Corporate Social Responsibility & Giving Guide

This special advertising supplement did not involve the reporting or editing staff of the Los Angeles Business Journal.
Corporate Social Responsibility & Giving Guide

Letter from the Publisher

As business people in Los Angeles, it is part of our responsibility as economic leaders in the region to seek out and support those organizations that do so much to help our communities thrive and supply aid to these in need on a multitude of levels. It’s without a doubt one of the aspects of our society here that makes us great.

That’s what this special supplement is all about. We’re here to urge you to engage with a non-profit or cause that is meaningful to you, your family and/or your place of work. You’ll find few acts more rewarding. We hope to inspire entrepreneurs — currently in the throes of growing their businesses — to be aware of the needs of their community.

We’re also here to acknowledge those extraordinary corporations and foundations that have led by example and taken the process of corporate social responsibility to the next level by making good on their commitments to their nonprofit partners regardless of economic environment and societal trends.

We at the Los Angeles Business Journal are proud to present you with the volume you now hold in your hands — our annual Corporate Giving special supplement. We hope it serves to remind you of the need while providing you with a resource to aid in the quest for partnering with the right organization.

Thanks are due to our section sponsor, Accenture, who made this volume possible and many thanks to you, our readers who have taken the time to consider the needs of your community.

We hope these pages inspire you as individuals, as citizens of this great region and as corporate decision makers — to once again “do the right thing.”

Matthew A. Toledo
Publisher & CEO

Ten Ways that Corporate Giving Builds Business and Positive Impact

By Simon Mainwaring

Great is no shortage of reasons why corporations must use their resources and reach to address the social challenges we face such as climate change. But any sober assessment of whether this will happen must account for the realities that these businesses face, whether it’s pressure from Wall street, a competitive landscape crowded with incumbents and newcomers, or the challenge of simply surviving in an complex and fast-changing marketing landscape.

Fortunately, shifts in culture, technology, and demographics now mean that corporations are truly incentivized to lead with its purpose and to use corporate giving to make a positive impact on the world. Here are ten reasons why:

1. Consumers prefer caring brands: According to the 2015 “Meaningful Brands Report” from Havas Media, a meaningful brand has a 46% higher “share of wallet” — defined as how much a person spends on a particular product — than a low scoring brand. In addition, the top 25 meaningful brands outperform the stock market by 133%.

2. Being meaningful to consumers drives sales: As consumers become more aware of the compounding social crises our societies and planet face, they are looking to brands to make a difference that is meaningful in their lives. Here are five charts based on the Havas Media Report that show how meaningful brand actions impact consumer purchasing decisions around the world.

3. Socially responsible brands outperform others: Unilever is just one of the many global brands now reporting the accelerated growth of socially responsible brands. Paul Polman, CEO of Unilever, went so far as to assert that such brands “accounted for half of our growth in 2014 and grew at twice the rate all of the rest of the business,” according to Reuters.

4. Socially responsible brands are top of mind: According to this year’s “Good Must Grow” Survey, when asked to provide the name of a socially responsible organization consumers are now more likely to name for-profit companies, rather than nonprofits. The top three companies were TOMS, Whole Foods, and Microsoft, but the top 20 companies reveal the growing importance all-purpose in the brand awareness of for-profit companies.

5. Your employees aren’t that into your company: According to Gallup’s “State of the American Workplace Report,” over 70% of American employees are not engaged at work. Gallup goes on to explain that the root of the problem is that these employees are not emotionally connected to their companies, and this is where purpose can play a powerful role by aligning employees and the company around shared values.

6. Purpose builds brand trust: According to Edelman’s 2015 “Trust Barometer Report” the contribution of a brand towards the greater good plays a defining role in whether that company is trusted more or less. Further, brand trust has a direct impact on consumer purchasing decisions that ultimately will determine the profitability and growth of a company.

7. Purpose elevates category leadership: As we have see with well-known CEO’s such as Elon Musk, Howard Schultz, and Paul Polman, the purpose of a brand serves as a powerful platform from which leadership can speak to cultural issues that transcend the products, services, or category of any one company. Howard Schultz’s dialogue around issues such as gridlock in Congress, boycotting political campaign donations, same-sex marriage, post-traumatic stress disorder, online employee education, and racism, have kept the brand top of mind and allowed it to become a force that shapes culture in line with its core values and vision.

8. Purpose drives timely innovation: CVS is just one of many companies that have allowed their appreciation of these new business drivers to inform the role that purpose plays in their future. By banning tobacco products, renaming themselves CVS health, and re-launching the brand’s marketing around ‘Health is everything,’ they have positioned themselves to lead the future of health care.

9. Purpose expands brand awareness: When a brand’s fully leverages its purpose, it collaborates with for-profit and nonprofit organizations that are mission-aligned to scale its impact. In doing so, brands accelerate awareness of their own values and mission and inspire greater loyalty from existing customers and fresh interest from new customers.

10. Brands cannot survive in societies that fail: Arguments based solely on the bottom-line pale by comparison to considerations of the toll we are exacting on the planet on which our lives depend. If you’d like to position your company as part of the solution rather than the problem to these compounding social crises, and unlock the employee and consumer goodwill, loyalty and purchases that follow, you must take three critical steps. First, you must elevate the role purpose within your company. Second, you must communicate that purpose clearly to your employees and give them roles to play in the solution. Third, you must collaborate with customers, communities and partners to accelerate and scale your impact so that you can make a meaningful difference to our future in ways that will inspire all stakeholders to support and build your business and its positive impact.

Simon Mainwaring is the CEO of WeFirst-Branding.com and a New York Times bestselling author. Follow him @SimonMainwaring.
Healthier American Economy is Engine for 7.1 Percent Growth in Charitable Giving Last Year

Americans gave an estimated $358.38 billion to charity in 2014, surpassing the peak last seen in 2007 at the time of the recession, according to the 60th anniversary edition of Giving USA, released earlier this year. This marks the slightest dip in the benchmark year of 2007, when giving hit an estimated inflation-adjusted total of $355.17 billion.

The 2014 total jumped 7.1 percent in current dollars and 5.4 percent when inflation-adjusted over the revised estimate of $339.94 billion that Americans donated in 2013, according to Giving USA 2015: The Annual Report on Philanthropy for the Year 2014.

In addition, 2014 marked the fifth year in a row where giving went up: the average annual increase was 5.5 percent in current dollars (3.4 percent when inflation-adjusted). All four sources that comprise total giving—individuals (72 percent of the total), corporations (5 percent), foundations (15 percent); and bequests (8 percent)—upped their 2014 donations to America's 1-million-plus charities, says the report, which is the longest-running and most comprehensive of its kind in America. Giving USA is published by Giving USA Foundation, which was established by The Giving Institute to advance philanthropy through research and education. The report is researched and written by the Indiana University Lilly Family School of Philanthropy.

“The 60-year high for total giving is a great story about resilience and perseverance,” said W. Keith Curtis, chair of the Foundation and president of Virginia Beach, Virginia, nonprofit consulting firm The Curtis Group. “It’s also interesting to consider that growth was across the board, even though criteria used to make giving decisions about giving differ for each source.”

Curtis said two examples illustrate this point. “Individuals are affected by available disposable income at the household level, wealth and growth in the economy. Corporations, on the other hand, have historically been driven by changes in pretax profits and GDP. Other factors might be affecting how much they donate; time—and further research will tell.”

With virtually every economic indicator that gets measured showing growth, I think it’s safe to conclude they probably see a continuation making 2014 a banner year for giving from every source,” he added.

2014 Charitable Giving by Source:

• Individual giving, $258.51 billion, increased 5.7 percent in current dollars (4.0 percent when inflation-adjusted) over 2013.

• Foundation giving, $53.97 billion, was 8.2 percent higher than 2013 (the increase was 6.5 percent when inflation-adjusted).

• Bequest giving, $28.13 billion, increased 15.5 percent (13.6 percent when inflation-adjusted) over 2013.

• Corporate giving, $17.77 billion, increased 11.7 percent (11.9 percent when inflation-adjusted) over 2013.

“As we mark the fifth consecutive year of growth in total giving, it is also encouraging that all but one of the four major categories saw generally healthy gains last year,” said Amir Pasic, Ph.D., dean of the school. “While circumstances vary from organization to organization, it appears that the non-profit sector overall can at last focus on expanding giving rather than regaining lost ground.”

Observations about last year’s giving trends:

• Large gifts—$200 million or more—made largest impact. “We saw several very large gifts greater than $500 million—a few were greater than $500 million and one was nearly $2 billion—in 2014,” said Patrick Rooney, Ph.D., associate dean for academic affairs and research at the school. “The majority of these ‘mega-gifts’ were given by relatively young tech entrepreneurs. These gifts are high-impact and are addressing many critical issues of our time, particularly medical research.”

• Jump in individual giving—5.7 percent—made greatest impact. The 5.7 percent more that individuals donated in 2014 over 2013 accounted for 58 percent of last year’s total growth in giving.

• Foundation giving on the rise: all five categories showed growth.

Not only did total giving by foundations grow 8.2 percent in 2014, gifts from all three types—community, independent and operating—also went up. The annual changes in this category are influenced most by grants from independent foundations; their 2014 gifts were 7.6 percent higher than in 2013 and accounted for 74 percent of the category’s total. Taking the long view on total charitable giving, Rooney noted that over the past ten years total inflation-adjusted giving has grown beyond its prior peak, a bit of caution is warranted. “As three of the four sources of giving have not yet exceed their previous peak levels, with only foundation giving reaching its prior peak, it is still possible if total giving will sustain above the pre-recession level.” That being said, we are optimistic that giving will grow, and potentially exceed the high levels seen prior to the Great Recession across all categories analyzed in Giving USA,” he said.

Charitable Giving to Recipients

The flip side of where charitable donations come from, of course, is where those gifts go. Giving USA’s research covers what happens within nine different categories of charities; here’s what 2014 looked like for each:

• Arts—at $114.90 billion, 2014 giving increased 2.5 percent in current dollars, and a modest 0.9 percent when adjusted for inflation.

• Education—giving increased to $54.62 billion, 4.9 percent more in current dollars than in 2013. The inflation-adjusted increase was 3.2 percent.

• Human Services—its $42.10 billion total was 3.6 percent higher, in current dollars, than in 2013. The inflation-adjusted increase was 3.2 percent.

• Health—The $10.37 billion 2014 estimate was 5.5 percent higher, in current dollars, than the 2013 estimate, when adjusted for inflation, the increase was 3.8 percent.

• Arts/Culture/Humanities—At an estimated $23.1 billion, growth in current dollars was 9.2 percent in 2014. When adjusted for inflation, the increase was 7.4 percent.

• Environment/Animals—The $10.50 billion estimate for 2014 was up 7.0 percent in current dollars, and 5.3 percent when adjusted for inflation, over 2013 giving.

• Public-Society Benefit—the $26.29 billion estimate for 2014 increased 5.1 percent in current dollars over 2013. When adjusted for inflation, the increase was 3.4 percent.

• Foundations—at an estimated $41.62 billion in 2014, giving grew 1.8 percent in current dollars and 0.1 percent when adjusted for inflation.

• International Affairs—the $15.10 billion estimate for 2014 decreased 2.0 percent, in current dollars, from 2013. The drop was 3.6 percent when adjusted for inflation.

In addition to the above, 2021's total—$62.2 billion—went to individuals, largely through in-kind donations of medicine via patient assistance programs.

Six of the nine categories saw donations reach record highs last year when adjusted for inflation; religion, education, human services, health, arts/culture/humanities and environment/animals.

It’s not only fantastic to see significant growth in total giving, it’s also encouraging that six types of nonprofits —two-thirds of the ones covered in Giving USA—reached historic high-water marks last year,” said David H. King, CFRE, president of Atlanta-based consulting firm Alexander Haas and chair of the Institute.

“While the overall growth is indicative of robust philanthropy to a wide spectrum of nonprofits and, thus, of all boats rising with the tide, we would be remiss to gloss over what is happening with giving to religion. Although 2014 contributions reached a new peak of $114.90 billion, and, as always, account for the largest percentage of donations, this fact is, this category was the only one to grow the three-year dramatic downward slide as a share of total giving. In fact, it has dropped from 53 percent of all donations in 1987 to 32 percent of the total in 2014.”

“Giving to foundations, public-society benefit and international affairs has not yet returned to or surpassed peak levels. Una Ousi, Ph.D., director of research at the school, said several notable trends affected donations to those three sectors.

“We found a dramatic slowing down of giving to support the largest national disaster response funds in 2014. This may have slightly dampened giving to the public-society benefit subsector,” she said. “We also know that giving to some pass-through charities—that redistributes their funds to other organizations—has been little to no growth in recent years.”

When it comes to international affairs, “although it appears to be increasing, it is accompanied by attention to domestic causes in recent years,” said Ousi, “due to increased needs in the U.S. Additionally, giving to inter-national affairs in 2014 may have been affected by the fact that there was not a major international natural disaster in 2014. The trend in the amount of aid to foundations has been holding steady for the past few years, so giving to foundations is close to achieving a high point again,” Ousi said. “Gifts to foundations peaked in 2007, when they reached an inflation-adjusted total of $43 billion. That year, several extraordinarily large gifts — including several higher than $500 million and one that exceeded $1 billion—factored into the total.”

Further observations about giving to recipients:

• Giving to religion’s decline over time as a share of the total reflects that fewer Americans currently identify with a religion, attend worship services or give to houses of worship. These effects have been noted among the Baby Boomer generation; younger age groups appear to be following the same path.

• Human services giving has increased annually since 2006, when adjusted for inflation. While growth has been modest in recent years, this category, which provides essential services to low-income individuals, likely will continue to be of central importance to Americans when it comes to charitable donation decisions.

• Giving in two categories—arts/culture/humanities and environment/animals—saw the fastest growth last year among the nine; in addition, neither has seen a decline (in current dollars) since the end of the recession.

• Giving to education continues to be strong, and to higher education in particular. Including 2014’s giving and several multi-million dollar gifts, including two of more than $100 million. The latter supported medical research on university campuses.

• The 214 growth among eight out of nine types of nonprofits is good news for the philanthropic sector as a whole,” Curtis said. “The growth can be attributed, in part, to the way charities have been working smarter during daunting times. Nonprofits increasingly are making sure they have strong cases for support, communicate frequently with donors and provide proof of the impact charitable gifts make.

Now that there seems to be a bit of breathing room, I would encourage charities to continue to work on strengthening their good habits and ensure they remain ingrained as part of their organizational philosophy. If they do, success should continue.”


The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. For more information, visit www.philanthropy.iupui.edu.
How Adding Purpose to Sports Amplifies ROI

BY LESA UKMAN

Sports is not just a game. It is big business. On the backbone of sports, Red Bull built not just a brand but an entire new category, energy drinks.

It is at the center of globalization.

• Man City and the New York Yankees formed a Major League Soccer team.
• In August 2015, Chinese property and cinema giant Dalian Wanda Group paid $650 million for Florida-based owner of the Ironman triathlon brand and race series, forecasting explosive demand in China for the sport.

• The acquisition adds to Wanda’s growing stable of sports businesses. In February, it bought Swiss marketing firm Infront Sports & Media for 1.05 billion euros. A month earlier, it took a 20 percent stake in Spanish football team Atlético Madrid for 45 million euros.

Sports is the bloodstream of broadcast and cable networks. In an increasingly fragmented media environment, sports is the one thing that people still watch live and that still grabs the attention of a wide-spread audience. And, it is driving new media plays. Consider three of the NFL’s newer deals: Yahoo! global live stream of Buffalo Bills & Jacksonville Jaguars game; Snapchat, User-generated content; and Twitter, Official video content.

It is also fueling new technologies, think LeBron’s Davis, Sports apps, video games, fantasy leagues and stats are fueling the growth of new media and new delivery channels.

And increasingly, sports is being used to create social progress.

The link between sports and social progress is found in two of the biggest trends in business today, social media and corporate social responsibility or what we at IEG call corporate social opportunity.

People seek out brands that deliver both great value and great values, so companies need to communicate their values.

Sports—with its built-in fan base, media coverage and attention-grabbing athletes—is the highest profile channel for companies to promote their values.

Purposeful Rightsholders

Purpose is as relevant to sports rightsholders—the leagues, teams, events, broadcasters and athletes—as it is to their corporate partners.

With sports news so often about the negative: match fixing, violence, drug use, doping and more, the power of sports needs new narratives.

For example, in response to a survey showing 82 percent of the French population had a negative opinion of the French Football Federation, the French Football Federation created a program to connect unemployed fans with the companies of the sponsors.

But the way forward is when purpose is neither an add on nor a response to a perceived negative but embedded in the DNA of the brand.

For example, Brazilian pro team Sport Club Recife, known as having some of the most passionate football fans in the country, launched a program created by Ogilvy Brazil called “Immortal Fans” to combat the lack of organ donors in the country. Within its first year, heart transplant plants had quadrupled and the waiting list for corneal transplants was eradicated.

And, nearly 100 percent of the 60,000 people at the September 2015 Global Citizen Festival in New York’s Central Park were there because they could afford tickets to the star-studded event instead they earned them by going to Global Citizen’s website and completing nine specific “action journeys,” a series of tasks like petitioning world leaders to prioritize polio eradication as part of an effort to end extreme poverty by 2030. Pearl Jam, Beyonce, Coldplay, Sting and Common all gave five performances while non-musicians from first lady Michelle Obama and Vice President Joe Biden to Hugh Jackman and Bill Gates appeared, demanding gender equality, clean-water mandates and climate-change legislation.

London 2012, revealed that customers aware of its Olympic partnership were 40 percent more likely to recommend the bank, but customers who bought Qantas’ Olympic tie as well as its community overlay to the Games, Lloyds Local Heroes, were 60 percent more likely to recommend Lloyds.

Purpose can take many forms—breaking down barriers for disabled athletes and normalizing views on disability, combating childhood obesity, empowering disadvantaged communities, and more.

What they all have in common is a new approach to communicating corporate value, a shift from marketing to service, from pushing messages out to drawing people in by making a positive difference to individuals, communities and/or the planet.

Everyone in sports should be looking at the social value of what they are doing, because there is a cause-and-effect relationship between financial performance and purpose.

“In an authentic economy it’s what makes the company, not just what the company makes,” said Brad Jakeman, PepsiCo beverages CEO at the Association of National Advertisers 2015 annual meeting.

Brands that mean more make more.

People connect with products and services that speak to personal values and drives and give meaning to purchasing decisions or strengthen loyalty to a team or club.

To help elevate the world of sports, the value that you create as sponsor, broadcaster or rightsholder should be in this zone.

So how are you working to help make the world a better place through sport?

Lesa Ukman is the futures director of IEG and EVP Properties of the Nation of IEG Sponsorship Report 1982, she founded a company that defined an industry now worth more than $55 billion. She advances new and better ways for companies to get closer to their customers through sponsorship. Her blog can be found at sponsorship.com.
International Million Dollar Donors Report Examines Giving in Eight Global Regions

A total of 1,831 gifts of $1 million or more, totaling $24.5 billion, were given to charity across eight international regions last year, and higher education remained the top priority for those gifts, according to the International Million Dollar Donors Report released last week by Coutts in association with the Indiana University Lilly Family School of Philanthropy.

The report analyzes the number, size and recipients of gifts of $1 million or more given by foundations, institutions and corporations in the United States, United Kingdom, Russia, Middle East (oil Cooperation Council), China, Hong Kong, Singapore and for the first time, South Africa. It also includes a discussion section on India, and case studies and profiles of donors in each of the regions.

“Philanthropy is a global enterprise. Understanding how various aspects of philanthropy, such as giving at the $1 million-plus level, are similar and different across geography and cultures is now more important than ever,” said Amir Pait, the Eugene R. Tempel Dean of the school. “We are pleased to once again collaborate with colleagues around the world on this valuable report, and to share our insights about giving at this level.”

Almost a third of the total value—$7.58 billion—was given to universities and other higher education institutions, which frequently receive gifts at this level, in part because of their ability to absorb large donations. The donations are often intended to support academic and scientific research, scholarships, new facilities and university endowments. While the $24.5 billion represents a $2.5 billion increase from 2013 still the third-largest average in the past decade and significantly higher than the 2012 mean of $9.9 million.

Four-fifths of the 724 organizations receiving gifts of $1 million or more received only one such donation in 2014. A handful of organizations received more than one gift, with the biggest beneficiary, Michigan State University, receiving nine separate gifts.

Higher education remains the destination of choice for the majority of U.S. $1 million donations, receiving more than half of the number of donations (56 percent) and 42 percent of the overall value of $1 million-and-up gifts in 2014, continuing a trend recent.

Foundations accounted for 25 percent of the $24.5 billion donations, receiving $6.77 billion from 168 gifts.

Local Giving - A majority of $1 million-and-up gifts are given to recipients in the donor’s home community. With the exception of the Middle East, where in previous years the vast majority of donations were directed overseas (outside the GCC), more than 95 percent of the total number, and nearly 90 percent of the total value of donations were given to charities within the donor’s own country or region in 2014.

Donors concentrated around major cities – The results for 2014 revealed a concentration of major donors around large cities and economic hubs. The U.S. is a notable exception, with $1 million donors relatively evenly spread across the country. London remained the center of U.K. giving, with 67 percent of the value of $1 million donations originating there. In China, 74 percent of the value of donations originated in the eastern region around the municipality of Shanghai. In contrast to 2013, Russia’s major donors were increasingly concentrated in and around Moscow. Similarly, South Africa’s donors were primarily based in Johannesburg or Cape Town.

Lena Setkova, executive director of Coutts Institute, said, “Major philanthropy plays an important role in strengthening societal, cultural and economic development around the world. The 2015 Coutts Million Dollar Donors Report tracked 1,831 donations worth an impressive $24.5 billion across eight regions last year. Whilst these numbers are lower than the previous year, it is evident that major philanthropy remains strong and in certain regions, including the U.K., China and Hong Kong, it has grown substantially.

This report provides insights into trends in million-dollar giving and explores some of the factors that shape philanthropy in each of our featured regions.”

In the U.S., $1 million-plus gifts to charity from U.S. corporations, foundations and individuals totalled $14.11 billion in 2014. The overall value of $1 million-and-up donations was boosted by a large contribution of $2.4 billion, or 16 percent of $14.11 billion made up more than a fifth of the overall number of U.S. donations at this level.

Both the overall number of U.S. $1 million-plus dollars and the cumulative dollar value of those gifts declined slightly in 2014. A total of 1,064 donations of $1 million-plus were in the U.S. in 2014, a decrease of 9.3 percent from 2013. The value of the donations totaled $14.11 billion, down from $16.92 billion for the previous year.

By contrast, the number of gifts from U.S. individuals of $1 million or more rose from 435 gifts in 2013 to 542 in 2014, and the dollar amount individual giving at the $1 million-and-up level remained about the same. Individual donors were the bedrock of U.S. $1 million dollar giving, providing more than half the donations and two-thirds of the overall value ($9.41 billion) in 2014. Corporate giving at the $1 million-and-up level remained near 2013 rates in both the number and value of gifts. Corporations and corporate foundations gave $134.1 million-plus donations totaling $680 million, representing 5 percent of the total value of gifts in 2014.

Most of the overall U.S. decrease appeared to come from foundations: researchers found that $1 million giving by foundations was down by a third from 2013, tumbling from 575 gifts to 384 gifts and from $5.5 billion to $4.02 billion. Foundation giving also declined as a share of all U.S. $1 million-plus giving, dropping from 35.9 percent to 28.5 percent of the total value.

“At this high level, different types of donors react differently to economic conditions. The rise in individual donors is encouraging since we know that individual donors tend to give more when the economy is improving,” said Una Osi, director of research for the school. “We encourage our foundation for the nonprofit sector, the drop in foundation giving is not entirely surprising, since foundation giving is more counter-cyclical, rising to meet increased needs during times of economic difficulty, and falling more when needs are not as great.”

Other key U.S. findings include:

• In 2014, 51 percent of all U.S. $1 million-and-up gifts came from individuals, while 36 percent were given by foundations and 13 percent were given by corporations.

• The largest number of donations (432, or 41 percent) were gifts of less than $2 million, with a similar amount in the $2 million to $10 million range (392, or 37 percent).

• The average (mean) donation declined slightly from $14.4 million in 2013 to $13.3 million in 2014, but the 2014 figure was still the third-largest average in the past decade and significantly higher than the 2012 mean of $9.9 million.

• Four-fifths of the 724 organizations receiving gifts of $1 million or more received only one such donation in 2014. A handful of organizations received more than one gift, with the biggest beneficiary, Michigan State University, receiving nine separate gifts.

• Higher education remains the destination of choice for the majority of U.S. $1 million donations, receiving more than half the number of donations (56 percent) and 42 percent of the overall value of $1 million-and-up gifts in 2014, continuing a trend recent.

• Foundations remained the second-highest recipient category in the U.S. receiving 20 percent of the total value of donations. Gifts to foundations saw a significant fall from 2013, dropping from 13 percent of the total value to 2 percent, largely due to especially large gifts given to organizations in this category in the previous year.

The report builds on the success of Coutts’ Million Pound Donors Report — published since 2008 — and the Indiana University Lilly Family School of Philanthropy’s Million Dollar List. A key feature of this year’s report is the views and observations of researchers and reviewers illustrate the diverse motivations for philanthropy, the wide range of causes and communities that organizations choose to focus on, and the different approaches people take to achieving their philanthropic goals and reaching their goals of inspiring, frank and honest interviews.

Community Involvement Study Contributes to Key Business Goals, New Study Finds

New study issued by the Boston College Center for Corporate Citizenship illuminates the relationship between community involvement and employee engagement.

The Carroll School of Management Center for Corporate Citizenship at Boston College is pleased to release its 2015 Community Involvement Study, a unique research project that explores how companies are investing in their community involvement efforts, and the impact these efforts have on their employees. Conducted for the eleventh time since 1996, the study finds that the majority of companies today report that community involvement contributes to their business success by improving reputation and the attraction and retention of employees. In addition, the study finds that corporate citizenship efforts achieve two goals—they deliver business as well as social value,” said Katherine V. Smith, executive director at the Center for Corporate Citizenship. “Our study finds that today’s corporate citizenship professionals are keeping those objectives in mind when planning their community involvement efforts. More than ever, the majority are reporting that their initiatives are contributing to crucial business goals. By engaging their employees—not only through program participation, but also as champions and leaders—companies are making significative progress in their communities and in their operations.”

The 2015 Community Involvement Study key findings include:

• Employee volunteer participation is connected to increased engagement. Among companies that measure the connection between volunteering and employee engagement, 89 percent found a positive connection between participation and higher engagement scores.

• Companies plan to increase the proportion of giving abroad in the near future. More than 10 percent of the companies that give only to nonprofits in their headquarters country plan to include nonprofits outside their home country within two fiscal years.

To learn more about this study, as well as other offerings and events, visit ccc.bc.edu. The Boston College Center for Corporate Citizenship, Carroll School of Management is a membership-based knowledge center. Founded in 1985, the Center has a history of leadership in corporate citizenship research and education. The Center engages more than 420 member companies and more than 100,000 individuals annually to share knowledge and best practices, and to improve the practice of corporate citizenship through the Center’s executive education programs, online community and research, and during its annual conference. For more information, visit the Center’s website at ccc.bc.edu.
Supporting Economic and Environmental Sustainability in Southern California

At Accenture, corporate citizenship is at the heart of its culture — a reflection of the company’s core values and commitments to economic and environmental sustainability.

**Skills to Succeed**

Accenture is increasing and measuring its impact in communities around the world, helping people achieve sustainable livelihoods for themselves and their families. The company’s Skills to Succeed initiative — the cornerstone of its commitment to corporate citizenship — is equipping more than 3 million people around the world with the skills to get a job or build a business.

Skills to Succeed draws on two of Accenture’s unique capabilities: training talent and convening powerful partnerships to achieve tangible, measurable results. In fact, together with its strategic partners, the company has already skilled more than 800,000 people.

**Environment**

Accenture continues to take action to address climate change and reduce its environmental impact. The company’s environmental strategy comprises four areas — running efficient operations; working sustainably; enabling client sustainability; and providing insights to advance sustainability. Accenture’s employees are stewards of these commitments and help drive efforts locally. Fiscal 2014 was the most energy-efficient year in Accenture’s history, and the company continues to raise its ambitions. By the end of fiscal 2020, Accenture’s goal is to reduce its carbon emissions to an average of two metric tons per employee — representing a more than 50 percent reduction against its 2007 baseline.

**Southern California**

In Southern California, Accenture collaborates with partners that share its skill-building goals, such as the Los Angeles Community College District, where Accenture employees host job readiness workshops that help students and recent alumni sharpen their job search skills through mock interviews, resume reviews and soft skills coaching.

Accenture also supports job-development programs at Homeboy Industries, Chrysalis, Back on My Feet, Goodwill Industries and the Center for Employment Opportunities through grants and volunteering. By partnering with these groups, more than 4,500 beneficiaries of these organizations have gained the skills they need to secure jobs and build a career plan for lasting employment. Accenture employees are teaming with Waterkeeper Alliance-member organizations in Los Angeles, Orange County and San Diego on community service projects that support the preservation of fresh and saltwater ecosystems in the region.

Whether it’s equipping people with Skills to Succeed or working sustainably and taking environmental action, Accenture is making a measurable difference in the lives of people and communities across Southern California. To learn more about how Accenture is improving the way the world works and lives, visit www.accenture.com/uscorporatecitizenship.

“Our people are the driving force behind our Skills to Succeed initiative, and we are enormously proud to collaborate with local nonprofits to make a difference in Southern California.”

TREY THORNTON, Southern California Managing Director, Accenture
Making a measurable difference in our communities.

High performance. Delivered.

Through our Skills to Succeed corporate citizenship initiative, Accenture is equipping 3 million people globally with the skills to get a job or build a business. In Southern California, we're working with the Center for Employment Opportunities, Chrysalis, Girls Who Code, Homeboy Industries, and the Los Angeles Community College District to prepare people for the workforce.

To learn more about our global efforts, visit accenture.com/skillstosucceed

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Strategy | Consulting | Digital | Technology | Operations
The City of Hope Difference

BY LYNNE HAGERUP

City of Hope is in the race to save lives. Our compassion for patients compels us to push the boundaries of science and medicine to develop ever more effective and less toxic treatments in increasingly less time. With a proven leadership in cancer, as well as diabetes and HIV/AIDS, we are targeting some of the most devastating diseases facing humankind.

Founded in 1913 by a small group of working-class men and women, City of Hope began as a free-care tuberculosis sanatorium with two tents on 10 acres of desert outside of Los Angeles. Our founders believed that everyone deserves high-quality, compassionate medical treatment. We are still guided by that respect for patients, following the credo of one of our early leaders, Samuel Golter: “There is no profit in curing the body, if, in the process, we destroy the soul.”

As an independent biomedical research institution and cancer treatment center, City of Hope is able to focus our resources where we know they can make the most impact—empowering donors to make a demonstrable difference in the future of the institution. We are large enough to attract some of the most devastat- ing diseases facing humankind.

Today, City of Hope encompasses more than 110 acres of research, hospital and support facilities designed to combat some of the most devastating diseases facing humankind. The caliber of our research is validated by our designation as a Comprehensive Cancer Center, the highest recognition possible by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network.

With the first of only five Beckman Research Institutes, established by the Arnold and Mabel Beckman Foundation, interdisciplinary teams of scientists collaborate with medical researchers and physicians to leverage knowledge and realize new treatments and cures. Our scientists have pushed the boundaries of research to pursue better prevention and improved treatments for patients as quickly, safely and efficiently as possible.

• Breakthroughs at City of Hope have led to the development of synthetic human insulin, now used by millions of people with diabetes, and the process used to make some of today’s most-used cancer drugs.
• City of Hope has one of the largest bone marrow and stem cell transplant programs in the world, and our physicians have completed more than 12,000 transplants. Our scientists also pioneered the application of cell transplantation to treat patients with AIDS-related lymphoma.
• We have accomplished many important breakthroughs in clinical cancer research, including neural stem cell transplants for brain cancer and T cell clinical trials for neuroblastoma, glioma and lymphoma.

New Directions in Science and Medicine

Today, we believe that a profound opportunity exists to lead a true paradigm shift and transform how science touches the lives of patients. We have merged basic science, therapeutics manufactur- ing, clinical research and patient care into a continuum that accelerates major scientific breakthroughs to bring improved treatments to patients faster than ever before—because we have brought all aspects of research in-house. Moreover, we have done so in an intensely integrated and cross-disciplin- ary collaborative environment that further accelerates discovery by moving beyond traditional scientific boundar- ies. This allows us to clarify how diverse diseases are linked at the molecular level, and to develop a more individualized patient-centered approach to care.

City of Hope provides for extraordinary control and tremendous economy of time and resources, facilitat- ing the rapid advancement of our under- standing of disease and the development of new therapies.

Extraordinary Potential

This is an age of extraordinary poss- ibilities, one in which science and tech- nology have almost limitless potential, and one in which philanthropic men and women can make a tremendous impact on the lives of people everywhere. At City of Hope, we are determined to apply these profound possibilities to giv- ing patients the treatments they need to save or improve their lives. We know that patients need improved treatments and new cures right now and we will not wait for these therapies to be available some- time in the future. We believe these cures are achievable and we are determined to realize them today.

That is the future that we are working toward, in our labs and in our clinics, and with donors from across the state and around the country.

Lynne Hagerup is a Senior Director at City of Hope.

Tina’s Story: A Young Life Saved

Tina Wang was diagnosed with Stage 4 mantle cell lymphoma at age 22. She had been feeling short of breath and was coughing continually for three months, making it difficult even to lie down. Her doctors first thought she had tuberculosis, but when she started coughing up blood, she went to the ER. A biopsy revealed she had lymphoma.

“My future is bright again,” she said. “While I was there I had an autologous stem cell transplant and participated in a CAR-T cell therapy clinical trial.”

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These modified T cells retrain the immune system to target and attack a specific protein on cancer cells. Tina’s treatment was a resounding success.

It has now been more than a year since Tina was declared in remission. She says she is grateful to have a second chance at life and credits City of Hope and its sup- porters for helping to make that possible. “My future is bright again,” she said.

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THE MIRACLE
OF SCIENCE
WITH SOUL

When you have cancer, what you want most is a miracle. City of Hope creates scientific miracles that make lives whole again. We are a world leader in cancer research and treatment. Here scientists partner with physicians to turn laboratory breakthroughs into treatments that outsmart cancer. Here we care for the person, not just the body, so your life after cancer can be richer and more rewarding. At City of Hope, we combine science with soul to create miracles. To give or get help go to CityofHope.org or call 800-826-HOPE.
Corporate and Individual Donations Enhance Care at Providence Health & Services

By Regina Birdsell

The holiday season is starting and with it the renewal of community, giving and care in the air. This is a festive time, but there are signs that the economic climate in Southern California and beyond. Many would agree with the paradoxical sentiment that “this is the best of times, this is the worst of times,” as expressed by Charles Dickens in the opening of his book, “A Tale of Two Cities.” The number of Californians suffering financially is increasing despite the perception that the economy is strong. Some businesses, especially those ranking in the eight largest economy in the world—has the highest poverty rate in the nation. Millennials are the nation’s growth drivers. They have declining wages and higher costs of living, and the number of individuals living in poverty and who are homeless are increasing. Los Angeles, an economic powerhouse, has the largest chronically homeless population in the country.

Given this contrast, the need for essential services has grown, straining the strongest resources of philanthropic organizations, government, and corporate philanthropic units that are all trying hard to help.

Is there hope? There is.

As chief executive of the Southern California Center for Nonprofit Management, which trains thousands of nonprofit executives and board members to perform better, I interact with creative, committed, inspiring leaders in the nonprofit, government, and corporate sectors every day. I see the success of strong organizations when addressing complicated social problems. Each sector is vital. One is not more important than the other. There are similarities, and there are differences, but ultimately they represent an impressive portfolio of collective assets when focused on a common goal.

Yet misperceptions are common. Many people are surprised to hear that 60% of the nonprofit sector in Los Angeles County, the nonprofit sector consists of 300,000 organizations and 250,000 employees with which equals $22 billion in labor force. They impact our quality of life in every possible way, helping families secure affordable housing, providing art and culture, education and healthcare, job training, animal shelters and after-school programs to name just a few. Many people are unaware that more individuals are employed in the nonprofit sector than in the entertainment industry.

The nonprofit sector in LA County is a significant employer, but we are not big enough to go it alone. The need never go away and in fact are increasing. Yet post-recession, funding from individuals, government, foundations, and other sources has become increasingly unpredictable.

Now, more than ever, it is time for us to work better together. Our public officials can, for example, break down silos to see the successes of public/private partnerships that can fast track strategies that serve the public interest.

The corporate sector must stop underestimating the power and potential that resides within it, and the bigger contribution business leaders can make to the Southern California family.

I see business executives across diverse industries with valuable skills and professional networks that they can share with any cause they care about. The corporate and nonprofit sectors face many of the same operational challenges (e.g., strategy, mission focus, budgeting, staffing, project management, achieving results). A larger pool of business leaders, therefore, can be a uniquely valuable resource to executive directors who would appreciate their know-how and energy.

All they need to do is step up to share their talents and a bit of intellectual capital. For example, men and women in business can volunteer to serve on a nonprofit board. As an added bonus, as Simon Mainwaring suggests, such corporate citizenship will build leadership skills, enhance their company’s reputation and engender customer and employee loyalty.

During the year, and especially during the holiday season, it’s time to give back. The corporate sector and public sector can make a difference by contributing to nonprofits and encouraging their colleagues, friends, and family to do the same.

Many of the other ideas and options have I mentioned above would require longer term effort and collaboration. What ideas do you have? Do you know someone who you would like to share? Let’s talk and explore the possibilities. I would like to hear from you.

There is hope.

Regina Birdsell is president and chief executive officer of the Center for Nonprofit Management, which is based in downtown Los Angeles. Her e-mail address is rbirdsell@cnmocal.org.

The CNM is spearheading a new local fund-raising opportunity called Giving SoCal, scheduled for Tuesday, December 1, a day dedicated to local fundraising. More information on this crowdfunding effort and dozens of local nonprofits can be found online at www.GivingSoCal.org.
This holiday season, give someone the gift of a healthier tomorrow.

The power of giving is extraordinary. And there is no better feeling than giving from the heart to improve the health of others.

For more than 100 years, Providence Health & Services has been built on the generosity of people like you. Your help allows our not-for-profit hospitals and hospice to respond to the unique needs of the community and to make a difference in our neighbors’ lives. Your gift can support medical center programs or hospice services, fund state-of-the-art facilities, or provide health services to the growing number of people who can’t afford care. You choose how your gift will be used. And when you give to Providence, you’re helping create not only better medical facilities but also a better community—one person or one family at a time. You may not know them. But your generosity will change their lives for the better. Forever. That’s the power of giving.

This holiday season, support our mission for good health with a tax-deductible donation to the Providence Foundation in your community. Make your gift at ProvidencePowerOfGiving.org or call our Foundation offices at 818-847-4673 for our Valley medical centers or 310-303-5340 for our South Bay medical centers. To make a donation to Providence TrinityCare Hospice or Providence TrinityKids Care for our hospice services, please call 310-257-3535.
Social Responsibility as Part of Corporate Culture

By DAVID DICHRISTOPARO

At Wells Fargo, corporate social responsibility (CSR) is part of our culture — it’s fundamental to our vision and values and the way we manage our company. It’s been that way since our founding in 1852 when our co-founder Henry Wells said, “Our lives are not measured by the number of years and days we exist, but by what we accomplish while we live, and the good we may render to our fellow man.” That heritage holds true today — and it’s important to our future. We’ve created a culture that seeks out diverse perspectives to unlock innovation. When it comes to community involvement, our level of team member engagement and the positive reputation we have earned is unmatched among other companies in the region. As the largest corporate donor to charitable institutions in the Greater Los Angeles Region, Wells Fargo is proud of the long-standing and strong partnerships it enjoys with organizations that are truly making a lasting and positive impact in our communities. In 2014, Wells Fargo provided $23.9 million to nonprofits in Greater Los Angeles and the Inland Empire.

Our vision is guided by a strategy that seeks to help strengthen low-to-moderate income communities and through that effort, help develop Wells Fargo team members as strong business and community leaders as well. Our philanthropy is strategically focused on workforce development, housing and education and organizations helping people in the greatest need; that is supportive of our team member’s community engagement; and that is representative of the diverse communities that makeup the Greater Los Angeles Region.

For example, this year Wells Fargo has supported Centro Latino for Literacy which provides services and education programs to newly immigrated Latinos; Asian Pacific Community Fund of Southern California for their outreach and education program; Los Angeles United for their workforce and economic development programs; Los Angeles Gay and Lesbian center for their youth outreach and senior programs; White Memorial Hospital for diabetes diagnoses and treatment; Ability First for disabilities programs.

When communities are strong and healthy and thrive and succeed, so do the businesses in those communities. In Los Angeles, we engage in a variety of philanthropic and volunteer efforts to effect change in the environment, human and social services, civic engagement, financial literacy and diverse segments. Among the most cherished values central to Wells Fargo’s success, and most especially in the Greater Los Angeles Region, is our longstanding and deep commitment to our diverse communities. There is no community in the United States today as diverse as the Greater Los Angeles Region. Our support for diversity is demonstrated in many ways; through our community investment, volunteerism, philanthropy and hiring practices, and extends across ethnic, gender, age, diverse orientations, and abilities. We believe as a region as much as anything else, that our appreciation, understanding, and the engagement of our diverse communities is critical to our success as a company and as individuals.

We also know how incredibly important it is to leverage our talent and resources to help make a difference in the lives of our customers and our communities. It is the cornerstone of how we help our customers succeed financially. For the last ten years, Wells Fargo has been an ardent proponent and supporter of the “Get Smart About Credit” (GSAC) program, sponsored by the American Bankers Association Community Engagement Foundation. The GSAC campaign is an annual month-long event, where trained Wells Fargo bankers use Wells Fargo’s own financial literacy program Hands on Banking to reach out to schools, community centers, and nonprofit organizations to teach children as well as adults, about the critical importance of credit to one’s financial success and future. People learn how credit works, and how to utilize credit wisely, strategically and appropriately. An example of this includes our partnership with the distinguished non-profit educational organization Teach For America, where we have collaborated with them to provide this teaching to the students and adults served by their organization, among many others.

Another outreach effort Wells Fargo has supported during this same time is the “Teach Children To Save” program, a national financial educational effort also sponsored by the American Bankers Association. With very little, if any, financial literacy education provided in our schools today, this program is geared specifically towards our children emphasizing the importance of saving, financial management and planning. Through these two highly respected programs, we continue to address and emphasize the key importance that children, young adults and adults, senior citizens, and business owners can benefit substantially with knowledge about responsible and strategic financial management. By advocating for and supporting this work, we better prepare individuals, our communities, and our customers in our effort to help them succeed financially.

We know our success as a company results from the care and compassion of our 5,000 team members who bring our culture to life each day. Our team comes to work every day focused on taking care of customers, the communities we serve, and their fellow team members. They unsselfishly give their time, talent, and personal financial resources to causes important to them. This support of time, talent, and financial donations helps tens of thousands of nonprofits to further their missions and improve the lives of many throughout local communities. Last year, Wells Fargo team members volunteered more than 33,000 hours.

Our mission is to earn the trust of each of our communities in a way that reflects Wells Fargo’s role as one of America’s leading socially responsible companies. On behalf of the 5,000 team members who serve our customers in Los Angeles, San Bernardino and Riverside counties, we are honored to be a leading corporate citizen in Los Angeles.

David DiCristofaro is President of Wells Fargo in Greater Los Angeles.

Team member volunteers at LA Mission: Wells Fargo team members and the iconic stagecoach help deliver supplies and meals at the Los Angeles Mission on Skid Row. The team also presented a $40,000 check to pay for Thanksgiving Meals for the homeless.

Team members support LA Pride Week in West Hollywood. Wells Fargo team members were among the 400,000+ participants along the famous Christopher Street West/LA PRIDE parade route to kick off PRIDE month in the city of West Hollywood.

Team members support Children’s Hospital Los Angeles: Wells Fargo team members deliver spring baskets with the help of armored trucks to inpatients and outpatients at Children’s Hospital Los Angeles. The iconic Wells Fargo stage coach also made a visit. The weeks prior to the event, team member volunteers held various fundraisers to collect and fill 500 baskets with books, toys, activity kits, and other goodies for the kids. Each basket was individually wrapped and included a personalized note: “For Someone Special, from your friends at Wells Fargo.”
Giving brings out the best in everyone

Everyday, people share with friends, families and neighbors. And in times of need, we give to complete strangers, a simple act that can make a lasting difference. Little by little we can do a lot.

Small is Huge™

Visit wellsfargo.com/stories to see how big small can be.
The Leukemia & Lymphoma Society
6033 W. Century Blvd., Suite 300, Los Angeles, CA 90045
(310) 342-5800 • www.lls.org/calso

MISSION
The Leukemia & Lymphoma Society (LLS) is the world’s largest voluntary health agency dedicated to blood cancer: The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life for patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services to patients.

2016 GOALS
Our goal is to create a world without cancer, not someday, but TODAY. Our key priorities will ensure that LLS helps cancer patients live better, longer lives. LLS has dedicated itself to being one of the top-rated voluntary health agencies in terms of dollars that directly fund our mission. Currently, the California Southland Chapter funds $3.48 million towards research grants in our area to find a cure and eradicate cancer.

FUNDRAISING EVENTS
Light The Night Walk: Light The Night is the nation’s night to pay tribute and bring hope to those affected by cancer. Participants form teams of friends, family and co-workers to raise critical funds for cancer research. The California Southland Chapter holds walks in Los Angeles, Woodland Hills and Santa Clarita in the fall. Walkers carry illuminated lanterns to bring hope to those affected by cancer. Contact Katy.Ciempa@lls.org or visit www.lightthenight.org/calso to learn more.

Tea
Team in Training: Team in Training is the world’s largest endurance sports training program. The program provides training for half and full marathons, triathlons, century (100-mile) bike rides, hikes and climbs. Participants raise funds for lifesaving research in return for their training. Since 1988, more than 400,000 volunteer participants have helped raise over $1 billion. Contact Sarah.Clark@lls.org or visit www.teamintraining.org/calso to learn more.

Man & Woman of the Year: The Man & Woman of the Year campaign is a 10 week-long fundraising competition between 25 of Los Angeles’s best. Each dollar raised counts as a vote, and participants vie for the title of Man & Woman of the Year. The fundraising culminates in a Gala Celebration on June 4th at The Globe Theatre. Contact Lauren.Plichta@lls.org or visit www.mwoy.org/calso to learn more.

Student Series: Student Series is a service learning project that takes place in schools throughout the country. During the typical spring campaign, students collect spare change, which goes towards cancer research. Contact Martha.Mendoza@lls.org or visit www.studentseries.org/calso to learn more.

VOLUNTEER OPPORTUNITIES
Each campaign and department within LLS provides an opportunity to donate your time and talents. No matter the time commitment or availability, LLS can find a match that best suits the needs and interests of a volunteer. Donations of time and support enable LLS to continue to provide lifesaving research and patient services. For more information, contact us at (310) 342-5800 or visit www.lls.org/calso.

We have one goal:
A world without blood cancers.

someday is today
visit lls.org/calso or call 888-HELP-LLS
United Way of Greater Los Angeles
Gratefully Acknowledges

Christopher J. Carey
2015-2016 Chair, Campaign Cabinet

“I am proud to be a member of an organization that stands alone in its ability to bring together the non-profits, government officials, and business leaders who are changing this region for the better. United Way of Greater Los Angeles is like no other organization, powered by thousands of donors across L.A. County. Together, we are leading the fight to break the cycle of poverty for our most vulnerable neighbors through housing, education and jobs. The result is we’re transforming lives and investing in our local economy.

My vision is to create a community where everyone is empowered through United Way to deliver impact to those most in need, ensuring a better future for all citizens of L.A. County. I invite other business leaders to join us in creating lasting change. You will make a difference today and be part of shaping a better tomorrow.”

As the Executive Vice President and Chief Financial Officer of City National Bank, Mr. Christopher J. Carey oversees City National’s finance, accounting and treasury functions, as well as asset/liability management, investor relations, insurance, information services and call center operations, and banking and investment services. He also is a member of the company’s Executive Committee and its four-member Strategy and Planning Committee. Mr. Carey has 29 years of experience as a finance executive in the banking industry and is a long-standing member of United Way of Greater Los Angeles’ Board of Directors as well as the Los Angeles Business Leaders Task Force on Homelessness.

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DONOR SERVICES: 213-808-6280
Children’s Bureau
1910 Magnolia Avenue, Los Angeles, CA 90007
(213) 342-0142 • www.all4kids.org

◆ Non-Profit Overview

MISSION
Founded in 1904, Children’s Bureau is committed to providing vulnerable children — especially in the early years — the foundation necessary to become caring and productive adults by: preventing child abuse and neglect; protecting, nurturing and treating abused children; enhancing the potential of families and communities to meet the needs of their children; advancing the welfare of children and families through superior programs in foster care, adoption, child development, parent education, mental health, research and advocacy.

SERVICE AREA
Children’s Bureau provides services to more than 30,000 at-risk children and their families each year through 17 community sites located in Los Angeles and Orange County. Ninety-three percent of the families served live at or below the poverty level.

2016 GOALS
Here are some of the key areas of focus for Children’s Bureau:
• Maintain prevention programming with emphasis on birth to five years of age.
• Raise private dollar funds to support our prevention efforts.
• Evidence Magnolia Community Initiative’s impact within the 500 blocks it serves in Los Angeles.
• Launch advocacy efforts to promote investment in the early years and the Magnolia Community Initiative as a national model of prevention.
• Maintain our existing foster care and adoptions program efforts.

GIVING OPPORTUNITIES
Children’s Bureau offers donors a variety of ways in which to support our child abuse prevention work including:
• Annual Appeal Campaign
• Corporate Matching Gifts
• Planned Giving Opportunities
• Special Events
• Team All4Kids
• Young Professionals (Los Angeles and Orange County)

84% of funding goes directly towards Children’s Bureau’s programs. For more information or to make a donation, please visit www.all4kids.org.

California Community Foundation
221 S. Figueroa Street, Ste. 400, Los Angeles, CA 90012
(213) 413-4130 • www.calfund.org

◆ Non-Profit Overview

MISSION
The California Community Foundation (CCF) leads positive systemic change to strengthen Los Angeles communities.

2015 GOALS
As we continue to celebrate our 100th year of service, CCF will expand our focus on strengthening Los Angeles County through responsive leadership, effective philanthropy and civic engagement. This year, we launched our campaign to help transform the future of our region by granting $1 billion to Los Angeles County nonprofit organizations by 2025.

YEAR ESTABLISHED/HISTORY
CCF was founded in 1915 by L.A. banker and civic leader Joseph F. Sartori as a way for donors to pursue their own passions and to collaborate with nonprofit organizations in transforming Los Angeles County. Since then, CCF has grown to manage nearly 1,600 charitable foundations, funds and legacies and steward $1.5 billion in assets.

SERVICE AREA
Our community is Los Angeles County. With a deep understanding of this region’s complex challenges and extraordinary potential, we are dedicated to fulfilling the promise of a greater Los Angeles for all residents, now and in the future.

COMMUNITY ACHIEVEMENTS
CCF accomplishes its mission in partnership with donors, nonprofit organizations and government leaders who want to make Los Angeles a better place to live, work and play. Our many initiatives focus on strengthening Los Angeles, including: Building a Lifetime of Options (BLOOM) works to improve educational and career outcomes for Black male youth in South LA; our partnership with Grameen America in Los Angeles provides microloans to low-income women entrepreneurs to invest in their businesses, access financial education and gain peer support; and the Los Angeles Scholars Investment Fund, one of the state’s largest scholarship funds, helps students get to and through college.

GIVING OPPORTUNITIES
Our Centennial Legacy Campaign is intended to inspire enduring gifts that continue to create meaningful change for generations to come. It is a worthwhile opportunity to be a part of the solution to our biggest challenges. Our development specialists work directly with donors to help them identify their passions, define their vision and customize their giving plans. Whether a donor’s passion is animals or children, arts or education, poverty or the environment, our goal is to ensure their legacy lasts.

Help us prevent child abuse.

Investing in a successful future for children begins with family. Children’s Bureau helps to strengthen thousands of families each year by giving them the tools and resources they need in key areas of school readiness, nurturing parenting, financial stability and good health. Child abuse can be prevented and future generations spared with your support.

Visit all4kids.org or call 213.342.0144 to schedule a tour.

Sponsored by

Children’s Bureau
all4kids.org

When my kids ask why I’m involved in the community, I say it’s because I want them to live in a better world.”
— Joe Lumenva
Senior Vice President, Capital Group Private Client Services
Centennial Legacy Campaign Member

What will your legacy be?
Transform the future of Los Angeles County through the Centennial Legacy Campaign
MyLAlegacy.org | 213-413-4130

California Community Foundation