEGE-BOUND

# INTRODUCING THE PCF SCHOLARS PROGRAM

Pasadena Community Foundation is proud to announce the launch of the PCF Scholars program, a new grantmaking initiative in partnership with College Access Plan (CAP) and Pasadena City College's (PCC) Pathways program.

PCF Scholars combines need-based financial assistance and long-term counseling support for students who may be the first in their families to attend college, or face economic or social circumstances that present challenges to staying in school. Bringing CAP and Pathways together amplifies the work of both organizations, and provides a consistent through-line of support for students graduating from Pasadena Unified School District (PUSD) schools and starting college at PCC.

75% of PUSD students enter PCC with the goal of a bachelor's degree, however only 25% transfer to a four-year college. The financial assistance and comprehensive counseling provided by the PCF Scholars program is tailored to meet the needs of each student. Grants to PCF Scholars are intended to reduce the number of hours they need to work at outside jobs, offset unexpected financial burdens, and cover the costs of books, computers, fees, and other expenses, leaving Scholars with more capacity to focus on their schoolwork.

We will welcome eight PCF Scholars this year, and every year for the next

# PCF

invests in S



four years, as we build the program, study the impact, and support the students throughout their time at PCC. Success for our Scholars is

## PROGRAM PARTNERS



CAP provides free college counseling to students through drop-in centers at all six PUSD high schools. Counselors guide students through the college application and enrollment process, and maintain relationships after graduation through their "I Heart College" alumni program.

## PCC PATHWAYS

Pathways provides PCC students with coaches, counselors, and tutors to help them stay on track and reach their academic goals. Participants receive priority registration and on-campus guidance services, including course planning, career counseling, and financial literacy.

## SUPPORTING STUDENTS EVERY STEP OF THE WAY

Since 2013, grants from PCF and its generous donors have funded Pasadena nonprofit organizations and programs that support PUSD students at the elementary, middle, and high school levels.



Pasadena Educational Foundation's Introduction to **First Grade** prepares young students by strengthening math and English language skills and introducing the structured environment of the school year.



Reading Partners empowers **K-4th grade** students to improve their reading skills with the help of a unique, data-driven curriculum and dedicated volunteers.



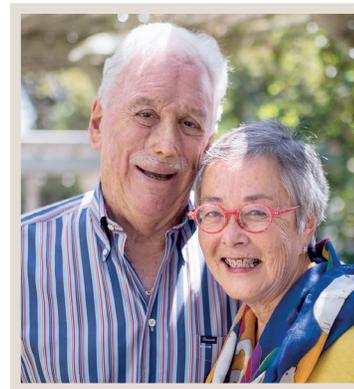
## DID YOU KNOW?

The **YELLOW** figure in PCF's logo represents our support for **EDUCATION**. Together, PCF and its donors fund a wide range of education programs, organizations, schools, and initiatives here in Pasadena and across the country. PCF has **16** Endowment Builder funds dedicated to education—more than any other field of interest—and focuses its grantmaking on programs that provide academic, social-emotional, and community-based support for under-resourced students and schools.

# Students

## MICHAEL R. PEEVEY & CAROL J. LIU ENDOWMENT FOR EDUCATION

When Carol Liu and Mike Peevey decided to “Be 1” to create a permanent legacy for Pasadena, supporting education grantmaking was a natural choice. The Michael R. Peevey & Carol J. Liu Endowment for Education is one of many examples of Carol and Mike’s lifelong dedication to inspiring and enriching students in Pasadena and across California. Prior to serving in the California State Assembly and Senate, where she was Chair of the Senate Education Committee, Carol was a public school teacher for 17 years. In 2002, Mike was appointed president of the California Public Utilities Commission, where he oversaw the creation of the California Emerging Technology Fund, a nonprofit organization dedicated to closing the “Digital Divide” in underserved communities through improved access, adoption, and education.



Mike Peevey and Carol Liu

Both Carol and Mike are long-time supporters of their alma mater, University of California, Berkeley, and believe deeply in the power of public education.

“Education is an equalizer,” said Carol. “With PCF’s commitment to supporting education in under-resourced communities, we know that our endowment will open doors and provide students with opportunities to thrive for decades to come.”



defined not only by timely graduation and transfer, but also by persistence, progress, and motivation to set and meet goals.

As PCF expands its education grantmaking we remain committed to providing responsive support to meet the needs of Pasadena’s students. Investing in the education of our children and young adults is one more way that PCF strengthens the Pasadena community, both today and in the years to come.



**STARS** after-school and mentoring programs provide counseling, enrichment, and academic support to at-risk PUSD students in **grades K-12** to help them thrive academically and emotionally.



**Partnership for Success!** is a dynamic summer enrichment program for low-income, minority students in **5th - 12th grades** that includes math, science, technology, and language arts, academic tutoring and college counseling.



**College Access Plan** offers student-centered support for PUSD students who wish to attend **college**. Drop-in centers at all PUSD high schools provide guidance through the college preparation, application and admissions process.

# ESTATE PLANNING— A LIFELONG PROCESS

Estate planning is a priority for people of all ages and income brackets. Creating a trust to hold your assets and clear directions for your beneficiaries will shield your family from lengthy court processes and excessive tax burdens. Estate plans may also incorporate tools for charitable giving to ensure that philanthropic wishes are carried out, and estate planning attorneys, like **Liz Seitz of Cunningham Legal**, often refer their clients to the Pasadena Community Foundation.

PCF provides options for giving **to** the Foundation, with planned gifts or bequests to create your legacy for Pasadena, and giving **through** the Foundation, with Memos of Charitable Intent.

Liz emphasizes the value of a living trust at any age, and recommends that all plans and trusts be re-examined every three to five years. Trusts are not just about assets; critical decisions such as medical power of attorney and guardianship of minor children may change over time. For example, parents of young children may designate grandparents as guardians, but will those grandparents still be able to assume guardianship ten years later? Circumstances change, and trusts and estate plans should change as well to ensure that your wishes are honored and your family is protected.

**“I value my long-term relationships with my clients, and appreciate that I can be there to guide them through the legal and emotional complexities of trust planning and management.” — Liz Seitz**

“The old school of thought in estate planning was to create the documents, sign them, and then put them away in a drawer for 30 years,” says Liz. “We work hard to educate our clients about the evolving nature of a trust, and regularly revisit their estate plans to address changes in tax laws, IRS regulations, and personal circumstances. Tools like PCF’s Memo of Charitable Intent are so valuable to this process because they allow clients to review and update their philanthropic bequests without revising the entire trust.”

If you have not reviewed your trust or estate plan in the last five years, make it a priority this year!



**Liz Seitz and PCF have worked together to incorporate charitable gifts into many of her clients’ estate plans.**

## NEW STAFF MEMBER: **JOHANNA CLARK**

Pasadena Community Foundation welcomes Johanna Clark in the new position of Development and Communications Manager. Prior to joining PCF, Johanna served as Manager, Individual and Foundation Giving at Families Forward Learning Center and spent more than 10 years in public relations, working at award-winning agencies Allison+Partners and Ogilvy Public Relations.

Thanks to Laura Ingalls Wilder and her *Little House* books, Johanna was hooked on reading and writing from an early age. Her passion for storytelling lead her first to communications and then to the field of nonprofit development, where stories are powerful tools for building bridges between donors and organizations. Johanna is thrilled to join PCF, which is the hub of so many stories of generosity, compassion, and community.

Johanna grew up in Pasadena and attended Chandler and Westridge Schools. She graduated from the University of California, Berkeley and earned a Certificate in Nonprofit Management from the University of California, Los Angeles. Johanna now lives in Northeast L.A. with her husband Alex, son Jackson (7), and daughter Evangeline (4). As a mom of two young children, Johanna spends her time hiking (carrying cranky kids up hills), reading (a paragraph before falling asleep), and watching British television shows (Peppa Pig).



**Johanna  
Clark**

**Local  
HEROES  
BREAKFAST**

Please **SAVE THE DATE**  
for PCF’s Local Heroes  
Breakfast on Thursday,  
**November 14th at 7:30 a.m.**



PASADENA  
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