

Community MATTERS

FALL 2017



PASADENA COMMUNITY
FOUNDATION



JENNIFER DEVOLL REFLECTS ON 15 YEARS AT PCF

“There have been so many supporters of the Foundation during my tenure; this is an opportunity to express my gratitude.”

Working at PCF has given me the unique opportunity to get to know the civic leaders and the teams at local nonprofits who make such a positive difference in the community. Pasadena is a unique place, and an important goal of the Foundation is to strengthen all that makes our community so extraordinary.

It has also been an honor to work with many wonderful Foundation Board members. While each has his or her own passion, what is shared is their love of this community. Collectively we have gone on many site visits. One nonprofit applied for a grant for a new roof. It happened to be raining during our tour; there were literally buckets on the floor catching the water. It made a compelling case for a grant. We had the chance to witness a marriage proposal during a program's graduation ceremony, when one of the clients received a proposal from her boyfriend; she said yes!

Returning to these organizations over the years, I've seen the evolution and growth. I've seen the impact of PCF grants and how our support can help a nonprofit deliver on its mission. Just one example: Learning Works was a small, after school program to help kids with homework; today they are a fully accredited charter school serving kids in crisis, making an enormous impact in Pasadena.

When I first arrived at the Foundation, we were focused exclusively on grant making. Now we are working in a more

collaborative way with the community. This past year, we worked with the Enduring Heroes Committee and the City of Pasadena to create a monument honoring local veterans and Gold Star families. Most recently, we joined with Alibaba Pictures to create short films about nine local nonprofits. We now work extensively with community advisory boards and thereby amplify our small staff through these partnerships.

When I was growing up, my Dad was involved with the Church and on the Board of Planned Parenthood; my Mom actively volunteered as a docent at museums. They set an example I hope we pass on to our children. The environment is a passion for my husband, Matt, and me, and we started an environmental endowment at PCF. Growing this fund has become an important goal for us. We've learned that our fund can make a meaningful difference when our distributions are combined with those of other funds.

I have loved my 15 years at PCF. To be truly immersed in the community has been a gift.

Current President
and CEO Jennifer
DeVoll joins PCF

FOUNDED
1954

\$16M
2002

\$20M
2007

\$38.6M
2012

\$75M
2017

PCF CONTINUES TO GROW ENDOWED
FUNDS TO SUPPORT OUR COMMUNITY.

BIG HEART SMALL FILM A BIG SUCCESS!

To spotlight vibrant philanthropic efforts in the Pasadena community, Alibaba Pictures partnered with PCF to sponsor a new short film competition. The “Big Heart Small Film” project became an exciting artistic platform for both aspiring filmmakers and Pasadena’s inspiring nonprofits. All participating nonprofit partners were awarded \$2500 grants. Proceeds from the sold out star studded gala will support Pasadena Community Foundation’s local grant making programs.



| 1 | Wei Zhang, Jennifer DeVoll, Melinda Stahl Nix **| 2 |** Emcee John Horn (right) interviews Gold Prize winner, Jiayuan Liu (left) **| 3 |** After Party festivities at Rose Hills Garden Court at the Huntington Library **| 3 |** Maggie Sabbag (center) and Holly Caruso (right)

WINNING FILMS...



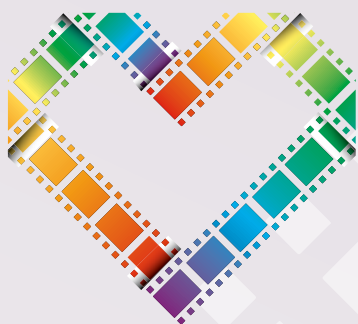
GOLD PRIZE Dear Mama

Filmmaker:
Jiayuan Liu
Nonprofit:
Flintridge Center



SILVER PRIZE Point & Dream

Filmmaker:
Rui Cui
Nonprofit:
Union Station
Homeless Services



BIG HEART SMALL FILM



AWARDS CEREMONY & AFTER PARTY

Event photography contributed by David Crane and Molly O'Keefe

| 5 | DJ Caruso one of eight film competition judges | 6 | Awards Ceremony in Rothenberg Hall at the Huntington Library.

TO VIEW SHORT FILMS GO TO:
pasadenacf.org/big-heart-small-films/

OTHER ENTRIES

After School

Filmmaker:
Qingge Gao
Nonprofit:
PALS

Happy Anniversary

Filmmaker:
Muqing Li
Nonprofit:
Huntington Senior Care Network

One Hundred More

Filmmaker:
Demi Zhong
Nonprofit:
Pasadena Playhouse

20K by 2020

Filmmaker:
Xueru Tang & Dmitry Kharchuk
Nonprofit:
Five Acres

His Story

Filmmaker:
Angela Liu
Nonprofit:
Arroyos and Foothills Conservancy

BRONZE PRIZE Them

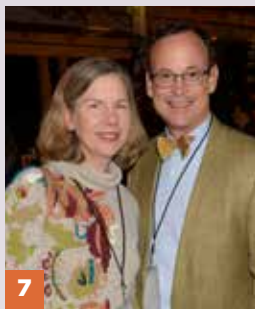
Filmmaker:
Taro Wei
Nonprofit:
Professional Child Development Associates



BRONZE PRIZE Headshot

Filmmaker:
Eva Ye
Nonprofit:
Ability First





7

| 7 | Liz and Andy Wilson | 8 | Peter and Jerilyn McAniff with Tom Chang and Lily Lee | 9 | Filmmaker, Eva Ye with actors in Ability First film, "Headshot"



8



9



10



11



12



13

| 15 | Kathy and Bob Gillespie with Eddie Bondarczuk | 16 | Eddie and Ray Newman | 17 | Union Station film team Josh Litman, Laurie Burruss and Rui Cui



16



17



14



15

| 10 | Big Heart, Small Film competition participants | 11 | Charlie Plowman with R-lene and Gordon de Lang | 12 | Lauren Frankel, Fran Scoble and Betsey Tyler | 13 | Nedra Wheeler Trio | 14 | Dave and Leslie Saeta, Dave Davis, and Margaret and Dave Mgrublian



Babe Ruth League players in newly renovated dugout which PCF helped support.

BABE RUTH LEAGUE OF PASADENA

The Babe Ruth League of Pasadena provides nearly 200 local youth, ages 12-18, the opportunity to play competitive baseball at a very modest cost. A significant percentage of the kids come from disadvantaged homes and are given a scholarship to attend at no charge. The league helps promote a positive sense of self and team awareness and keeps the traditional values of youth baseball alive.

The Babe Ruth League plays at Jackie Robinson field near the Rose Bowl, a historic field built in the 1930s that needed significant updating. The dugouts in particular were small and have poor protection, making it dangerous for the players and fielders. Improvements were desperately needed. Baseball teams at Maranatha High School and Pasadena City College also utilize the field, and they began construction work to improve the dugouts 2 years ago. Thanks to a grant from the Pasadena Community Foundation, the Babe Ruth League will be able to complete the third phase of the dugout construction, which includes extending the roof and fencing to finish the project. The result is a field that is safer for the kids in the dugout as well as the fielders. The improved facilities will also allow more kids to utilize the field.

THE FIRST TEE OF GREATER PASADENA

The First Tee of Greater Pasadena has found a way to provide young people important life skills through the game of golf. The First Tee Life Skills Experience™, formulated by academic, coaching and golf experts, teaches participants life skills so they can face challenges at home and school in a constructive manner, and build a sense of pride. It's an absolutely unique program that serves over 1,500 kids each year in the greater Pasadena area, ages 5-18. That includes 100+ 'scholarship kids' from Optimist Youth Home, Rose City High School, Hillside, Hathaway-Sycamores, Villa Esperanza and Pasadena Boys and Girls Club who are able to attend at no charge. The team at The First Tee of Greater Pasadena has also worked with the visually impaired and athletes in the Special Olympics.

Through a grant from the Pasadena Community Foundation, The First Tee of Greater Pasadena was able to purchase 12 sets of new golf clubs, exclusively for disadvantaged kids, who are able to participate in The First Tee program and use the equipment to practice the skills they need to learn. It also makes them feel equal to kids who have their own clubs.

With the new clubs, there has also been an improvement in attitude toward their peers, teachers at schools and counselors.



PCF provided equipment for disadvantaged kids who participate with First Tee.

PASADENA POLICE ACTIVITIES LEAGUE (PAL)

The PAL Center in Pasadena provides kids, mostly from disadvantaged households, a safe and stable environment to do homework, socialize and participate in structured summer activities. What makes the program unique is it was started and is run by the Pasadena Police Force, with the goal of building a stronger bond between police and kids. The Pasadena Police Department has assigned two officers to work with the program, and they provide these kids the opportunity to see police officers in a new light, and help foster a positive attitude toward authority figures.

An average of 85 students participate in the daily after school program; 110 kids participate in the summer program. Youth Advisors from Pasadena Community College are there each day to act as mentors to the kids, providing tutoring, homework assistance and computer training. Since its inception, more than 3,000 youth, ages 8-18, have benefited from the Pasadena PAL Center Program, which is located at The Salvation Army Recreation Center.

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PAL builds bonds between kids and cops encouraging Pasadena area youth to be good citizens.

The PAL organization has raised funds to ensure the long-term success of the program. The problem was the funds were sitting in a bank CD, earning essentially no interest. The Board of Directors at PAL heard about how the Pasadena Community Foundation can help local nonprofits grow their funds for the future, and they worked with PCF to set up a PAL Agency Fund. With the oversight of financial experts at the Pasadena Community Foundation, PAL's Fund will participate in the investment returns of PCF's portfolio, allowing their assets to grow over the long term. It is another example of how PCF helps nonprofits grow, and ensures they can make a bigger impact in the social fabric that forms a safe Pasadena.

**PCF OFFERS
PROGRAMS TO HELP
LOCAL NONPROFITS
BUILD THEIR
ENDOWMENTS**

PCF offers: **1)** the Agency Fund program and **2)** the Charitable Gift Annuity program. These programs give smaller agencies access to investment opportunities usually reserved for organizations with a large asset base. To learn more about using PCF as a platform for growth, please contact Dan Maljanian at (626) 796-2097 x8 or dmaljanian@pasadenacf.org.