# Community MATTERS





# PCFresponds with URGENCY OUTREACH & FLEXIBILITY

\$2.6 million awarded in 2020 to 110 local organizations



#### MARGARET MGRUBLIAN BOARD CHAIR

From the earliest days of the COVID pandemic, the Board understood the urgency of relief funding and responsive support – we knew we needed to allow the Foundation the flexibility to change course and to act quickly and strategically to the dramatic and unpredictable crisis rapidly unfolding. Our task was made easier because of our deep belief in our staff and by a position of financial strength. For decades, PCF has been a prudent steward of endowments, has operated with the highest level of integrity that has built community trust, and has developed strong relationships with civic and nonprofit leaders. These accomplishments positioned PCF to be among the critical first responders in Pasadena and has kept the Foundation at the forefront of relief aid throughout 2020.

### JENNIFER DEVOLL PRESIDENT & CEO

In the eight months since COVID began, PCF has truly embraced the "community" at the heart of our mission, not only by nimbly stepping up for vulnerable populations with needs suddenly exacerbated by the pandemic, but also by inspiring community members to generously help fund this critical pivot. While our local grant making is typically funded by endowments established for our hometown, we knew this crisis mandated a broader, collaborative response. Our **COVID Disaster Response Fund** was established with \$100,000 in grant reserves we had set aside for an emergency, but it was bolstered immediately with two matching gifts of \$100,000 and donors who collectively raised an astonishing \$650,000 to supplement PCF's initial seed funding. We deployed 100% of those funds this year and recognize that the community's generosity was paramount to our response.

#### KATE CLAVIJO SENIOR PROGRAM OFFICER

I joined PCF in February 2020, and within a month, was working with our team to confront the COVID crisis. Tasked with outreach and gathering information to guide our decision making, we set out to clearly identify community needs and conditions. Through collaboration and careful listening to those with a "finger on the pulse of the community," we've worked to ensure that PCF's funds are being allocated where most needed. The



first calls were to people like Patti from Meals on Wheels, who shared how a homebound senior feared leaving her home, and was without food for three days. Grandview Foundation shared how the men who would be discharged from their recovery programs needed temporary housing. Such insights, as well as community-based research, helped shape four phases of grant guidelines. Our goal was to deploy resources quickly, and also to balance immediate needs with the uncertainty of how long the pandemic would persist. We did just that. We are proud to showcase our 2020 grantees in the pages to follow.

In MAY PCF hosted first of a series of Zooms with local food pantries. Zoom with arts and cultural organizations conducted in **JUNE** learned of lost revenue and the importance of supporting the arts and cultural nonprofits, even if they are not providing COVID response services.

PCF surveyed
100 non-profits in **JULY** to assess needs,
challenges, and changes
in services related to
COVID. Results helped
define Phase 4
grant guidelines.

#### SEPTEMBER

PCF conducted check-ins with Phase 2 grantees to determine shifting needs.

Ongoing
interviews in
OCTOBER with
education leaders reveal
new needs related to
school opening virtually
and the digital
divide.

# LISTENED

PCF acted quickly in **EARLY MARCH** 

to launch an emergency COVID Response Fund and made an initial commitment of \$100K.

PCF lifted restrictions on \$200K in pending grant funds in **LATE MARCH** and immediately made grants to 9 local organizations working to distribute food and supplies to seniors and low-income individuals and families.

Phase 2 grants totaling \$608K were granted in APRIL to address immediate needs. In just over a week in **MID MARCH,** PCF staff conducted in-depth interviews with 24 city leaders, local nonprofit directors, and community foundation colleagues to assess the most urgent needs and identify any gaps in existing resources. These early listening efforts initiated and sustained PCF's collaborative, targeted, and ongoing response to the evolving COVID crisis.

# RESPONDED

In MAY, Pasadena Child Health Foundation, a PCF fund, awards \$205K to 15 non-profits addressing the needs of children during the pandemic.

> Small Business Relief Grant Fund application launched in **JULY** with City and Chamber.

Phase 4 grant review in **SEPTEMBER** 

included an expansion of PCF grant criteria to focus on racial equity, as well as emerging needs like technology, infrastructure, and childcare. Additionally, 100% of PCF Scholars start school year with computers and home internet.

#### In OCTOBER,

PCF awards Phase 4 grants and contributes \$50K to support the city's Arts & Culture Relief Grant Program.

#### In AUGUST.

Small Business Relief Grant Fund awarded \$390K to 39 organizations. PCF also awarded nearly \$1M in grants for the housing initiative and education.

**ONGOING,** PCF staff engages in peer learning and virtual conferences to stay abreast of evolving needs.

In 2020, PCF awarded grants to 110 local organizations to alleviate the impacts of COVID-19.

# FIRST AFRICAN METHODIST EPISCOPAL CHURCH - PASADENA

First AME was able to sustain weekly goods distribution of fresh meat, vegetables, and nonperishables to the northwest Pasadena community. The demand for food increased from a typical pre-pandemic total of 125 families per week to 450 families. In July and August alone, AME provided assistance to nearly 4,000 individuals.

"We used the funding to buy healthy food and basic supplies like diapers. The right attitude is important, and we give those in need friendship and care for the whole person. Beyond just providing food, we are building relationships."

— Rev. Larry E Campbell, Sr. Pastor, First African Methodist Episcopal Church, Pasadena





## FOOTHILL UNITY CENTER

With PCF's support, Foothill Unity Center was able to provide three times the services as it did in 2019. From January to October alone, it served 12,338 individuals and experienced a 72% increase in new client families.

# Jocused on FOOD INSECURITY

From food distribution and hot meal deliveries to vouchers and gift cards, food banks throughout Pasadena are making sure our neighbors impacted by the crisis have the food they need to stay nourished and healthy.

Feeding America, the nation's largest hunger relief organization, says coronavirus-related economic crises could push the number of food insecure Americans to 54 million by year's end -17 million more than before the pandemic.

3

#### FRIENDS IN DEED

Friends in Deed experienced a 30% increase in the number of families they serve due to the pandemic. With PCF's support, FID now provides food to more than 400 households per week, as well as rental assistance for families financially struggling to stay in their homes.



#### **NDLON**

#### (National Day Laborer Organizing Network)

Through the support of the Foundation, NDLON's Pasadena Community Job Center purchased the equipment necessary — from food racks to fridges — and developed the infrastructure to establish a food pantry. PCF was instrumental in assisting NDLON with their application to become an LA Regional Food Bank Partner, making their pantry more sustainable. From May to June alone, its food pantry distributed food boxes to more than 2,500 local families — and thousands more in the months since.

# STARS

"We have shifted from afterschool programs to a full-scale food distribution program after 85% of our parents either had their hours cut or lost their jobs due to COVID-19. Each week 45-50 families come to Stars to pick up groceries, recipes, games, educational activities, and other supplies."

 Nancy Stiles, Executive Director, STARS

# 4

## HARVEST VILLAGE MINISTRIES

The church's Food Bank Delivery Support coordinates with local food banks and the Pasadena Public Health Department to make at-home, no-contact deliveries. In September alone, the ministry provided food for more than 500 families (nearly 1,500 people).

# 6 OUTWARD BOUND ADVENTURES



8

#### **MEALS ON WHEELS**

Meals on Wheels food delivery services doubled the number of visits to homebound seniors.

## 9 YWCA OF SAN GABRIEL VALLEY

With PCF funds, the YWCA was able to adapt its meal program for low-income seniors to a graband-go model at locations that include Jackie Robinson and Villa Park community centers and the Pasadena and Altadena senior centers.

10 ABILITY FIRST

12
BEACON SENIOR
HOUSING

11

#### ARMENIAN RELIEF SOCIETY

With PCF funding, the Armenian Relief Society (ARS) Social Services provided medical and nutritional support for low-income seniors, along with rental assistance and housing-related issues.

13
BOYS & GIRLS CLUB
OF PASADENA

"Our modified, socially distanced in-person summer program ran for eight weeks with no cases of COVID. Kids were happy and safe, and parents were relieved to have them out of the house."

Lisa Cavelier, Chief Executive Officer,
 Bovs & Girls Club of Pasadena

# Jargeting vulnerable POPULATIONS

14-16
BRAILLE INSTITUTE
OF AMERICA, INC

CASA DE LAS AMIGAS

CONVALESCENT AID SOCIETY

17
FIVE ACRES

PCF helped fund non-budgeted residential program expenses early in the pandemic, including PPE, enhanced facility disinfection and more, thereby enabling Five Acres to continue to feed, care for, and guard the health and well-being of 147 children.

Low-income families with children, seniors, foster and transitional youth, adults in recovery or with disabilities – these vulnerable groups and many more experienced unique hardships as the pandemic unfolded. PCF grants helped address mental health needs, emergency residential programs, childcare, rental assistance, and much more.

# 18 FLINTRIDGE CENTER

PCF funds have allowed Flintridge Center to provide financial support to cover food, utilities, and rental assistance for 24 client families. The support has been critical for many families that continue to struggle with unemployment.

19&20

**FOOTHILL FAMILY** 

FRIENDS OUTSIDE IN LOS ANGELES COUNTY

21
GRANDVIEW
FOUNDATION

**22** HATHAWAY-SYCAMORES CHILD & FAMILY SERVICES

"With PCF support, we have maintained a safe environment for staff and patients; we continue to bring addicts wanting recovery into our facility; we secured a new sober living house to mitigate an anticipated problem for patients no longer eligible for county funding for housing."

Shelly Wood, Executive Director,
 Grandview Foundation



# 23 HILLSIDES

Hillsides used PCF funds to purchase PPE that allowed them to continue to support 120 children in their residential treatment program. They were also able to quickly provide its most at-risk youth and families with smartphones/laptops to avoid disruption in mental health therapy.

# **26**PASADENA SENIOR CENTER

Since the pandemic, with PCF support, the Pasadena Senior Center has provided or helped with the delivery of nearly 8,000 meals to homebound seniors.

# **24**JOURNEY HOUSE

With PCF funding, Journey House helped prevent college-age clientele from becoming homeless by providing rent. It also expanded mental health assistance and facilitated referrals to counseling agencies in the Pasadena area.

27&28

PROFESSIONAL CHILD
DEVELOPMENT ASSOCIATES
THE GOODEN CENTER

25

### PASADENA ALTADENA COALITION OF TRANSFORMATIVE LEADERS

"With PCF support, PACTL has been serving 560 people weekly with our food pantry and delivering 38 boxes weekly to 190 people unable to come to our location. We are also paying emergency bills such as Spectrum so our clients can have Wi-Fi for school Zoom classes."

Yoland Trevino, President, PACTL

### 29 VILLA ESPERANZA

PCF funds supported Villa Esperanza's emergency residential program for 42 adults with special needs

who live in group homes. Needs included: an increase in personnel hours, three meals/day for all clients and staff at their residences, and the necessary PPE to keep themselves and others safe.



## 30

## ALL SAINTS CHURCH PASADENA

In support of All Saints Church's new and innovative Safe Haven Bridge to Housing Program, which assists unhoused individuals and addresses the severe shortage in shelter capacity during the pandemic, PCF funded the installation of lockers to provide daytime storage for personal items. For those living on the street, keeping some essential belongings without worry can be a first step in recovery from homelessness.

"Your immediate financial support let our church community know that offering a safe haven bridge to housing was within our reach, and it signaled to the larger community and city that we can innovate together to make a difference in the lives of those suffering from the condition of homelessness."

- Sally Howard, Associate Rector, All Saints Church



# Addressing Homelessness

"Pasadena has 500 or more of our neighbors experiencing homelessness on any given day and many more on the verge of falling into it." Bill Huang, City of Pasadena Director of Housing.

Not only did PCF funding assist those already unhoused on the streets of Pasadena with vital services, it also enabled organizations to protect clients on the verge of homelessness by providing resources for emergency rental assistance, housing, and other critical services.

32 ELIZABETH HOUSE



Equipping families experiencing homelessness to rebuild their lives since 1985

31

#### **DOOR OF HOPE**

Because of sudden job layoffs and school closures, graduates of Door of Hope's transitional housing program (former clients who were once homeless and now living in their own homes) became at risk for homelessness again. For the first time ever, the organization expanded its Alumni Services to include not just case management and therapy, but emergency rental assistance as well.



**SALVATION ARMY PASADENA** 

PCF not only supported Salvation Army's food pantry with a grant but also made a \$350,000 pledge to support the construction of the Hope Center, which will permanently house 65 homeless individuals.



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## SAN GABRIEL VALLEY HABITAT FOR HUMANITY

PCF fully funded a pilot program to build an accessory dwelling unit (ADU) to demonstrate the feasibility of ADUs as a tool for rapid rehousing. If scaled, it could be a national model for providing more housing at an affordable cost.

"I want to humbly thank you for your continued and increased support during the pandemic. PCF has stepped up to ensure that our services for our most vulnerable neighbors have continued, uninterrupted. I cannot begin to explain how grateful we are to have you as a partner."

 Dana Bean, Senior Director of Development & Communications, Union Station Homeless Services

# **35** UNION STATION HOMELESS SERVICES

USHS used PCF funds to support its ongoing meal delivery and the provision of safe temporary housing for the elderly and health-compromised adults experiencing homelessness.



36
ARLINGTON
GARDEN IN
PASADENA

37
CANCER
SUPPORT
COMMUNITY
PASADENA

38

COMMUNITY HEALTH
ALLIANCE OF PASADENA

Community Health Alliance of Pasadena (CHAP) Care transformed 9 out of their 14 exam rooms at Fair Oaks Health Center for both telehealth and in-person visits, while also providing 11,000 medical visits to 3,000 low-income and uninsured patients.



"We shifted most of our services to a virtual platform, which has enabled us to reach out to people affected by cancer who are too ill to travel to us in person and people limited by transportation issues. We have also added virtual orientations and opened our comedy nights to families affected by cancer nationwide."

Julie Stevens, Operations
 Manager, Cancer Support
 Community Pasadena

# Committed to HEALTH & WELL-BEING

As COVID-19 took its toll on both collective physical and mental health, PCF-funded organizations had to adapt services normally done in person or bolster services to help mitigate the impact of social isolation and stress. Local organizations creatively turned to telehealth visits, augmented mental health services, purchased PPE, and provided equipment and opportunities for outdoor activities.

"We are seeing the needs for social interactions and physical exercise. Parents were so grateful to have kids away from screens and active and the girls are into it."

Molly Snow, Executive Director, GOTR

39

GIRLS ON THE RUN
OF LOS ANGELES
COUNTY (GOTR)



## 40 HUNTINGTON HOSPITAL

Funding supported frontline caregivers with the purchase of vital PPE, meal vouchers, childcare allowance, mental health counseling, and alternative housing. Additionally, the Huntington Hospital Senior Care Network pivoted to telehealth-only service delivery and continues to serve 600 clients, keeping them safe with dramatically better COVID risk reduction over skilled nursing facilities.

# **PASADENA PUBLIC HEALTH** DEPARTMENT

Maternal, Child & Adolescent Health (MCAH) Program identified immediate and emerging needs of families, including basic supplies such as diapers, wipes and formula, as well as support for mental health and childcare. Support also went to improving community outcomes in perinatal and infant health.

### 42 PEACE OVER VIOLENCE

Funding from PCF provided direct relief to low-income survivors of domestic violence and their children in the Pasadena area. Assistance included transportation to safe locations, vouchers for safe hotels, food, and any immediate needs for clothing, shoes, and personal care products.

#### 43 **ROSE BOWL AQUATICS CENTER**

#### **PLANNED PARENTHOOD** OF PASADENA & SGV

Pasadena Planned Parenthood launched a telehealth service in March, and in one week increased telehealth visits by more than 700%. In the first month, PPPSGV served more than 1,300 patients; five months later, it was providing more than 8,000 telehealth visits, not only maintaining but in fact expanding patients' access to essential reproductive health care.



45 YOUNG & HEALTHY

PCF funds supported Young & Healthy's targeted Pandemic Response and Relief program, which assisted 300 families in disproportionately impacted neighborhoods with pandemic relief supplies, as well as wraparound services for families impacted directly by COVID. By September, Young & Healthy had completed 2,000 wellness checks — in the process, helping remove barriers to care. 46 **ADELANTE YOUTH ALLIANCE** 

**ALTADENA** CHILDREN'S CENTER

#### **COLLEGE ACCESS PLAN**

CAP quickly pivoted programs to online formats and then got back business as usual: ensuring that all PUSD students and their families have the information they need to apply to, afford, and achieve their college dreams.

number of COVID cases and families and staff safe in our program and build enrollment to sustainable numbers was critical. PCF support helped fill in the gaps and provided us to operate in these

# byes on DUCATION

#### **FAMILIES FORWARD LEARNING CENTER**

With PCF funding, Families Forward Learning Center was able to expand its virtual Healthy Parent and Child Services to include assessments for stress, mental health risks, and other case management needs; educational workshops for parents; and support group sessions for families.

**INSTITUTE FOR** THE REDESIGN OF **LEARNING** 

As the pandemic hit, across the city and in countless homes, young people and their families struggled to adapt to the new normal of distance learning.

PCF grantees jumped into action, facilitating broad support to ease the transition to remote learning and helping schools and students address a wide range of needs.



# LEARNING WORKS

When COVID-19 emerged, Learning Works had to quickly adapt its model of learning and how it supported students and families to continue to stay connected to school. PCF helped fund the distribution of Chromebooks to ensure that teachers and students could connect over Zoom, Teams, and other video-conferencing platforms.

# PCF scholars

In 2019, PCF established the PCF Scholars Fund to assist local high school graduates who enroll at Pasadena City College. Combining financial assistance and guidance, the program helps these



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### PASADENA EDUCATIONAL FOUNDATION

PEF has been supporting a variety of efforts in PUSD during the pandemic: PUSD's Families in Transition, PPE for volunteers and staff; support for families with students with exceptional needs and deeper support for first-grade readiness (expanded to include support during fall semester rather than just summer).

56

#### **READING PARTNERS**

Reading Partners has pivoted to launch "Reading Partners Beyond," a distance tutoring and family engagement program that provides students with a blend of online literacy tutoring and family literacy resources during a time when they may face significant challenges to traditional learning due to the pandemic.

52

#### **PARTNERSHIP FOR SUCCESS!**

"Students love our program because of the connection they make with teachers and interns. We adapted to distance learning to allow students to build these much-needed connections while still offering an interesting and engaging curriculum."

 Jose Melgoza, Executive Director, Partnership for Success!

53
PASADENA EDUCATION NETWORK



**55** 

# PASADENA CITY COLLEGE FOUNDATION

With many PCC students struggling financially during the pandemic, PCF support enabled 400 students to get their basic needs met, including food, rent support and more.

58

**57**STEAM:CODERS

THE MARIANNE FROSTIG CENTER FOR EDUCATIONAL THERAPY

13



#### THE SOAP KITCHEN

"Receiving the grant from PCF was truly a godsend for us. Our soap shop has been struggling, as many other small businesses have and still are. The grant allowed us to purchase much-needed raw materials to start our holiday production of 3,000 pounds of soap. We can't thank PCF enough."

– Dali Yu, Owner, The Soap Kitchen

### 59-98

1202 Salon and Spa 5 Star Foot Massage Ace Cleaners **April Blooms Arroyo Cleaners** Art & Science Cafes American Dental and **Medical Institute** 

Salon Figaros

Cerveceria Del Pueblo

Clothes Heaven

Contessa Collections

Curative Yoga

DanceStreet

**Express Smog Test Only** Center

EveDazzle Inc.

F. Suie One Co.

Fred Astaire Dance Studio

Garos Basturma

Get Fit By MJ

Hye-Kenpo Karate

Jackie's Nails

Jade & Myrrh Aesthetics

Lumina Academy

Massage Plus Company Pasadena

Mercadito Monarca

Mi Casa Mexican Food

Old Towne Pub

Perry's Joint

Picante Mexican Restaurant

Printing and Digital Copy

**ProNails** 

The Art Studio

The Original Whistle Stop

The Pumpernickel Deli

The Soap Kitchen

Torino Cafe

Vivia Studios

Whimsy Pasadena

Wok Master

# **SMALL** BUSINESS

Support

On June 15, 2020, Pasadena City Council approved a collaborative partnership to help Pasadena's small businesses recover from the

economic impact of the COVID crisis. The Small Business Relief Grant Fund took shape with an appropriation of \$500,000 in direct support, plus up to \$250,000 in matching funds. Pasadena Community Foundation was chosen to administer the grants, which were aimed at providing additional support beyond federal, state, and local aid to street-level, storefront small businesses.

In August, 2020, grants were awarded to 39 small businesses throughout Pasadena.

### 99 **NAACP PASADENA**

"The funds from the CARES Act didn't come far down enough to our local level. We started giving out grants in May, and our goal is to support 100 local, Black-owned businesses, so we have to raise \$200,000. PCF's support gets us that much closer. So far, we have distributed to local restaurants, beauty supply stores, newspapers, preschools and a woman's shelter."

- Allen Edson, President, NAACP Pasadena chapter



# 100 PASADENA FOOD HUG

"Just because we can't physically hug people right now, there are ways we can show our appreciation and support the essential workers who are out there doing their jobs and making a difference in our community. We provide meals (aka 'food hugs') to frontline heroes prepared from minority-owned restaurants in the city."

— Trisha Muse, Founder, Pasadena Food Hug

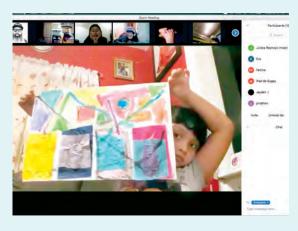
101
A NOISE WITHIN

102
ACADEMY OF MUSIC FOR THE

# 103 ARMORY CENTER FOR THE ARTS

"Thank you so much for PCF's leadership, support and the additional contribution to the Pasadena arts community. It will help all of us sustain an important part of our civic and cultural fabric in Pasadena."

— Leslie Ito, Executive Director, Armory Center for the Arts



104
ART CENTER
COLLEGE OF
DESIGN

# 105

#### CITY OF PASADENA -CULTURAL TRUST FUND

"The Annual Grants Program supports the creative life of Pasadena by expanding public access to the arts in the community. In response to the pandemic, The Arts & Culture Relief Grant Program was enhanced by a new partnership with PCF. Thanks to PCF's \$50,000 supplement to the City Council budget of \$500,000, 27 organizations have been awarded funding to support their valuable programs."

— Rochelle Branch, Cultural Affairs Division Manager, City of Pasadena

109
SIDE STREET
PROJECTS

110
WISDOM ARTS
LABORATORY

# Attending to THE ARTS

The shuttering of arts and cultural institutions upon the Safer at Home Order in March meant suddenly precarious futures for museums, theater companies, music conservatories, and artists themselves. PCF grantees in the arts sector had to re-imagine how to engage the community and scramble to create remote interactive programming, distribute materials to students stuck at home, and work with new partners to extend their services.

108

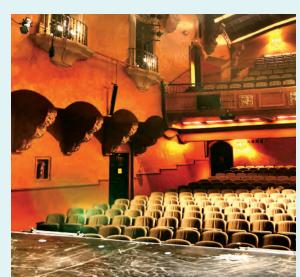
#### **PASADENA PLAYHOUSE**

"We pivoted the entire organization to a digital programming slate for Fall 2020."

— Danny Feldman, Producing Artistic Director, Pasadena Playhouse

106
KIDSPACE
CHILDREN'S
MUSEUM

107
PARSONS NOSE
THEATER



#### **Join PCF's Friends & Fellows**

# Meeting the Challenge of "Needs Unforeseen in a Time of Crisis"

The power of community philanthropy comes from strength in numbers. Gifts to Friends & Fellows and the establishment of Endowment Builder funds enabled the Pasadena Community Foundation to respond quickly and broadly when the pandemic struck.

Join those who made PCF's dramatic COVID response possible. Become a PCF Friends & Fellows today with any donation or by establishing a named endowment.



"We invite you to join us in making a measurable difference in the lives of Pasadena's most vulnerable."

Charmayne and Raymond Ealy,
 Friends & Fellows Campaign Co-chairs

To donate or to find out more, visit our website at pasadenacf.org or contact Lauren Le Ber, Donor Relations & Events Manager, at lleber@pasadenacf.org or (626) 796-2097, ext. 3.



#### PCF COVID Response Video

The Pasadena Community Foundation's mission of meeting needs unforeseen was challenged like never before with the onset of the pandemic. A new video, titled **MEETING NEEDS UNFORESEEN: PCF's** Response to the Pandemic. captures the Foundation's rapid and remarkable response when the virus struck and highlights how a few of the 120 grants PCF provided to 110 local organizations translated to life-saving services. View it at pasadenacf.org

This year, the Yes, Virginia Fund awarded \$15,000 in grants to the following nonprofit agencies, which will find creative and safe ways to bring Christmas joy to children in need.

Boys & Girls Club of Pasadena

ChapCare

Door of Hope

Elizabeth House

Families Forward Learning Center

Flintridge Center

Impact House

Pasadena Altadena Coalition of Transformative Leaders (PACTL)

Pasadena Altadena Community Endowment Fund

Professional Child Development Associates

Treasure Little Children Foundation





