

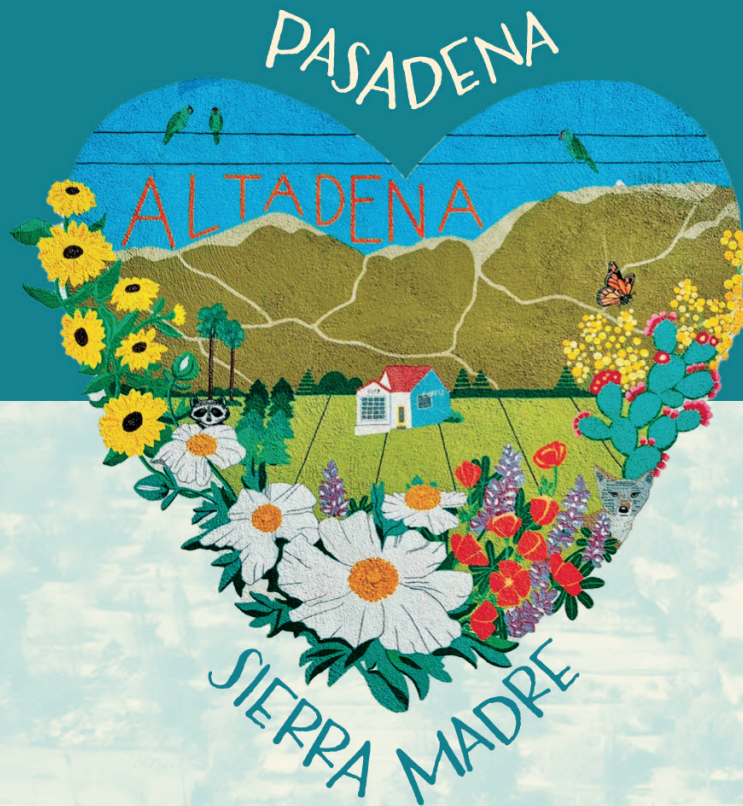


PASADENA  
COMMUNITY  
FOUNDATION

# RESILIENCE

---

**SIX-MONTH IMPACT REPORT**  
**Eaton Fire Relief & Recovery Fund**





## A MESSAGE FROM OUR PRESIDENT & CEO

# Khanh Russo

July 7, 2025

Dear friends and neighbors,

Six months ago, our community faced one of the worst natural disasters in California's history. The Eaton Fire swept through our region with devastating force, leaving behind a trail of destruction and heartbreak. And yet, what shines through today is not just the memory of those difficult days, but the extraordinary resilience, generosity, and unity that defined our response.

On January 8 and 9, our community began to confront the magnitude of the destruction and the scope of the enduring relief effort that would be required, initially to provide food, water, shelter, and comfort, and ultimately to begin the rebuilding process.

The following pages outline the nature and scope of the effort that Pasadena Community Foundation undertook to respond to the crisis, the incredible generosity of the thousands of people who donated to the cause, and stories of the heroic organizations that leapt into action to assist those who were affected by the fire. A key component of PCF's response was the formation of the Altadena Builds Back Foundation (ABBF), a supporting organization dedicated to the long-term reconstruction of housing in Altadena. My predecessor, Jennifer DeVoll, has agreed to lead ABBF. You will read her remarks later in this report.

As the new President and CEO of the Pasadena Community Foundation, I am honored to carry forward the mission of this organization and humbled by the community's compassion, generosity, and resilience in the face of devastation. Our intention is to publish similar reports at appropriate intervals as we assist with the long process of recovery and reconstruction in Altadena. In addition to these publications, we will continue to maintain real-time information on our website's Eaton Fire Fund page. (<https://pasadenacf.org/eaton-fire-fund/>).

Best regards,

Khanh Russo  
President and CEO  
Pasadena Community Foundation



**Khanh Russo** joined Pasadena Community Foundation on June 9, 2025, succeeding Jennifer DeVoll, who retired from PCF after 22 years.

Khanh brings over 20 years of experience in philanthropy, public policy, and community development. Before joining PCF, he served as Vice President of Policy and Innovation at the San Francisco Foundation, and previously held leadership roles at the City of San José, Cisco, and the Silicon Valley Community Foundation. He holds a B.A. in Political Science from Santa Clara University and an M.S. in Public Policy & Management from Carnegie Mellon University.



## SIX MONTHS AT PCF:

# Fulfilling our mission “to meet current needs unmet” — and preparing “to meet future needs unforeseen”



### July 2025

#### Six months ago, the Eaton Fire devastated Altadena and parts of Pasadena and Sierra Madre.

On January 7, fire erupted near the intersection of Altadena Drive and Midwick Drive. Extreme drought conditions and hurricane-force winds hastened the spread of the inferno, which ultimately destroyed over 14,000 acres, the size of Manhattan Island. The loss of homes and dislocation of residents, coupled with the complete loss of businesses, churches, schools, and childcare centers, became the second most destructive natural disaster in California and the worst ever in the San Gabriel Valley.

Yet even while the fire raged, the community rallied around those in need. From stalwart residents who stayed in

the burn area to protect their neighborhoods, to thousands of volunteers at distribution centers handing out emergency supplies, to generous friends and strangers from afar who sent money, there was an outpouring of support for our community.

PCF was a natural hub for collecting and providing information and for immediate relief to Altadena, Pasadena, and Sierra Madre.

The second most destructive wildfire in California history

18 lives lost

6,000 single family homes destroyed

9,400 total structures lost

96 multifamily apartments destroyed

100,000 residents evacuated



The day the fire started, we quickly established and seeded the Eaton Fire Relief & Recovery Fund with a \$100,000 investment from our reserves. Within days, we received over \$7 million from donors around the country. By early February, we had distributed \$1 million in emergency relief.

Navigating disaster relief was a new challenge for PCF. We

turned to other community foundations throughout the Western states and Hawaii to learn how they responded to wildfire crises. With their advice, we constructed an assistance framework that helped us direct phased resources to nonprofits delivering rapid, maximum assistance. See more about our approach on pages 8–9.

Over the six months following the fire, we have worked with countless donors, funders, officials, and nonprofits to help fire survivors. In the following pages you can read about the work we’ve done so far, and our plans for long-term support.

Thank you for your generosity. There is still much to do, but we are confident that with the incredible collective efforts we have witnessed, our community will build back.

\$250-275 billion in total economic impact

1,900 businesses impacted within burn area

100+ commercial structures destroyed

14,000+ employees impacted by business loss or damage

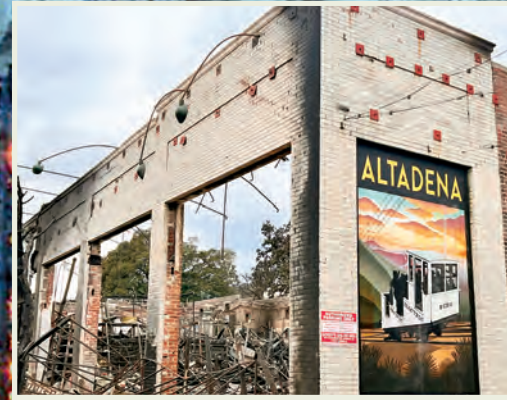


13 schools destroyed or significantly damaged

14 churches, mosques, synagogues, temples and religious institutions destroyed

31 childcare facilities destroyed





# Navigating Crisis Through **LEADERSHIP AND COLLABORATION**

**JAN 7:** 6:18 pm, fire ignites near Altadena Drive and Midwick Drive; within minutes, embers ignite structures one mile away; night-flying aircraft are grounded due to wind conditions

**JAN 8:** PCF activates the Eaton Fire Relief & Recovery Fund with an initial investment of \$100,000 from its reserves

**JAN 15:** Donations to the Eaton Fire Fund reach \$4 million

**JAN 23:** Eaton Fire fund donations reach \$7 million

**JAN 17:** PCF distributes \$533,000 to 20 nonprofit partners in Pasadena for immediate assistance to impacted residents, including cash aid, food, shelter, emergency childcare, and medical care

**JAN 31:** Eaton Fire fund donations reach \$10 million

**FEB 6:** PCF distributes \$450,000 to 18 nonprofit partners in Pasadena in another round of Phase 1 assistance

**FEB 12:** PCF grants \$120,000 to CivicSoul to support temporary housing for 20 families

**FEB 19:** PCF helps Greenline Housing Foundation purchase its first lot in Altadena with a \$500,000 grant

**FEB 25:** PCF supports Altadena Town Council's Altadena Eaton Fire Fund with \$125,000; funds will go directly to individuals and families

**FEB 24:** PCF grants \$225,000 to Door of Hope for its Eaton Fire Housing Assistance Program





## PCF TAKES ACTION

- Immediately leveraged our longstanding relationships with Pasadena-area public, nonprofit, and private sector stakeholders to assess needs, gaps, and opportunities to respond quickly to the disaster.
- Stewarded fundraising to bring critical resources into our community, eventually raising more than \$72 million.
- Connected large funders to nonprofit partners and community initiatives related to fire relief.
- Participated in countless fire recovery supply drives, community convenings, and fundraising events.
- Responded to nonprofit partners and collaboratively developed programs for recovery and rebuilding assistance.
- Awarded \$12 million in relief and housing grants to date.

**MAR 27:** PCF grants \$200,000 to Greenline Housing Foundation for its housing partnership with CivicSoul

**MAR 31:** PCF grants an additional \$50,000 to NDLO and \$25,000 to PACTL to be used as direct relief for local families

**APR 2:** PCF announces the formation of the Altadena Builds Back Foundation (ABBF), a PCF supporting organization, funded with donations totaling \$56 million and governed by five board members

**APR 10:** PCF grants \$150,000 to United Policy Holders to assist fire survivors with insurance case management

**APR 8:** PCF grants \$464,000 to 19 nonprofits for children's mental health initiatives and summer camp scholarships

**MAY 10:** PCF awards a combined total of \$400,000 to Friends In Deed, Union Station Homeless Services, and Beacon Housing in support of housing programs for fire-impacted renters and homeowners

**MAY 14:** PCF announces Khanh Russo, new President and CEO, to join the organization on June 9

**MAY 9:** PCF awards \$1.3 million for a childcare recovery initiative and \$200,000 to College Access Plan for support of displaced student clients

**JUN 9:** PCF grants a combined total of \$165,000 to four nonprofits addressing post-fire senior care, mental health services, and fire-impacted youth

**JUN 10:** PCF grants \$450,000 to Door of Hope in continued support of its Eaton Fire Housing Assistance Program

**JUN 20:** PCF's Altadena Builds Back Foundation announces \$4.55 million to support San Gabriel Valley Habitat for Humanity's project to rebuild 22 homes for fire survivors in Altadena

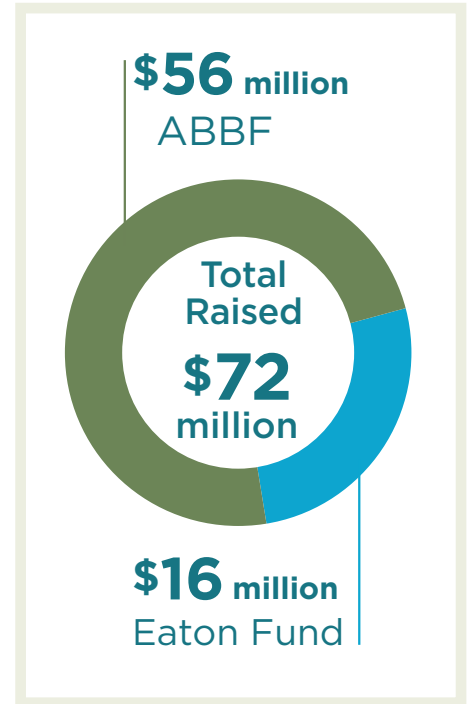
# 5,720 Donors Help PCF Raise \$72 Million\*

## Gifts of \$100,000 or More

(alphabetical order)

Anonymous (4)  
AARP Foundation  
AEG Presents, in partnership with Rose Bowl Operating Company, Golden-voice, and the Just Like Heaven, Cruel World, and Head In The Clouds festivals  
Albert and Elaine Borchard Foundation  
Albertsons Companies Foundation  
All Within My Hands  
Amazon  
Annenberg Foundation  
Anthem Blue Cross Foundation  
Ballmer Group  
Blackstone Charitable Foundation  
California Community Foundation  
California Health Care Foundation

Cancer Support Community Greater San Gabriel Valley  
Cathay Bank Foundation  
Disaster Relief, Recovery and Resilience Fund at the League of California Community Foundations  
East West Bank Foundation  
FireAid  
The Fletcher Jones Foundation  
Lisa Foster  
Gerondelis Foundation, Inc.  
Goldring Family Foundation  
Hastings/Quillin Fund  
Honey Hive Fund, a fund of the Tides Foundation  
IBM  
Linda Jacobs  
Terri & Jerry Kohl  
Anna & Cooper Kupp  
Veronika & Sean McVay  
Margaret & David Mgrublian  
The Milias Foundation  
Wendy Munger & Leonard Gumport  
MusiCares and The Recording Academy  
Niantic, Inc.  
Open Bank & the Open Stewardship Foundation  
Robert Day Foundation  
The Rose Hills Foundation  
Sony Corporation of America  
Sony Electronics Inc.  
Sony Interactive Entertainment  
Sony Music Group  
Sony Pictures Entertainment  
Sydney Stansbury



East West Bank pledged \$250,000 to the Eaton Fire Fund on January 11, a gift that helped fuel our fundraising momentum.

Sun Family Foundation  
UniHealth Foundation  
W. M. Keck Foundation  
Walgreens Foundation  
Helen & Will Webster Foundation  
Wells Fargo  
Whitworth Family  
The Wilke Family Foundation  
WoodNext Foundation, a component fund administered by Greater Houston Community Foundation  
Mark Zuckerberg and Dr. Priscilla Chan

\*As of June 30, 2025

## LEADING LOCAL FUNDING

Numerous donors contributed generous gifts to PCF's fund, and many — recognizing PCF's local expertise and long-term community relationships — sought PCF's counsel in identifying further opportunities to direct more funding to the community. As a result, dozens of PCF's nonprofit partners received significant gifts themselves.

Principal Lawton Gray (left) and PCF VP of Community Impact Jeannine Bogaard (right) join David Ambroz of Amazon Philanthropy at Amazon's backpack giveaway for fire-impacted students at John Muir High School on January 30, 2025. Amazon made a significant contribution to PCF's Eaton Fire Fund and, with PCF's guidance, directed additional funding to more than a dozen of PCF's partner nonprofit organizations.





## RALLYING FOR RECOVERY:

# Inspiring Fundraisers Fuel the Eaton Fire Relief Effort

Our community has been uplifted by the heartwarming efforts of people throughout Southern California and the country to rally support for the Eaton Fire Relief & Recovery Fund. Here we showcase just a few of many unique fundraisers.

**The Colorado Chautauqua Association** in Boulder, Colorado staged an evening benefit concert on February 26 and raised \$14,893.



A homegrown Pasadena band called the **Annandale Peacocks** hosted a front yard concert on February 2 and wowed 60 neighbors with a toe-tapping afternoon, raising \$3,200 for PCF's Eaton Fire Fund.

**Head in the Clouds Trivia**, a Seattle-based trivia event company founded by two *Jeopardy!* champions, passed the hat at their trivia nights at various venues around Seattle for one week and collected \$7,870.



Pasadena Community Foundation was one of three partner organizations to which the Recording Academy's **MusiCares Foundation** directed nearly \$4 million in fire relief raised during the Grammy's telecast on February 2.

In a case where small change helps make big change, **Vroman's Bookstore** gave its customers the opportunity to "round up" their purchases during the month of March to support PCF's fund and raised \$7,396.



PCF grantee **Wisdom Arts Lab** used the space inside Two Sons boutique in Highland Park to exhibit paintings by Nib Geebles (aka Gordon Henderson) that were used for his 2025 calendar; sales of the calendar raised \$8,605 for our fund.

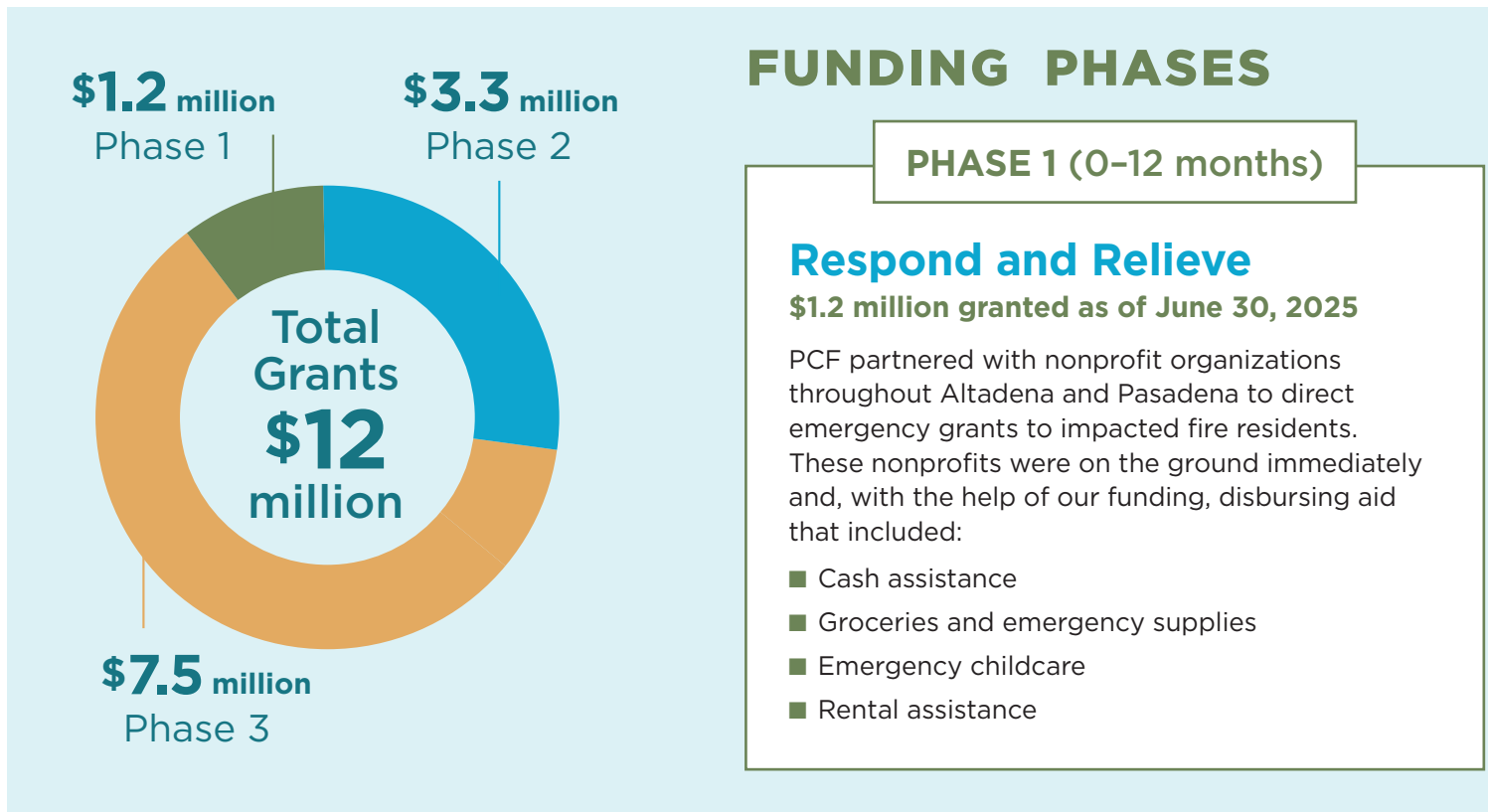
The **LA Rams** organization — in an effort led by players Andrew Whitworth and Cooper Kupp and Coach Sean McVay — issued a fundraising challenge for PCF's Eaton Fire Fund and LAFD Foundation. Former and current coaches and players immediately pledged their support and with help from two PCF donors — the Webster Foundation and Terri and Jerry Kohl — the match was met, resulting in a generous \$1 million raised.



**Cancer Support Community** Greater San Gabriel Valley leveraged its 35th Anniversary Angel Gala in April to raise funding not only for its own very worthy cause but also for the PCF Eaton Fire Fund, presenting us with an incredible \$100,000.

# PCF's Funding Role and Framework

PCF has a long history of catalyzing change through our grant support of nonprofits throughout Altadena, Pasadena, and Sierra Madre each year. We know our community's needs continue to evolve following a disaster of this scale. Of the many areas of profound need, PCF has concluded that we can make the most difference by focusing on three phases of funding support and by addressing specific issues in each phase.







## PHASE 2 (3-24 months)

### Stabilize and Support

**\$3.3 million granted as of June 30, 2025**

Phase 2 funding was and will continue to be disbursed to local nonprofits that are providing the following stabilization and support assistance:

- Temporary and medium-term housing
- Family support and childcare
- Mental health support
- Case management

## PHASE 3 (3 months into long term)

### Recover and Rebuild

**\$7.5 million granted as of June 30, 2025**

Phase 3 funding will focus on the long-term reconstruction of residential Altadena, which will include:

- Gap funding for rebuilding
- Land banking
- Case management and financial counsel as it relates to rebuilding

PCF has formed the Altadena Builds Back Foundation (ABBF) to oversee this work; read more on pages 16-17.





## IMPACT STORIES

PCF's nonprofit partners have the expertise, infrastructure, and community relationships to navigate this crisis, and they have been instrumental in helping PCF direct its funding. In the following pages, we share stories of how our nonprofit partners have assisted our community in extraordinary and compassionate ways.



# Immediate Relief

In the first four weeks following the fire, PCF disbursed more than \$1 million in immediate relief, providing our community partners with flexible funding as they helped our community respond to the disaster.



**Boys & Girls Club Pasadena**, with assistance of \$50,000 in PCF funding, provided urgent supplies and opened a free, full-time childcare program for impacted families.

A \$25,000 PCF grant helped **Pasadena Humane** take in more than 1,500 animals, rescue and reunite over 2,000 pets with their families, and provide emergency boarding, medical care, and supplies throughout the affected region.



**Flintridge Center** organized, with support a \$25,000 PCF grant, a massive community-wide relief drive, which, in the words of Executive Director Josh McCurry, “turned into a two-week outpouring of support and resilience, and a humbling display of community.”



Using \$25,000 in PCF funding, **MPYD** (Mentoring and Partnership for Youth Development) at John Muir High School was able to provide the families of 20 program participants that had lost their homes with \$1,050 in emergency funding.





A community member receives bags of supplies at the February 8 **Altadena Rotary** distribution event, where PCF's funding was used in two ways: The Rotary used \$10,000 to purchase gift cards for fire survivors; a \$60,000 grant was used by the Altadena Library Foundation to purchase and distribute 100 mobile hot spots.

**Beacon Housing** used \$50,000 in PCF funding for its Helping Hands Program, which provided up to \$500 in direct cash assistance to 100 households for emergency financial needs.

Using \$25,000 in PCF funds, **St. Vincent de Paul, St. Elizabeth Conference** provided between \$500-\$2,000 in direct financial assistance to approximately 150 families, helping with rental assistance, a utility bill, or other urgent expenses to begin the process of resettlement.



**Harambee Ministries**, in partnership with Brandon Lamar and the Dena Relief effort, hosted a distribution event on January 31. With help from \$25,000 in PCF funding, an estimated 1,500 community members received shoes, hot food, home necessities, air purifiers, gift-cards, and much-needed fellowship.

**NDLON/Pasadena Job Center** leveraged two grants from PCF totaling \$100,000 to establish a remarkable relief strategy rooted in solidarity and mutual aid.

■ The center organized brigades of *jornaleros* (migrant day laborers) to assist Pasadena and Altadena residents in clearing debris from the wind and firestorms. The brigades' bright orange shirts became a familiar and welcome sight on city streets for weeks. Together they cleared 3,150 tons of debris across Pasadena and Altadena.

■ NDLON also provided direct financial aid to 180 families, served 31,500 hot meals, and hosted numerous material aid drives to ensure impacted families received clothing, food, baby formula, cleaning supplies and PPE, and much more.





# Stable Housing

The devastating Eaton Fire left thousands of families displaced and struggling to rebuild their lives. Finding stable housing following a disaster of this magnitude requires expertise in navigating FEMA and other disaster funding, mounds of paperwork, and perseverance. Leveraging PCF resources, our nonprofit partners in the housing sector immediately employed strategies to secure interim and longer-term housing options.



**\$1.47 million** of PCF's \$3.3 million Phase 2 funding has supported stable, interim housing for displaced residents to date.

**Friends in Deed**, with \$175,000 in PCF grants, provided cash assistance and helped individuals move into new rental homes by covering security deposits, move-in costs, and furniture. Then, the organization provided rental subsidies for up to 18 months to get several families into stable housing.

**Door of Hope**, with three grants from PCF totaling \$725,000, provided cash assistance, secured stable housing options, and helped with move-in support, FEMA, and insurance applications for 150 low-income families.

“For our area’s most vulnerable families, this devastation is more than a loss of property—it’s the brink of homelessness.”

— Door of Hope Executive Director, Megan Katerjian

The Eaton Fire destroyed 6,000 single-family structures; in total 9,400 buildings were consumed by the blaze.







United Way of Greater LA estimates that nearly half (42%) of the single-family homes within the fire zone were likely occupied by renters.



**Civic Soul and Greenline Housing Foundation** using \$320,000 in combined PCF funding, partnered to provide subsidized rental assistance for families who were in urgent need of housing but could not qualify to lease on their own. More than 20 families moved into temporary housing with an average of \$20,000 in rental assistance.



### **Union Station Homeless Services**

leveraged a \$250,000 grant to bolster the impact of its Eaton Fire Housing Assistance Program, which will serve 120 households displaced by the fire with hotel vouchers, rental assistance, and community support referrals.



“This initiative is not merely about temporary housing — it is a transformative approach to rebuilding stronger, more resilient individuals and, in turn, a more resilient community. We believe that stable housing is just the first step; true recovery requires emotional, financial, and structural support to empower families to regain confidence and rebuild their lives with dignity.”

— Caitlin Stamos, CivicSoul



## IMPACT STORIES

# Children's Well-Being

Children are particularly vulnerable during and following disasters. As part of Phase 2 funding, PCF placed a special focus on supporting youth's mental and physical well-being by focusing on two important initiatives: Funding childcare recovery and summer camps.

**SUMMER JOY** PCF directed \$203,000 in Phase 2 funding to 10 nonprofits that host summer camps. The camps will help youth rebuild their sense of community and normalcy by providing structured activities, opportunities for connection, and a safe space for them to cope with the trauma and disruption caused by the disaster.



The **Pasadena-Sierra Madre YMCA** will use PCF funding for summer camp scholarships for families that have lost homes or been severely impacted by the disaster.



## SUMMER CAMP GRANTEES

- A Noise Within
- Armory Center for the Arts
- Better Today Better Tomorrow
- Boys & Girls Club Pasadena
- HMRI Institute
- LA County Parks Foundation
- MPYD at John Muir High School
- Pasadena Sierra Madre YMCA
- Stars
- STEAMcoders



PCF's funding allowed **LA County Parks Foundation** to provide scholarships for its 2025 ESTEAM summer program at the newly refurbished Loma Alta Park. The programs follow a trauma-informed approach to healing through play and early career exploration.

**STEAMcoders'** summer programming typically helps fill the achievement gap for students who live in under-resourced areas. This year, summer at STEAMcoders will also address fire-related learning disruptions and strengthen basic tech skills — all free of charge with help from PCF's funding.

◀ PCF's funding will help **A Noise Within** provide an additional 15 camp scholarships for families impacted by the fire.



# CHILDCARE RECOVERY

Childcare providers and their client families are among those most profoundly impacted by the Eaton Fire. A devastating number of childcare spaces in Altadena and Pasadena were damaged and destroyed, exacerbating a preexisting childcare crisis.

PCF has committed to funding \$1.3 million in support of three organizations operating as a consortium Child Care Directors Alliance (CCDA), Pacific Oaks College and Children’s School, and the City of Pasadena Task Force on Early Child Development and Early Learning. The consortium will prioritize immediate and direct support to families and childcare providers so that they can stabilize operations as soon as possible.



“We are not just rebuilding structures but strengthening the bonds that make us a community. The support from PCF will uplift our childcare sector and help us create something new, something resilient, something worthy of our children’s future.”

— Dr. Breeda McGrath, President of Pacific Oaks College and Children’s School

As many as 50% of children report post-traumatic stress symptoms after a disaster, such as recurring thoughts about the disaster, hypervigilance, or difficulty sleeping or concentrating. Chronic mental health symptoms have been observed among children even four years after a disaster event.

— National Institute of Health



## EATON FIRE CHILD CARE IMPACT DATA

FACILITIES IMPACTED	Altadena	Pasadena	TOTAL
Number of childcare centers	23	55	78
Centers damaged/destroyed	11 (48%)	2 (0.04%)	13 (17%)
Family childcare homes (FCCH)	27	39	66
FCCH damaged/destroyed	17 (63%)	1 (0.03%)	18 (27%)
TOTAL Facilities	50	94	144
TOTAL Damaged/destroyed	28 (56%)	3 (0.03%)	31 (22%)

The Eaton Fire left more than half of the licensed Childcare Centers and Family Child Care Homes (FCCH) facilities in Altadena damaged or destroyed, while 60% of the spaces previously available for children are no longer available.

HERE FOR THE LONG TERM

# The Altadena Builds Back Foundation

July 7, 2025

To the generous hearts who support Altadena,

As part of PCF's Phase 3 response to the Eaton Fire disaster, Pasadena Community Foundation formed a supporting organization that we have named the Altadena Builds Back Foundation (ABBF), which is dedicated to the task of rebuilding residential Altadena. Following my announced retirement from the position of CEO of PCF in June, 2025, I agreed to lead ABBF along with our Project Director, Candice Kim, and a five-member board of directors.

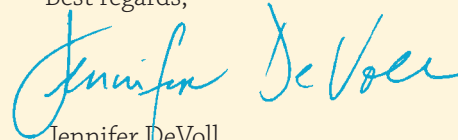
Many donors contributed over \$56 million and directed that the funds be used exclusively for the long-term reconstruction of Altadena, with the stipulation that we do everything conceivable to ensure that the people who want to return to Altadena and to rebuild have the opportunity to do so.

Over 6,000 homes were lost in the Eaton Fire, with disproportionate impact in Altadena. For many homeowners, their homes were their biggest assets. Many homes were passed down through generations. Some were underinsured. Some were entirely uninsured. Renters were also unduly impacted.

Altadena enjoys a uniquely eclectic composition that contributes to a fierce and spirited sense of place. Several efforts are currently underway to ascertain the wants and needs of residents as the rebuilding process goes forward. One thing is clear: People want Altadena to retain its uniquely diverse, creative, consciously eclectic nature. ABBF wants to ensure that no one is driven out by opportunistic profiteering. Those who choose to leave should be fully and fairly compensated for their properties with the opportunity to sell their land to those who share the community's priorities.

Rebuilding Altadena will take time. It will not be easy, nor will it be straightforward. ABBF and PCF are committed to helping for the duration.

Best regards,



Jennifer DeVoll

Executive Director, Altadena Builds Back Foundation

## VISION

That our community's collective generosity and resilience will ensure that those affected by the fire who want to rebuild and remain can do so and Altadena will emerge even stronger and more interconnected.

## MISSION

To help lead and fund Altadena's community-centered recovery, ensuring a just, equitable rebuilding process that prioritizes housing and those most affected by the Eaton Fire.



ABBF's staff and founding board: Jennifer DeVoll, Candice Kim, Scott Christopher, Greta Mandell, Mark Mariscal, and Tony Gronroos; Robin Hughes, inset. Robin, Greta, and Mark lost their homes, and Tony has been displaced; they are long-time Altadena leaders and residents.



# Altadena Builds Back Foundation Supports the Rebuild of 22 Altadena Homes

PCF's Altadena Builds Back Foundation was on hand June 26 at Brookside Park to put in some sweat equity and celebrate a monumental San Gabriel Valley Habitat for Humanity project. With \$4.55 million in Altadena Builds Back Foundation (ABBF) funding, SGV Habitat will rebuild 22 homes in West Altadena at no cost to low-income, underinsured, long-time Altadena homeowners. Many of these applicants represent multigenerational households or are seniors living on fixed incomes.

SGV Habitat is working with LA County to streamline the process: The organization has submitted three designs created by the Foothill Catalog and nine SGV Habitat Accessory Dwelling Unit (ADU) designs for pre-approval, which will help expedite the pre-construction process as rebuild begins. The project will break ground early this fall and should take three years to complete.



Staff and board from PCF and ABBF joined SGV Habitat's Rebuilding Walls of Hope event on June 26 to work an inspiring volunteer shift and celebrate ABBF's support of this monumental project.



Foothill Catalog is a collection of local architects that has designed the homes SGV Habitat will build in Altadena. The three facades match the style of many homes lost in Altadena and allow for homeowners to choose what their new home will look like. The two organizations are committed to ensuring that the rebuilt homes don't feel out of place—they feel like home.



“With vital funding from the Altadena Builds Back Foundation and our incredible partnership with Foothill Catalog, SGV Habitat for Humanity is ready to create a scalable, replicable housing model based on community feedback. We have standardized designs that leverage gap financing and 0% interest loan layering. This approach increases affordability while maximizing survivor agency and long-term stability. We are thrilled that this project will help 22 survivor families return home to Altadena in a way that respects their legacy and supports their future.”

— Bryan Wong, Executive Director, SGV Habitat for Humanity

## GRANTEE ORGANIZATIONS

**As of June 30, 2025, PCF has disbursed \$12 million in 67 relief grants to 54 nonprofits.**

A Noise Within  
AltaMed  
Armory Center for the Arts  
Altadena Library Foundation



Altadena Rotary Charities  
Altadena Town Council Fund  
Beacon Housing (3)  
Better Today, Better Tomorrow  
Boys & Girls Club of Pasadena (2)  
Casa Treatment Center  
CivicSoul  
College Access Plan (2)  
Community Women, Vital Voices  
Convalescent Aid Society  
Day One  
Door of Hope (3)

Families Forward Learning Center  
First AME Church  
Five Acres  
Flintridge Center  
Foothill Family  
Foothill Unity  
Friends in Deed  
Greenline Housing Foundation (2)  
Harambee Ministries  
Huntington Medical Research Institutes  
Huntington Senior Care Network (2)  
Impact House  
LA County Parks & Rec Dept.  
Learning Works  
MPYD at Muir High School (2)  
My Tribe Rise  
NDLON/Pasadena Job Center (2)  
New Revelation Baptist Church  
PACTL (2)  
Pacific Clinics  
Pasadena Audubon Society  
Pasadena Humane

Pasadena Meals on Wheels  
Pasadena Rosebud Academy Charter School  
Pasadena Senior Center  
Pasadena Sierra Madre YMCA  
Pasadena Village (3)  
San Gabriel Valley Habitat for Humanity  
Shepherd's Door  
St. Vincent de Paul  
Stars  
STEAMcoders



Union Station Homeless Svcs.  
United Policy Holders  
Victory Bible Church  
Villa Esperanza  
Young & Healthy  
YWCA San Gabriel Valley







## KEEPING ALTADENA IN FRIENDLY HANDS

# A \$500,000 PCF Grant Helps Greenline Housing Foundation Begin Its Land-banking Initiative

In the immediate weeks after the Eaton Fire, a UCLA study showed that Black residents were disproportionately impacted by disaster and will experience more financial difficulty in the road to recovery — a fact that does not surprise the founder and director of Greenline Housing Foundation, Jasmin Shupper. Well before the disaster, the foundation has assisted home buyers of color reverse the effects of systemic inequalities and a pervasive lack of access to vital resources.

In Altadena, eight out of 10 Black residents are homeowners — almost double the national Black homeownership rate. These legacy homeowners hold homes and property that have been passed down over generations — something not easily replaced.

Greenline Housing Foundation received \$500,000 from PCF's Eaton Fire Fund to purchase its first parcel of land in a land-banking initiative. As many homeowners find themselves in the unfortunate position of having to sell their properties, Greenline provides the opportunity to sell to a mission-friendly entity that will hold the land in trust for those who have or want roots in Altadena, rather than private investors or corporate landlords. Then, when the time is right, Greenline's parcels can be sold to first-time homebuyers or family members of those who have lived in Altadena for decades. "We want to ensure this rebuild is community-centered and retains the rich identity of the area," says Shupper.

48% of Black households in Altadena were destroyed or sustained major damage, compared to 37% of non-Black households.

61% of Black households in Altadena were located within the Eaton Fire perimeter, compared to 50% of non-Black households.





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

## ABOUT THE PASADENA COMMUNITY FOUNDATION

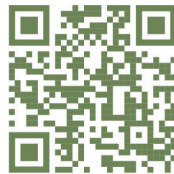
# A Catalyst for Positive Change

The mission of the Pasadena Community Foundation (PCF) is to inspire generosity and engage the resources of our community for present needs unfulfilled and future needs unforeseen. With a legacy dating back to 1953, PCF has built a strong foundation of trusted expertise and donor generosity to address the evolving needs of the community. We are dedicated to fostering a thriving and connected Pasadena area.

PCF works to strengthen our community by ♦ Providing grant funding to empower local nonprofits ♦ Supporting initiatives that enhance community well-being ♦ Helping donors achieve their philanthropic goals ♦ Building and preserving permanent endowment funds to sustain charitable giving.



Our community's needs continue to be immense and will be for years to come. PCF, on behalf of our community, is grateful for continued donations to the Eaton Fire Relief & Recovery Fund.



ON THE COVER: PCF is grateful to the owners of Café de Leche, Matt and Anya Schodorf, and artist Rachel Fannin for their permission to use and modify the painted heart on our report cover. This heart was showcased as a mural at Café de Leche's Altadena location, which was lost to the fire.