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## **PASADENA COMMUNITY FOUNDATION ANNOUNCES IMMEDIATE GRANTS FROM COVID-19 RESPONSE FUND TO FIGHT GROWING FOOD INSECURITY**

**PASADENA, CA – March 25, 2020** – Following the launch of its COVID-19 Response Fund on March 17, 2020, Pasadena Community Foundation announced today that it will proceed with a three-phase, rapid grantmaking strategy, beginning with immediate financial support for local organizations distributing food to vulnerable populations. In the past week, PCF staff conducted in-depth interviews with more than 20 civic leaders, nonprofit directors, and community foundation colleagues across the U.S. to assess needs, identify gaps in existing resources, and develop an impactful response for this point in the pandemic.

In the first of its three strategic response phases, PCF will distribute emergency grant funds this week to organizations serving seniors and distributing food and supplies to low-income individuals and families, including: the Armenian Relief Society; Families in Transition; Foothill Unity; Friends in Deed; Meals on Wheels; Pasadena Senior Center; Salvation Army; Senior Care Network; and Union Station.

“As we spoke with community and nonprofit leaders, many themes emerged, but chief among them were immediate food insecurity, and concerns for low-income seniors who are now homebound,” said Kate Clavijo, Ed.D. and PCF senior program officer. “We expect needs to evolve in the coming weeks, and we will continue to gather feedback to guide our decision-making as we enter the short-term phase of our response in April.”

The PCF COVID-19 Response Fund was established to activate local philanthropy and provide direct relief to Pasadena-area residents. The fund was seeded with an initial commitment of \$100,000 from PCF, and has grown with gifts from community members, including two matching grants from private donors. In order to further extend its grantmaking capacity at this critical time, the Foundation has also released restrictions on \$200,000 in existing grants to allow the recipient organizations to use current grant funds for their most urgent needs.

“PCF now anticipates that the majority of our 2020 grantmaking will be directed towards easing the financial burdens of the COVID-19 crisis for local nonprofits,” said Jennifer DeVoll, PCF president and CEO. “We have developed strategic immediate, short-term, and long-term response plans, and are actively assessing how and where to deploy our resources in each phase for the maximum benefit to the Pasadena community.”

“I am honored to share that the COVID-19 Response Fund has grown threefold in the past week due to the enduring generosity of PCF’s donors and fundholders, continued DeVoll. “It is one more example of our community’s extraordinary commitment to philanthropy, and to each other.”

**[To make a gift to the PCF COVID-19 Response Fund, please click here](#) or visit [pasadenacf.org](http://pasadenacf.org).**

### **About the Pasadena Community Foundation**

Pasadena Community Foundation (PCF) is a tax-exempt public charity created by and for the people of Pasadena. Managing charitable assets that meet the evolving needs of our community, PCF works with individuals, families, and organizations to establish philanthropic funds, create and build endowment funds, and distribute charitable gifts to nonprofit organizations.