

# Community MATTERS

SPRING 2021



PASADENA COMMUNITY  
FOUNDATION

## AN INVITATION TO LEVERAGE YOUR PASSIONS AND BECOME A PCF ENDOWMENT BUILDER

This spring, Pasadena Community Foundation invites all who care about the greater Pasadena area to invest in their passions by creating a named endowment. Your PCF endowment supports the Foundation's grant making for causes you care about and becomes a powerful tool to change lives locally.

This issue of *Community Matters* showcases the

myriad ways that endowments support PCF's mission. Endowments allow PCF to prioritize the welfare and needs of our community — the very definition of philanthropy.

Be an Endowment Builder with Pasadena Community Foundation and join a group of philanthropists committed to shaping a better future for the greater Pasadena community.

### Your Endowment.

*Champion Creativity  
with an Endowment for  
Arts & Culture*

### Your Passions.

*Empower Kids to  
Conquer the World  
with an Endowment for  
Youth & Education*

### Your Pasadena.

*Protect Pasadena's  
Vulnerable Populations  
Support PCF's grantmaking  
with an Endowment*

*One gift can give forever.*  
**BE AN ENDOWMENT BUILDER.**

Establish a named endowment with PCF for the causes you care about and help shape a better future for the greater Pasadena community.

# SARA SHATFORD BRADY ENDOWMENT

CREATED IN HONOR OF A WOMAN'S LOVE OF PASADENA

Sara Brady Shatford lived a “tour de force” life, filling her nearly 100 years with accomplishments, compassionate friendship, and a zest for learning. Following her death in 2020, her children established the Sara Brady Shatford Endowment to honor her charitable spirit and her love of Pasadena.



Sara on her wedding day in 1945 and at age 75.



Sara was raised in Pasadena and graduated from UCLA in 1943 with a degree in history; she also worked at Caltech during this time on an aeronautical project to support the war effort. In January 1945, she married Walter T. Shatford II, a lawyer who devoted much of his life to public service as a schoolboard member and Pasadena City College (PCC) trustee.

Endlessly curious, resourceful, and creative, Sara taught herself numerous skills and did them well: painting, tennis, and playing piano, as well as fixing plumbing and electrical problems and refinishing and

**Sally and Russell, Sara’s children, chose to create a memorial endowment with PCF because of its long history in Pasadena, the city Sara loved.**



Above: Young Sara (center) in 1930 at the progressive Grant Elementary School in Pasadena, which she credited for her early zest for learning. Right: Sara at her Pasadena home, 1943.

re-upholstering furniture. Tired clothing became works of art with her sewing and patchwork skills. This “can-do spirit” derived from early experiences in Sara’s life. She thrived as a young student at Pasadena’s progressive Grant Elementary School, where teachers encouraged students to take an active role in their learning.

Likewise, her older brothers included her in everything, and, growing up during the Great Depression, they all learned how to fix things themselves.

Later, when Sara’s son Tom was diagnosed with schizophrenia, she became an advocate for the mentally ill and their families, helping to establish the local San Gabriel chapter of the National Alliance on Mental Illness and working on the many initiatives of the organization. Walter participated with her, providing legal expertise. She subscribed to medical journals and attended conferences, always trying to find information that would help her son and others.

Sara was kind, loving, and generous, with a love of a good argument on just about any topic, from



politics to philosophy to art to science. She welcomed everyone into her home and delighted in learning about other cultures and people. Her children, Sally and Russell, felt it made sense to honor Sara’s love for Pasadena and its residents with an endowment. They find comfort knowing that their mother’s compassion and generosity will live on, supporting the causes she loved for years to come.



# BARBARA CAMPBELL ENDOWMENT FOR THE ARTS

CREATED TO HONOR A MOTHER’S LOVE OF THE ARTS

Following Barbara Campbell’s death in early 2021, her family established the Barbara Campbell Endowment for the Arts. The endowment honors Barbara’s love of the arts and supports PCF’s grantmaking in the areas of Arts and Culture.

Barbara was born in Alhambra, California, and graduated from Alhambra High School. She attended Pasadena City College and then UCLA, where she earned a teaching degree. Barbara taught school for the Los Angeles Unified School District for many years.

An avid skier, bicyclist, runner, and reader, Barbara was also an adventurous traveler, and her trips to Europe and Asia were often made with her bicycle in tow. Her son Stuart says “she was always game for whatever was going on. If someone was going someplace, she was up for it.”

Barbara’s favorite pastime, however, was ceramic arts, and she created beautiful, unique, and functional pieces, many of which she sold. Stuart remembers that he once



Barbara loved making ceramics, and her endowment will support artists in their creative endeavors.



asked her, “Why do you sell your pieces under price?” To which Barbara answered in surprise, “well, so I can make more!” She was active in the Pasadena Art Alliance, as well as the Community Center of La Cañada Flintridge. She had a genuine interest in everyone she met and often used her natural rapport to connect with and mentor fellow artists.

Barbara’s endowment creates a lasting legacy to support her passion

for arts and culture. Angus Campbell, another son, says that creating an endowment was the perfect way to continue her active role in the arts community. “She was very creative and saw so much value in the arts. It was her way of connecting to people in a very creative way and she loved that. The endowment will ensure that this connection is ongoing and will continue to support artists of all levels, just like Mom did.”

## Endowment Builder funds allow PCF to be a loyal and repeat funder for community organizations throughout the Pasadena area.

Barbara Campbell’s endowment will contribute to PCF’s long-term support for a breadth of local arts organizations. For example, just since 2010, PCF, together with its donors, has granted more than \$6 million to local arts organizations.

PCF endowments alone have generated a significant portion of this funding for the arts. To illustrate, these local arts organizations have been able to count on PCF grants for years, thereby sustaining their programs and impact for generations.

LOCAL ARTS ORGANIZATION	FIRST GRANT	TOTAL PCF GRANT AWARDS
Armory Center for the Arts	1973	\$618,830
Pasadena Conservatory of Music	1994	\$283,687
A Noise Within	2012	\$65,181

# Partnership for Success!

Each summer, four independent schools throughout Pasadena welcome a special group of students who are eager for another summer of immersive curriculum, nurturing support, and weeks of fun with fellow participants.

## Powered by PCF Endowments

Partnership for Success! (Pfs!) provides a fully funded and successive summer enrichment program for Pasadena Unified School District (PUSD) students. For the last nine years, Pfs! has received funding through PCF's K-12 Education Grant Program, which is sustained by PCF's endowments. This funding helps support Pfs! and its transformative programming for more than 400 promising young people annually.

Each year, PUSD teachers select students from their 4th grade classes who have demonstrated academic potential to join Pfs! Student participants return to the program between grades 5-12 and a final summer prior to college entrance. The campuses of Westridge, Chandler, Mayfield Junior, and Poly host the program, and experienced teachers from independent and PUSD schools bring the enrichment activities to life.

## Worth Holding Space

More than 90% of Pfs!'s students identify as persons of color; many of them are first-generation Americans and 82% are first-generation college students. For Executive Director José Melgoza, the program elevates

what is already there: "These are students who are already so excited about learning. We invite them in and say 'someone believed in you, you are special, you are worth holding space here.' And that is transformative. These kids light up at the opportunity to take initiative in their own progress and learning."

Each year, more than 90% of students return to the program; 100% graduate from high school and look to the next horizon: college. Melgoza says, "we are constantly preaching 'college, college, college.' And we're seeing results. We've been tracking our students closely for the past four years, and we've had 100% matriculation to college during that time."

The program continues to grow as needs arise and funding becomes available. Pfs! has been able to move



*Endowments fuel PCF's K-12 Education Grant Program, which has provided sustainable funding for 5 organizations over the last 9 years.*

■ College Access Plan ■ Partnership  
■ Pasadena Educational Foundation  
■ Reading Partners ■ STARS



# From the Board: Jenny Lim

## LIM FAMILY ENDOWMENT SUPPORTS EDUCATION GRANTS

When my family created our Endowment for Education in 2017 with PCF, we prioritized our passion for learning to help ensure that the future youth of Pasadena could access the tools they need to develop into productive, curious, and happy members of society.

In the companion article here about Partnership for Success!, I read Executive Director José Melgoza's words, and I am taken with the notion 'worth holding space.' For the PCF stakeholders who hold educational access and opportunity near and dear to our hearts, this notion is powerful. Every student in Pasadena should be able to "hold space" in an educational setting with adults who believe in them. Our endowment will help ensure that happens.

Become a PCF Endowment Builder and commit to shaping a better future for our community. Investing in your passions, like we did, ensures PCF has long-term support and flexibility to fund and "hold space" for vital causes and people.



Board member/ Chair of the Development Committee

to more of a year-around program with tutoring throughout the schoolyear, thanks to PCF's support. Melgoza says, "We don't want to just see them in the summer. PCF has allowed us to keep the momentum going and provide human contact that pushes, listens, checks in, and believes in each student."

## Education endowments have supported these 2 students in both PfS! and now as PCF Scholars

They share how PfS! gave them tools to continue their educational journeys.

### Breanna Henderson

"The teachers and staff at PfS! believe in their students and drive us to surpass our own limitations. They teach their students with love, which made me look forward to learning. The program allowed me to stay focused during the summertime while having lots of fun and meeting friends, who I would build long-term connections with."

### David Rebollar

"I loved all the resources that PfS! provided, especially when it came to working towards college — it gave me the push to want to attend. My PfS! class had a great camaraderie — the program gave us the confidence to grow and learn. I still keep in touch with friends I made there."



for Success!

## VACCINES FOR HOMEBOUND SENIORS

This spring, PCF funded several equitable vaccination clinics to ensure that underserved and vulnerable populations throughout the Pasadena area were vaccinated against COVID-19. This initiative led to a unique partnership between Pasadena Senior Center (PSC), Keck School of Medicine of USC, and PCF that brought vaccinations to homebound and frail seniors.

For more than 25 years, PSC has operated a Homebound Program that provides a range of services for 40 seniors who are unable to leave their homes. The companion Telephone Reassurance Program enables staff or volunteers to call the Homebound Program participants five times a week to check in on them. Together, the programs have served as a lifeline during the pandemic and were recently used to find seniors who were unable to get the COVID-19 vaccine on their own.



Dr. Laura Mosqueda visits a homebound senior to administer a COVID-19 vaccination.

**PCF funded numerous vaccination clinics this spring, ensuring that Pasadena's vulnerable and underserved populations are included in the historic vaccination effort.**

Executive Director Akila Gibbs leveraged the Telephone Reassurance Program to find eligible PSC members, but she also knew there were more seniors not connected to PSC. Gibbs turned to Dr. Laura Mosqueda, a gerontologist who has been a committed supporter of PSC for 25 years. Dr. Mosqueda, who also happens to be the Dean of the Keck School of Medicine of USC, devised a mobile vaccination program, and PCF stepped in to fund it. Ms. Gibbs focused her attention on finding seniors who needed the vaccine, while Dr. Mosqueda handled the

procurement of vaccines and the actual house calls.

The program led to the vaccinations of 42 seniors who would not have gotten the vaccine otherwise. "PCF funding really helped this program move forward," says Ms. Gibbs. "I was nervous about this population getting vaccinated, and the partnership with PCF and USC has really made a difference in our ability to take care of them."

Dr. Mosqueda sums up why this has been an important program: "Providing vaccinations to people who have trouble leaving their homes is just the right thing to do! Once vaccinated, the older adult can once again interact with friends and loved ones without being afraid of getting COVID, and that's good for everyone."

### MANAGED ENDOWMENT SPOTLIGHT

## College Women's Club Selects 12 Young Women for Its Annual Scholarships

On May 4, 2021, College Women's Club of Pasadena (CWCP) hosted a virtual luncheon to celebrate 12 accomplished young women who were selected to receive the Club's annual Scholarship/Fellowship. In 2016, the Club made the decision to transfer the scholarship foundation's \$1.2 million endowment to PCF. Under PCF's management, the endowment has grown from \$1.2 million to nearly \$2 million, enabling CWCP to offer substantial support to young scholars each year.

Following are profiles of two of CWCP's 2021-2022 selections:

### Jordan E. Lara GRADUATE FELLOWSHIP

Fuller Graduate School of Psychology and Marriage & Family Therapy, Pursuing a Doctor of Psychology degree



Jordan Lara was awarded the CWCP Graduate Fellowship in 2020 and because of her dedication to her research and studies, she has earned the honor for a second year. Jordan is a Mexican American Latina who is also a first-generation college graduate and graduate student. Her research centers on the Latina experience within higher education, which has been informed by her own journey.



## A MODEL FOR RAPID REHOUSING

In 2020, PCF partnered with San Gabriel Valley Habitat for Humanity (SGVHH), Union Station Homeless Services' (USHS), and the City of Pasadena for a unique project that will serve as a model in affordable housing and rapid rehousing. Prior to the pandemic, the City purchased a three-bedroom house from CalTrans with the intent to convert it to house women who are participants of the Rapid Rehousing Program at USHS.

Envisioning the property with an additional unit, the City and USHS partnered with SGVHH to construct an Accessory Dwelling Unit (ADU). Also known as "granny flats," ADUs are small attached or detached units built on the same plot of land as single-family homes and are a cost-effective tool in the fight against homelessness.

PCF stepped in to fund the full cost of building

**"ADUs are a game changer in the fight against homelessness. They are a new model that we hope will change the way we look at 'unusable space' on large lots in Pasadena."**

— Bryan Wong, Executive Director,  
San Gabriel Valley Habitat for Humanity

the 534-square-foot ADU, which will serve as a model to demonstrate to the entire county how permanent affordable housing can be provided quickly and efficiently for persons experiencing homelessness. SGVHH broke ground on the ADU in April, and completion is expected this summer. USHS will provide services to the 4-5 tenants on the property, and the City will maintain ownership.

Frances Hardy, SGVHH's Director of Resource Development, sees important benefit to this model, which she compares to the shared housing concept, like boarding houses, that was popular in the early 20th century. "It is exciting that we can take a house and rehabilitate it to make it a shared space. It lets people share a support system and built-in family structure. We are thrilled that the ADU has broken ground, and we are beyond grateful that Pasadena Community Foundation believed in this project when it was still just an idea. Thank you for helping pilot this new and creative way to help end the housing crisis."



PCF Executive Director Jennifer DeVoll and staff join San Gabriel Valley Habitat for Humanity's Executive Director Bryan Wong and staff inside the ADU construction site.

"My dissertation emphasizes that women supporting other women is impactful, empowering, and necessary to show the next generations that they can achieve their goals. Women, and especially women of color, are able to feel grounded by their predecessors. I know I will continue to do my part to make sure other women feel heard, seen, and validated in their higher education journeys!"

### Priscilla Caballero SCHOLARSHIP RECIPIENT

Glendale Community College, transferring to CSULA in the Fall to major in journalism

With poise and determination, Priscilla set out at a young age to not only become a committed student, but to "change the narrative in the male-dominated world of golf." An avid and accomplished golfer since



age 5, Priscilla rose through the ranks of the sport, eventually becoming a Certified Golf Coach, a title bestowed on few women.

Her pursuit of excellence in golf is matched by her determination at Glendale Community College, where she juggles as many as 17 credits per semester and still has time to

serve as staff writer for the student-run newspaper, *El Vaquero*. She also volunteers her time as a writer with Future Citizens Foundation. Of her CWCP scholarship, she says, "I am absolutely honored to be part of this year's selected class of recipients, all of whom are such strong, inspiring women. The scholarship will help my educational aspirations come true."



PASADENA  
COMMUNITY  
FOUNDATION

301 East Colorado Blvd.  
Suite 810  
Pasadena, CA 91101  
(626) 796-2097  
pcfstaff@pasadenacf.org  
[pasadenacf.org](http://pasadenacf.org)

NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
PASADENA, CA  
PERMIT NO. 671

## NEW TO PCF

As PCF grows, so too does its staff. We have welcomed three new additions to our team since late 2020.

## SARAH HILBERT

### MARKETING & COMMUNICATIONS MANAGER

Sarah has a long career in the nonprofit sector centered on content development, digital media, community engagement, marketing, and event planning. Her most recent positions have been with Old Pasadena Management District, where she served as Assistant Director of Marketing & Events, and Families Forward Learning Center, where she was the Volunteer and Community Outreach Manager. She has been a Pasadena resident for 20 years with her husband and two children and spends her free time gardening, sewing, reading, and cooking meals to share with family and friends.



## JENNIFER LACSAMANA CLARK

### DONOR RELATIONS ASSOCIATE

Born in the Philippines, Jennifer moved to Pasadena at the age of two. She attended Westridge School, followed by UC Berkeley, where she graduated with a degree in Fine Arts, and then earned another degree in fashion design

from the Fashion Institute of Design and Merchandising in Los Angeles. Professionally, Jennifer has experience in telecommunications, as well as city and county government. Jennifer loves the arts and treasures the Tournament of Roses Parade and visiting the Huntington Library and Gardens for tea.



## CIRENIA AMADOR

### FINANCE ASSOCIATE

Cirenia was born in Guadalajara, Jalisco, Mexico but has lived in Whittier for 30 years. There she attended Whittier College and graduated with a Business Administration degree with minors in Spanish and Accounting. She brought her skills in bookkeeping and tax filling to her position with Capital Group, where she assisted financial advisors and shareholders with retirement, corporate, and non-qualified accounts. As a mom to a large, blended family of eight children, her free time is limited, but her family loves to go on travel adventures when they can.

