

# Community MATTERS

SPRING 2020



PASADENA COMMUNITY  
FOUNDATION

## FUTURE NEEDS UNFORESEEN

PCF was formed in 1953 to address “current needs unmet and future needs unforeseen” in Pasadena, a mandate that has taken on new meaning during the COVID-19 crisis. Early evidence indicates that the health and economic impacts of the virus are being borne disproportionately by the most vulnerable members of our society.

People are hungry. Children without access to technology are shut out of school. Those who continue to work are putting their lives at risk to keep their families fed. The human cost of this economic shutdown is something no foundation can fix.

In the past two months I have seen the harsh realities of this inequality, but I have also been inspired by the many ways that our community has mobilized to help our neighbors in need. Volunteers don masks and gloves to deliver meals



to seniors. Nonprofit leaders work tirelessly to open new food pantries, coordinate telehealth appointments and online counseling, and launch virtual art and music classes.

For 17 years, my role at PCF has been to build resources and create sustainable funding for our community. It is these philanthropic endowments and reserves coupled with the generosity of donors that have allowed PCF to provide significant funding for COVID-19 relief.

In addition to responsive support, PCF is embracing collaboration and innovation as we navigate the impact of the COVID-19 crisis on the people of Pasadena and surrounding communities.

Sincerely,  
*Jennifer DeVoll*

As of May 15, 2020, Pasadena Community Foundation has made grants to the following nonprofit organizations providing immediate relief and supportive services to families and individuals suffering disproportionately from the effects of the COVID-19 crisis:

### SENIORS

Armenian Relief Society Social Services  
Huntington Hospital Senior Care Network  
Pasadena Meals on Wheels  
Pasadena Senior Center  
YWCA of San Gabriel Valley

### PEOPLE EXPERIENCING HOMELESSNESS

Elizabeth House  
Salvation Army Pasadena  
Union Station Homeless Services

### HEALTH AGENCIES

Foothill Family  
Huntington Hospital  
Planned Parenthood Pasadena San Gabriel Valley

### FOSTER YOUTH

Five Acres  
Hathaway-Sycamores Child and Family Services  
Hillsides

### SOBER LIVING

Casa  
Grandview Foundation

### LOW-INCOME FAMILIES, INDIVIDUALS, AND YOUTH

Families Forward Learning Center  
Families in Transition (PUSD)  
Flintridge Center  
Foothill Unity Center  
Friends in Deed  
Learning Works  
National Day Laborer Organizing Network  
Pasadena/Altadena Coalition of Transformative Leaders (PACTL)  
Pasadena City College Foundation  
Pasadena Educational Foundation  
Stars

# 3 MONTHS That Changed PASADENA

## MARCH 4

Pasadena declares public health emergency for COVID-19 response.

## MARCH 11

Pasadena identifies first confirmed case of COVID-19 in the city.

## MARCH 17

Pasadena Community Foundation launches COVID-19 Response Fund with a \$100,000 gift from the Foundation. PCF begins accepting private donations to build the fund and announces upcoming support for local nonprofits serving those impacted by the pandemic.



Union Station Homeless Services

## PHASE ONE

# Immediate Response

## MARCH 15 - MARCH 31

PCF conducts interviews with more than 20 civic leaders and nonprofit colleagues to assess needs, identify gaps in existing resources, and develop a strategic grant response to the devastating effects of the COVID-19-related business and school closures.

## MARCH 19

Governor Gavin Newsom issues Shelter in Place order for the state of California. City of Pasadena issues its own “Safer at Home” order for control of COVID-19 transmission.

## MARCH 31

PCF awards **\$100,000 in its first round of emergency response funding**. Nine organizations receive grants to provide food and supplies to vulnerable seniors, individuals, and families. The Foundation also releases restrictions on 2019 grants, providing **another \$172,300 in emergency funding**.



Hathaway-Sycamores Child and Family Services



Huntington Hospital

## PHASES THREE AND FOUR

# Looking Ahead

## PHASE TWO

# Mobilization

### APRIL 1

Community-based organizations serving families and individuals in Pasadena and surrounding areas of the San Gabriel Valley are invited to submit proposals for PCF's second phase of emergency response funding.

### APRIL 11

City of Pasadena issues order requiring face coverings for essential workers, along with customers patronizing essential businesses, as the number of COVID-19 cases in Pasadena continues to climb.

### MAY 1

PCF awards the second phase of grants from its COVID-19 Response Fund to 26 local nonprofits. **Totaling \$372,000, the grants will support community-based organizations** serving families and individuals experiencing extreme hardship from the economic, social, and physical impact of the COVID-19 crisis.

### MAY 4

PCF begins to plan for the remaining months of 2020, assessing the evolving landscape of COVID-19 response and developing strategies informed by research and outcomes.

### JUNE - DECEMBER 2020

PCF's Phase One and Phase Two grants, along with grants from component funds including the Pasadena Child Health Foundation, Giesen Trust, and Vista Nova program, total **\$918,830 IN COVID-19 RELIEF FOR THE PASADENA COMMUNITY.**

PCF anticipates continued COVID-19 response grantmaking through summer and fall 2020. Future phases will reallocate existing grant funds from capital programs and leverage uncommitted and new funds to continue to support relief and recovery efforts in Pasadena.



Stars

**‘com-mu-ni-ty; noun: the people of a district or country considered collectively, especially in the context of social values and responsibilities.’**



Elizabeth House

PCF is among the more than 350 community foundations in all 50 states, plus the District of Columbia, to create relief funds to support those affected by COVID-19. To date, these efforts have already mobilized \$723.7 million to help those in need in every corner of the country.

28 community foundations across California have launched COVID-19 Response Funds to serve their communities and have already raised nearly \$144 million for local relief.

Donor advised funds are a critical tool for private philanthropy, allowing individuals and families to direct gifts from their fund at a local community foundation to nonprofit organizations

across the country. The League of California Community Foundations reports that gifts from donor advised funds across the state are up 33% from this time last year, totaling more than \$365 million, indicating a strong response to the COVID-19 crisis from private donors.

**“The real power of community philanthropy is about strength in numbers: like-minded people from all walks of life pooling resources to solve challenges, drive progress, and build wealth in their own communities.”**

— League of California Community Foundations

## Our community faces more challenges in the weeks and months ahead

**Pasadena needs your support. Please make a gift to the PCF COVID-19 Response Fund today.**

Your gift to the fund will allow PCF to remain a flexible and responsive resource for local nonprofits as they continue to provide food assistance, social services, educational support, and more.

Make a tax-deductible gift to the COVID-19 Response Fund at [www.pasadenacf.org](http://www.pasadenacf.org) or mail your check to our office.

40% of gifts to the PCF Covid-19 Fund came from donor advised funds. If you have a DAF with funds already designated for charitable purposes – now is the time to use them! PCF donor advised fund holders can make a gift to the COVID-19 Response Fund through a simple transfer on the donor portal.



Hillsides



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