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Advertising Supplement

The Los Angeles Business Journal presents

Nonprofit & Corporate Citizenship Awards 2011



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Nonprofit & Corporate Citizenship Awards 2011

On June 29th, the Los Angeles Business Journal will proudly present our tribute to the nonprofits of Los Angeles. We'll honor those professionals and organizations that continue to make a positive impact on the community and do so under difficult financial constraints. Equally as important are the efforts of the corporations supporting these nonprofits. Many corporate executives volunteer time on boards and lend support through financial donations and sponsorships. These awards will recognize both equally important groups, and the selection process for the winners of these awards has not been easy. Listed in this section are the three esteemed finalists for each award category - all of whom, for all they do, are winners in our eyes!

LETTER FROM THE PUBLISHER



GIVING is good. We all know that. Charitable donations, volunteer work, investments in the underserved...all tremendously rewarding. And corporate giving is in some ways even better - it stimulates positive brand awareness, does wonders for employee morale and helps the community and a number of essential, wonderful causes in ways the vast majority of individuals cannot.

But of course we know that times are tight and the economy as it stands presents challenges for many. So, why give hard earned dollars or precious time to a non-profit organization now, of all times?

The answer is simple. Now is as important - perhaps more important - a time to give than ever. At its very core, Los Angeles is a City built upon uniquely generous relationships between the corporations and the charitable organizations with which they have chosen to partner.

The means to solving some of the city's - and the world's - most pressing problems rest squarely in the private sector. Companies bring powerful and impactful resources to the table, above and beyond their significant monetary contributions. In the service of society, corporations can leverage their assets, including product and in-kind donations, volunteers, professional services, technology, and unsurpassed distribution channels. Yes, the bottom line is challenged during economically difficult times, but charitable giving must be considered part of the healing process.

Social causes are, in fact, an essential part of corporate culture and business success. Tapping the resources of the corporate world to strategically match social, community, and public needs creates immense benefits for all parties - and that is something we can't afford to lose in any climate.

We at the Los Angeles Business Journal are proud then to present to you the volume you now hold in your hands - a roundup of finalists for our first annual Nonprofit & Corporate Citizenship Awards.

Our Awards, with honorees to be announced Wednesday, June 29, 2011 at the Millennium Biltmore Hotel, are designed to honor those professionals and organizations in the nonprofit world that continue to make a positive impact on the community and do so under difficult financial constraints. Equally as important are the efforts of the corporations supporting these nonprofits. Many corporate executives volunteer time on boards and lend support through financial donations and sponsorships. These awards recognize both equally important groups.

We hope these pages and participants inspire you as individuals, as citizens of this great region and as corporate decision makers.

We thank and salute all of the nominees and finalists - those of you who give something back. You are more than heroes - you are an essential part of future corporate and societal success.

Best regards,

Matthew A. Toledo
Publisher & CEO

FROM OUR SPONSORS

ON behalf of our 1200 PwC Los Angeles partners and staff, and more than 30,000 PwC people in the United States, I congratulate the winners and finalists of the Los Angeles Business Journal's Non Profit and Corporate Citizenship Awards. It's particularly gratifying to see a number of clients among the honorees, underscoring our shared commitment in the importance of giving back. After all, encouraging our people to demonstrate responsible leadership by making a difference in our communities is a fundamental value at PwC.

At PwC, we believe that corporate responsibility is about taking deliberate actions that highlight not only the integrity that we bring to our clients and to the marketplace every day, but also the commitment we make to our people and to our community. We are now placing additional rigor and discipline around the choices we make to have the highest impact in our communities. From educating youth through Junior Achievement and giving back through United Way, to serving on local nonprofit boards, every day we demonstrate our civic leadership -- adding value to our community as individuals and, collectively, as a firm.

Last year, PwC reached out to communities through nearly 200 firm-led projects during our firm's Summer of Community Service, impacting more than 70,000 children and raising over \$145,000.

This year, PwC is celebrating 100 years in Los Angeles. In honor of our centennial, we're kicking off a campaign called "100 Years of Service, 100 Ways of Giving Back." Over the coming months, our people will engage with organizations such as United Way, Junior Achievement, Habitat for Humanity, Minds Matter, Los Angeles Regional Food Bank and Children's Hospital of Los Angeles, participating in projects that support the community and reflect the firm's values and corporate responsibility commitment.

Once again, congratulations to the finalists and winners! We salute you in your ongoing efforts to better our communities.

Martha N. Corbett
Managing Partner
Southern California/Phoenix Market
PwC



CONGRATULATIONS to the nominees of the *Los Angeles Business Journal's* Nonprofit & Corporate Citizenship Awards. We're honored to join in recognizing these nonprofits and the corporations supporting them for their invaluable contributions to our community.

Sponsoring this event is especially meaningful to us at Union Bank, as we share in the commitment to positively impact the communities we serve whether through our charitable giving activities or by offering specialized relationship-focused services to the nonprofit sector.

Our depth of experience in this market spans more than 80 years and we're proud to introduce a new division—the National Nonprofit Lending Group—to meet the specific needs of private, nonprofit entities including colleges and universities, K-12 schools, civic and social organizations, and museums. The group provides competitive lending and banking solutions to help nonprofits finance capital expenditures and optimize their funds.

Beyond our banking capabilities, we believe in giving back to the community through charitable donations, sponsorships, board participation, and other volunteering activities. We recently launched a program that allows our Community Banking employees to take one day of paid time off annually to volunteer.

Union Bank also awards two percent of its after-tax earnings to nonprofits through the bank and the Union Bank Foundation, providing donations to more than 1,500 nonprofits annually. In 2010, our charitable investments totaled more than \$10 million.

Nonprofits and the corporations and executives supporting them help advance positive social and economic change. We salute them for making a difference and helping our community thrive.

Karim Teymourache,
Senior Vice President & Manager

John McGrath, Senior Vice President,
National Nonprofit Lending Group

Union Bank, N.A.





Specialized banking for nonprofits, allowing you to concentrate on what really matters.

As a nonprofit organization, you excel at knowing exactly what the needs of your community are and how to best manage them. But, at the same time, you also know just how complicated, and oftentimes difficult, dealing with the financial side of things can be.

Union Bank, with our highly specialized national nonprofit capabilities, can be that trusted partner you've been looking for when it comes to financing, treasury management, trust and custody, and any other banking solution for 501(c) entities like yours. Our goal is to keep you focused on doing what you do best.

To find out exactly what the nonprofit experts at Union Bank can do for you, give us a call today.

Proud sponsor of the Los Angeles Business Journal's Nonprofit & Corporate Citizenship Awards.

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Nonprofit & Corporate Citizenship Awards 2011

FINALISTS

ORGANIZATION OF THE YEAR (operating budget < \$1 million)

FOOD ON FOOT



FOOD on Foot is dedicated to providing the poor and homeless of Los Angeles with nutritious meals, clothing, job opportunities, and assistance in the transition to employment and life off the streets.

Food on Foot provides a meal service that is currently held every Sunday in Hollywood, attracts more than 200 homeless and low-income individuals who receive a nutritious chicken dinner and healthy snacks, as well as a variety of donated goods such as shoes and clothing (including some appropriate for job interviews), blankets, sleeping bags, backpacks, and other essentials.

The organization also features as Work for Food program, attracting individuals in dire need of food assistance. Those who seek to demonstrate their willingness to work are given trash bags to fill with trash from the streets. For compensation, they receive a gift card for food. After demonstrating reliable performance at this task for a number of weeks, these individuals are eligible to join a weekday crew, cleaning shopping centers, parking lots, and businesses on a daily basis. To build their skills, workers also have access to weekly computer training classes. For those demonstrating a strong work ethic and the basic qualities of a good employee on the weekday crew, FOF will begin the process of placing and supporting them in full-time employment in the community. In 2010, 242 individuals participated in WFF, with 17 moving to regular employment.

Food on Foot is the last resort for many of the individuals it helps. The organization works with men and women whose deep emotional problems have led to lives of homelessness, substance abuse, incarceration, and an utter lack of belief in themselves. Unimpeded by traditional funding models, FOF invests the tremendous amount of time needed to build its workers' confidence and help them overcome their fear of success - at the same time building partnerships with potential employers who will give Food on Foot's graduates the opportunities they need.

MINDS MATTER OF LOS ANGELES



MINDS Matter of Los Angeles is a mentoring organization whose mission is to transform the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for college success.

Minds Matter believes that helping its students (or mentees) attain their dreams of college education further prepares them to succeed in any endeavor they may undertake in the future. The organization and its 30+ volunteers therefore believe they are helping cultivate the next generation of leaders.

As a college readiness, access and success program, Minds Matter works to address the fact that despite their early academic accomplishments, high-achieving, low-income students face many challenges with regard to college matriculation, completion and, by extension, future success.

In Los Angeles, the country's 2nd largest school district, low rates of post-secondary enrollment and graduation can be traced to factors including the lack of advisory resources available for low-income students and inadequate academic preparation provided by the public school system. Research draws a link between college enrollment and access to support services and information about the admissions, application and financial aid processes. For many of Minds Matter's students, these resources can be difficult to navigate. Often guidance counselors at under-resourced schools have caseloads that far exceed their capacity. Furthermore, even with access to adequate resources, many students from low-income families may lack confidence in their ability to gain admission or to succeed at highly competitive colleges.

Students like those in the Minds Matter of Los Angeles program are often the first in their family to attend college. They also typically come from families with working parents, who while supportive of their children's aspirations to attend college, are rarely aware of the steps required to achieve this goal. Minds Matter of Los Angeles attempts to fill that void by providing the necessary resources and personalized guidance that they might not otherwise experience.

THE TREVOR PROJECT

THE Trevor Project has acknowledged the epidemic of anti-gay bullying and has made it its responsibility to work to end the tragedies that result from such bullying. The Trevor Project seeks to create a future in which all youth, regardless of sexual orientations or gender identity, have access to the same possibilities, opportunities, and dreams. Moreover, The Trevor Project is determined to prevent suicide among lesbian, gay, bi, transgender, and questioning (LGBTQ) youth by providing life-saving and life-affirming resources, which include a nationwide 24/7 crisis intervention lifeline, digital community, and advocacy/educational programs that establish a safe, supportive, and positive environment for everyone. The Trevor Project benefits all individuals regardless of sexual orientation, ranging from individuals seeking more information about various sexualities to LGBTQ who are seeking a safe environment or advice while in crisis of suicide.

The mission of The Trevor Project is to provide assistance to any individual who asks for help, provide resources for youth 24/7, as well as pioneering innovative methods to reach out to youth in crisis.

The mission can be categorized into 5 directives: impact, awareness, advocacy, expertise, and efficiency. The Trevor Project impacts LGBTQ youth by increasing the number of youth accessing the program services using state-of-the-art technology. The organization also generates greater awareness and acceptance of LGBTQ youth by providing education, creating formal partnership with metropolitan public school districts, engaging religious communities in a dialogue for advice and support, and encouraging family acceptance of LGBTQ youth. Additionally, The Trevor Project acts as an advocate for LGBTQ youth, promoting suicide prevention policies and mandates in schools. Furthermore, the organization works actively to maintain its notoriety and respect as respected resource. Lastly, The Trevor Project continuously captivates both volunteers and donors to ensure its sustainability.

FINALISTS ORGANIZATION OF THE YEAR (operating budget of \$1 - \$10 million)

BARLOW RESPIRATORY HOSPITAL



WHEN it comes to delivering compassionate, dedicated care as well as an intensive rehabilitation regimen to those with respiratory and complex illnesses, Barlow Respiratory Hospital is widely regarded as one of the nation's

best. Anchored in Southern California, the not-for-profit, acute care specialty healthcare organization has an unwavering mission to improve the quality of life for patients with respiratory and other diseases who may require prolonged acute hospitalization or specialized treatment in the Southern California region. Barlow serves as a resource within the healthcare community and the community-at-large by adhering to standards of excellence in patient care, research and education.

Annually, Barlow provides care for more than 700 patients and admits more than 300 ventilator-dependent patients who are transferred from the intensive care units of more than 70 Los Angeles hospitals. The hospital continues its dedication to serve an ever-growing population of critically ill patients who benefit immensely from longer hospital stays and are often able to recover with the advantages of personalized attention from its elite team of specialists. Barlow also remains true to its distinguished history of accepting patients who would otherwise not be able to receive long-term, acute care, due to the lack of expertise or resources at other facilities. On average, patients stay at Barlow for 30 days and by comparison, the average length of stay in short-term hospitals is only five to six days, making Barlow an irreplaceable link in the continuum of care.

Barlow stays relevant to the Los Angeles community by making changes to reflect the needs of the population it serves. Through expanded specialized services to the greater Southern California community, such as satellite facilities within regional hospitals, Barlow is able to focus on how to provide wellness to the surrounding environment as it improves its facilities. Furthermore, Barlow continues to maintain its culture of compassionate and holistic care by providing well-rounded support to patients and their families through difficult transition periods.

DOWNTOWN WOMEN'S CENTER



THE mission of the Downtown Women's Center is to provide permanent supportive housing and a safe and healthy community fostering dignity, respect, and personal stability, and to advocate ending homelessness for women. The

Downtown Women's Center is nationally recognized as a prototype for programs striving to meet the unique needs of homeless women. Within all aspects of DWC, women find support in coping with the multiple challenges that have contributed to their homelessness: the effects of aging, mental illness, physical disability, domestic violence, poverty, and aging out of foster care.

Founded in 1978, the Downtown Women's Center (DWC) is a nationally recognized nonprofit that provides over 50,000 meals, 71 permanent supportive housing apartments, and a wide array of health, education, and other supportive services to more than 2500 homeless and very low-income women each year. The Center meets its mission by offering a warm, friendly atmosphere that encourages homeless women to commit to their own betterment and healing process. DWC's supportive community and much-needed resources allow homeless women to reconnect with their sense of self, reclaim goals lost in the day-to-day struggle for survival on the streets, and move toward self-sufficiency. In the local Skid Row community, the Downtown Women's Center is the only resource that is exclusively for and singularly dedicated to serving the unique needs of this population.

DWC's services include meals, personalized case management, a weekly on-site medical clinic, health workshops and screenings, computer literacy classes, government benefits advocacy, support groups, and job counseling. Self-expression classes, art workshops, creative writing workshops, and poetry groups help women communicate feelings that are often difficult to express. DWC celebrates every holiday and each woman's birthday, and conducts outings to cultural venues. These regular social and cultural activities are designed to create a community for the women and DWC's team of over 700 active volunteers.

SOCIETY OF ST. VINCENT DE PAUL, COUNCIL OF LOS ANGELES



SINCE 1908 the Society of St. Vincent de Paul, Council of Los Angeles, has been a part of the 178 year-old international Society of St. Vincent de Paul, whose members serve the needy of all faiths in 142 countries. The Los Angeles branch of the Society is a non-profit, public benefit corporation that provides programs and services for children, the homeless and the poor within the counties of Santa Barbara, Ventura and Los Angeles that are free

of charge regardless of religion, race, gender, sexual orientation, handicap or national origin.

Among the Society's programs is the Circle V Ranch Camp, a one-week resident camp program that teaches children life skills, improves self-esteem, and enables guests to meet positive role models, while spending time in a positive and nurturing environment. The Circle V Ranch Camp assists approximately 1200 underserved children with 98 percent receiving some form of camp scholarship. The Society also offers Volunteer Conferences where approximately 2000 men, women, young adults, and teenagers conduct home visits to determine specific individual needs to properly assist people. Works include assisting at emergency food and shelter programs; conducting food, clothing and toy drives to help needy families and individuals; providing referrals to victims of domestic violence, runaways and those in need of medical or dental treatment; aiding individuals with utilities and/or rental assistance; visiting elderly shut-ins or those in prison; and follow-up to all services rendered.

Then there is St. Vincent's Cardinal Manning Center Shelter, which accommodates a maximum of 73 men, five women and seven children on any given night. It serves as a 28-day emergency shelter for homeless men and an 18-month men's advancement program that assists employed homeless men to find permanent housing.

After 100 years it becomes more than a business relationship

We know what makes Los Angeles special. We also know the people who have built and shaped the success here. We proudly call them our clients.

At our 100th anniversary of being a part of Los Angeles, we thank our staff and partners for their commitment, but most importantly we thank people like you for making us feel at home.

The PwC logo is displayed in a bold, lowercase, sans-serif font. A small red horizontal bar is positioned above the 'p'.

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Nonprofit & Corporate Citizenship Awards 2011

FINALISTS

ORGANIZATION OF THE YEAR (operating budget > \$10 million)

GOODWILL SOUTHERN CALIFORNIA



TRANSFORMING lives through the power of work, Goodwill Southern California (GSC) serves people with disabilities or other vocational challenges, as well as businesses, by providing education, training, work experience and job placement services. Amidst some of the toughest economic times this country has seen, Goodwill Southern California is empowering individuals through education, training, and access to new employment opportunities; advancing businesses through its recruitment services and green business lines; enriching communities through partnerships, youth programs, and a positive economic impact; and caring for the earth through repurposing used goods, and recycling efforts which, in 2010 diverted a total of 25.4 million pounds of textiles, paper and e-waste.

In 2010, GSC served 92,353 individuals, including those with disabilities and vocational disadvantages and 5,581 businesses. We placed 7,490 people in new jobs through programs and services offered at three campuses and 24 job service centers throughout Los Angeles, Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from operations at 65 retail stores and 42 attended donation centers, as well as contracts for secure shredding and electronic waste services.

GSC has developed a highly sustainable business model funded by retail sales and other contract revenues that support its mission and provide no cost programs and services to tens of thousands in need throughout our community. Last year, GSC's operating revenues totaled \$130 million, of which \$77 million was attributed to retail sales and nearly \$9.5 million was generated by contracts for business services such as secure shredding and electronic waste recycling. These alternate business lines not only provide valuable and sustainable revenue streams, they employ hundreds of individuals with disabilities - offering many an opportunity to earn a fair wage, enjoy a sense of inclusion and camaraderie in an environment of respect and appreciation, and a chance to be more fully integrated into the community at large.

TOBINWORLD



TOBINWORLD is a private non-profit special education school for children and young adults with behavior problems. It was founded by the mother of an Autistic child, Judy Weber, who named the school after her son,

Tobin. She founded the school to keep her child, and others like him, out of state hospitals. Now Tobinworld is one of the largest special education schools in the state of California. Typically, students have been classified as severely emotionally disturbed, autistic or developmentally disabled. Often their problems are so severe that it has been difficult or impossible for them to be accepted by, or successfully educated in, regular public school programs. Tobinworld's policy is to accept students between the ages of 5 through 22 years of age without regard to race, sex, religion, I.Q., grade level or national origin.

Tobinworld seeks to impart to each student the skills and behaviors he or she needs in order to live as happy, normal and productive a life as possible. The program philosophy integrates special education with behavioral psychology and carries out an individual behavior and academic program for each student.

Today, there are more than 400 autistic, developmentally disabled or emotionally disturbed children at Tobinworld. These students often cannot find a place in the public or private school system. Many of the children are self-abusive or aggressive; some have been involved with gangs and drugs. Admission to Tobinworld is initiated through each student's home school district's Special Education Placement Center. Tobinworld students are funded by public school districts through the state-reimbursed NPS funding model. An additional revenue stream was created in 2010 with the opening of Tobinworld Treasures, a gift boutique located in a retail space across the street from Tobinworld's main campus in Glendale.

UNION RESCUE MISSION



UNION Rescue Mission is the largest shelter of its kind and the oldest one in Los Angeles. Services include food, clothing and shelter, life transformation programs, job-training classes, counseling, drug rehabilitation, a medical and dental clinic, Bible study and work therapy. URM is the only mission in Los Angeles that serves men, women, single moms with children, single dads with children, two-parent families with children and accepts families with teenagers. In the last few years the mission has rescued over 900 families, representing 1,900 children, from the streets of Los Angeles.

While some agencies and missions have responded to the recession by reducing their programs and services, URM not only increased its services, but tripled the number of meals served each day. Thinking "outside the box," URM also recently changed its service delivery in its Hospitality and Guest Services Department. The new short-term emergency shelter program for guests is called The Gateway Program. Gateway participants pay a nominal monthly fee for a bed and a part of that fee is set aside for savings that is returned to the participant upon departure. Gateway participants receive additional services such as regularly scheduled case management, the opportunity to access their bed during the day, secure storage under their beds, transition assistance, medical care, emergency dental services, and attendance in life skills classes, along with the regular services offered at the mission.

Union Rescue Mission has certainly grown with Los Angeles. When the Union Rescue Mission was founded on December 4th, 1891, the population of Los Angeles was 55,000 people. Currently the population is reported to be at just under 4 million (3,792,621). Amazingly, the Mission is still actively serving the people of LA and expanding and adjusting its services to meet the current needs of the population in need of help.

FINALISTS LEADERSHIP EXCELLENCE AWARD (NONPROFIT LEADER)

NANCY AOSSEY International Medical Corps



In her 25 years as President and CEO of International Medical Corps, a global humanitarian relief and development organization based in Los Angeles, Nancy Aossey has been responsible for helping deliver more than \$1.1 billion in lifesaving health care and training to tens of millions of the world's most vulnerable people in some of the toughest environments, including Darfur, Afghanistan, Haiti and the Democratic Republic of Congo.

Aossey came to Los Angeles and joined International Medical Corps shortly after its founding here in 1984, transforming it from a start-up with a handful of employees, into a world leader in medical crisis response and recovery with a staff of more than 4000 and thousands of volunteers. With a mission focused on training and educating local health care workers, International Medical Corps, under Aossey's leadership, restores self-reliance within communities, enabling local populations and health partners to physically and emotionally help themselves recover and rebuild.

In addition to expanding International Medical Corps' first programs in Afghanistan and Pakistan, Aossey personally launched its early humanitarian interventions in places including Angola, Somalia, Bosnia, Rwanda, and Kosovo, among others. One example of her commitment took place during Angola's devastating civil war, as children were dying by the thousands from preventable diseases. She negotiated with rebel leaders to enter the country and launched a massive immunization program that vaccinated tens of thousands of children. Her exceptional leadership, courage and determination have helped International Medical Corps deliver innovative lifesaving programs in some of the most difficult and dangerous environments across more than 65 countries. Aossey's ability to navigate the ever-shifting nature of humanitarian work and innovate how relief is delivered in challenging environments, and to expand International Medical Corps' reach to more underserved communities, is testament to her leadership skills, as well as her integrity, and her humanity.

VIVIAN SEIGEL JVS



As CEO of JVS, Vivian Seigel manages one of the largest non-profit, nonsectarian career-counseling organizations in the state, with nearly 30,000 clients, over 30 locations and a budget of \$15 million. Seigel came to JVS in 1977 as a career counselor, when the agency had less than 1000 clients. When she took over as CEO in 1996, the agency had only 5000 clients and a budget of just over a million.

She spearheaded JVS' expansion of its business and career services division due to the increasing numbers of unemployed professionals and businesses needing to streamline their hiring processes. JVS' success rate is unparalleled in LA County with many people finding jobs within 3-6 months, as opposed to the national average of around 18 months.

With Los Angeles County's unemployment rate at around 12%, JVS has seen a 50% increase in clients coming in, free of charge, for help. Many of these clients are the "new unemployed," white collar professionals who used to earn \$100,000 and more, who have had fairly stable careers and who now have little idea of how to cope with the new job market. These clients are architects, financial executives, higher level managers, and corporate executives. Many of them are single adults, without any sort of safety net.

Seigel has also worked with numerous state and county agencies to address shortfalls in services to people with special needs, including co-authoring a bill to provide funding for employment services to individuals, allowing them to enter the workplace instead of relying on government support. Seigel also served as president of the International Association of JVS from 2001 to 2003, working with the 28 affiliated agencies across the United States, Canada, Israel and South America. She has reached out to the community by forming successful partnerships with agencies to provide job-services to people with disabilities and individuals looking to start their own businesses, and with Beit T'Shuvah to help people struggling with homelessness and drug addiction get their lives and careers back on track.

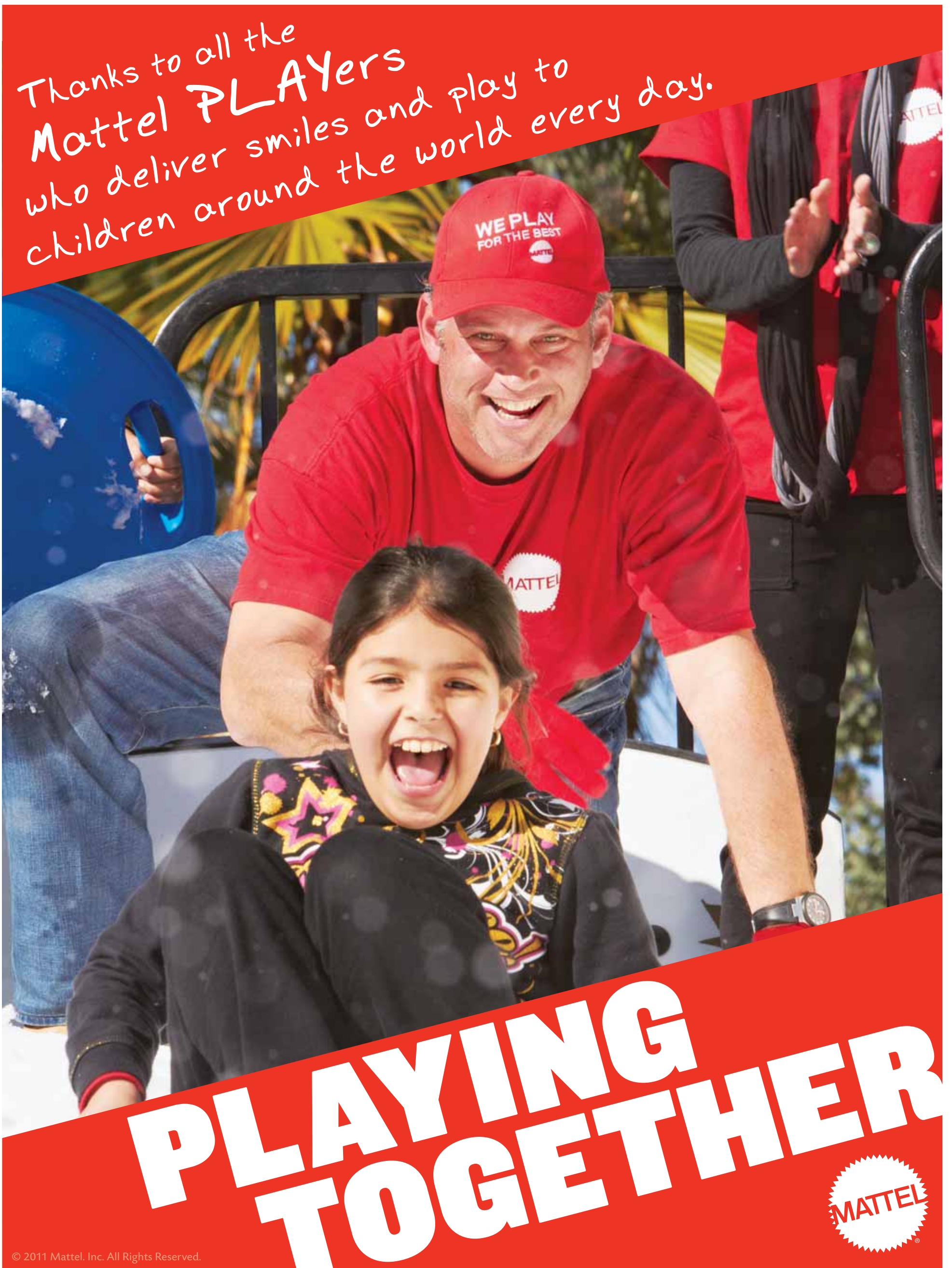
ROBBIE GLUCKSON Premiere Oncology Foundation



As Executive Director of the Premiere Oncology Foundation, Robbie Gluckson oversees development, program services, grant writing, patient advocacy, and community outreach. She leads a groundbreaking Phase I cancer research organization. Her passion for community service and patient advocacy is evident in her 24/7 work ethic. Enhancing the care of cancer patients, their families, and loved ones through psychosocial support, clinical trial research, education, and integrative medicine is her life's work.

Her daily responsibilities cover a broad array of disciplines including leadership, operations, strategic planning, fundraising, program development, marketing, communications, finance, management, policy review, compliance, board development, and on-line fundraising. She has single-handedly developed an integrative medical services clinic including acupuncture/TCM, pain management, yoga therapy, oncology massage therapy, oncology nutrition education, hypnotherapy, qi gong, meditation, physical and lymphedema therapy, Reiki, and reflexology.

The Premiere Oncology Foundation's world-class psychosocial programs for cancer patients and families assist them throughout all stages of their cancer journey. These programs utilize psychiatrists, nurse practitioners, marriage/family therapists, social workers, clinical psychologists, art therapists, and other professionals in such areas as quality-of-life issues, useful day-to-day tools for survivors, spirituality, and caregiver support. Among the many successful programs spearheaded by Gluckson is the art therapy program. The Premiere Oncology Foundation has been hosting Cancer & Creativity Workshops for adult cancer survivors in the greater Los Angeles area since Spring 2008. The free art therapy group meets each Tuesday in Santa Monica. Were it not for Gluckman's ongoing efforts to seek funding for the art therapy program and art exhibitions-they never would have gotten off the ground. Now they are a permanent testament to the importance of the creative healing process that art therapy provides for cancer patients everywhere.



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**PLAYING
TOGETHER**



Nonprofit & Corporate Citizenship Awards 2011 FINALISTS | NONPROFIT TEAM OF THE YEAR

LA'S PROM CLOSET



LA's Prom Closet (LAPC) is a 100% volunteer nonprofit organization that provides free prom attire and self esteem workshops to high school teens that are in financial hardship. Most of the girls that benefit from LAPC are not just

dealing with financial situations but are dealing with much more serious life situations such as loss of family members, or are in foster care, or parents have lost their jobs and financially it is harder to just make it at the end of the month and pay their bills. These young girls that LAPC serve are bright young women that need to be reminded and given the recognition of all the hard work they have done in the past and are now graduating from high school.

The LAPC team prides itself with giving these teens VIP service; the girls are greeted with their own personal shopper for the day. The personal shopper sizes them for their ideal dress, then takes them to alterations and brings them to the shoes, make up, jewelry, purse, and shawls section. These girls receive everything for free because of donations made by the community. All the dresses and accessories are donated by individuals and some small bridal stores.

After the girls have received their dresses they get a chance to attend a series of free empowerment workshops. Such workshops included are college financial aid workshops, one is dedicated to etiquette, some are art workshops such as how to make your own jewelry, overcoming challenges facilitated by professional motivational speakers, a dream building workshop where girls make collages of their dreams on poster boards, a yoga workshop to show girls meditation and relaxation poses, and lastly workshops on how to do your own make up, hair, nails and a health workshop. The girls walk away with everything and a goodie bag with the essentials needed for prom and some college as the next step materials. The LAPC team has helped over 550 girls go to prom since its establishment in 2008.

LOS ANGELES NEIGHBORHOOD LAND TRUST



THE LA Neighborhood Land Trust (LANLT) converts vacant lots, abandoned and nuisance properties into neighborhood parks and community gardens in low-income communities of color. Key to LANLT's

work is an emphasis on grassroots organizing in creating and managing the parks and community gardens. Staff conducts extensive outreach to residents, stakeholders and community organizations, and empowers them to plan, develop and manage the new spaces. Through this community-driven process, LANLT and local leaders, volunteers and families have jointly established seven green spaces and begun development of three new parks in low-income neighborhoods of Los Angeles.

The LANLT team has successfully completed the following parks in low income neighborhoods in the last six years: Estrela Park (South LA), Richardson Family Park (South LA), Moothart Collington Community Garden (Koreatown), Beverly Union Park (Historic Filipinotown), Marson Park (Panorama City), 11th Avenue Family Park (South LA), Marsh Street Skate Park (Elysian Valley), Fox and Laurel Canyon (Pacoima-Opening June 2011), Fremont High School Community Garden and Clinic (South LA-Opening November 2011) and Avalon/Gage (South LA- Opening Fall 2012).

Although the Land Trust is a relatively young organization, it occupies a unique and important niche in civic society-creating and maintaining neighborhood parks and community gardens exclusively in low-income communities of color. The Land Trust has significant staff and board capacity in the content areas required to achieve the proposed outcomes: land acquisition, community organizing, policy advocacy, government relations, landscape architecture and green infrastructure operations and maintenance.

NATIONAL KIDNEY FOUNDATION, LOS ANGELES CHAPTER



THE National Kidney Foundation, a major voluntary nonprofit health organization, is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by

kidney disease and increasing the availability of all organs for transplantation. The Los Angeles Chapter of the National Kidney Foundation has a number of programs to aid in the early detection and lessen the impact of kidney disease and transplant on the patients and families.

Twenty six million Americans have chronic kidney disease and most don't know it. In the Greater Los Angeles Area alone over 450,000 are suffering from chronic kidney disease. Early detection and treatment, including lifestyle changes and medications, may slow or prevent its progression to kidney failure and lessen the risk of cardiovascular disease.

The KEEP PROGRAM funded entirely by donations generated from this program provides free screening for early detection. This is a free health screening for people at risk for kidney disease - area residents with diabetes, high blood pressure or a family history of kidney disease. In the Greater Los Angeles Area alone over a million are suffering from chronic kidney disease. The summer TEEN CAMP PROGRAM is designed for children suffering from chronic kidney disease, on hemodialysis, peritoneal dialysis or have received a transplant. Patients attending the Foundation's summer camp have a fully equipped facility that will monitor all of their medical needs, including dialysis treatments. This enables these children to continue receiving life-saving treatments while allowing them to enjoy the outdoor adventures of nature.

FINALISTS PROJECT COLLABORATION OF THE YEAR

CHILDREN YOUTH AND FAMILY COLLABORATIVE - EDUCATIONAL PILOT PROJECT

THE Education Pilot Project (EPP) is a collaborative of educators, social workers, community based organizations, public and private entities dedicated to improving the academic performance and educational opportunities for foster youth by sharing data across agencies, using assessments and documented evidence to develop individual education plans tailored to students' specific needs, and providing academic remediation based on those needs. EPP is designed to be a model program suitable for replication in any area in which school districts, child protective services, and community stakeholders are willing to partner to improve the outcomes of foster youth. The ultimate goal for the pilot project is to demonstrate that public-private collaborations can prioritize and improve education for foster youth and in doing so eliminate the achievement gap by significantly improving their academic performance.

EPP is, by definition, a collaborative effort requiring the contributions of all partners to effectively impact the foster youth in their collective care. The success of the project is dependent upon common goals, working relationships characterized by trust and communication, and an overriding belief in the potential of foster youth when given appropriate support and resources to counter the deficits created by family struggles or systemic barriers. EPP is overseen by an Executive Team comprised of high-level representatives from the following organizations: Children Youth and Family Collaborative; Department of Children and Family Services; County Supervisor Gloria Molina; Los Angeles County Education Coordinating Council; and the Pomona and Montebello Unified School Districts.

EPP's unprecedented public-private team approach, coupled with a proven academic intervention system, has yielded extremely promising results that, if replicated, could virtually eliminate the achievement gap for foster youth throughout California and beyond.

COMMUNITIES IN SCHOOLS OF LOS ANGELES WEST & CITY YEAR LOS ANGELES COLLABORATION



As the Executive Directors at Communities in Schools of Los Angeles West (CIS-LAW) and City Year Los Angeles (CYLA), respectively, Bud Jacobs and Allison Graff-Weisner have cultivated essential collaboration between their organi-

zations, the school district, and the private sector, to meet the immense need that exists in our city's public education landscape. In Los Angeles, 95% of all high school dropouts come from just 47 local "dropout factories" - high schools where less than 60% of students graduate from the 12th grade on time. For a single young adult such a fate can be tragic, but when the majority of students from entire communities fail to graduate, the social and economic costs are profound and far-reaching.

Graff-Weisner and Jacobs bring unwavering commitment and passion in their efforts to tackle the local dropout epidemic that is crippling our students and our communities. They are simultaneously advocates, conveners, thought-leaders, and coalition-builders, navigating the intertwined arenas of education reform, philanthropy, city government, and nonprofit service to ensure their organizations are operating at maximum capacity, with a singular focus on impact. Under their leadership, CISLAW and CYLA collaborate to deliver a scalable human capital strategy for providing students in our city's most challenged schools with the evidence-based supports they need to stay in school and on track to high school graduation. Together, they have expanded their impact ambitiously and intelligently, to enhance educational opportunity for the Los Angeles students who need it most.

Over the longer run, Graff-Weisner and Jacobs are now focused on scaling so as to saturate more high-dropout feeder patterns in Los Angeles and meet the growing demand for their unique collaboration. They are compelled to act on the increasing severity, and solvability, of the dropout crisis; it is now clear which students are falling off track, and which interventions are needed to prevent them from dropping out. Through the coalition of stakeholders that they have brought together, it is now possible to turn around a critical mass of off-track students and significantly increase Los Angeles' graduation pipeline.

JVS' BANKWORK\$



JVS' BankWork\$ is a free bank career training program developed in partnership with The Sheri and Les Biller Family Foundation (Les Biller is the former COO of Wells Fargo and current Chairman of Sterling Financial

Corp.), along with a consortium of banks financial institutions and community and government partners. They include Bank of America, Citibank, City National Bank, Continental Services Currency, Inc., One West Bank, Pacific Western Bank, Union Bank, US Bank, and Wells Fargo. Additional funding partners include United Way, the State of California Employment Training Panel and the Workforce Investment Board.

JVS' BankWork\$ prepares participants for entry-level jobs in the financial services industry. While it is only a first step, it is the crucial step on a career ladder with unlimited potential for advancement within the financial services industry. The goal is a long-term solution, for both our clients and partners, resulting in a stable career. The eight-week program, based on a curriculum inspired by the specific needs of the banking partners, offers job training, job placement assistance and ongoing coaching for career advancement, with starting salaries between \$20,000-\$35,000, plus benefits. At the completion of each class, there is a formal graduation ceremony, followed by a private job fair with recruiters from the banking partners.

Virtually all of the BankWork\$ participants are individuals facing multiple barriers to employment, including those with disabilities, limited education, limited work history, English as a second language, refugee status, foster care youth, single parent households, those below the poverty line and more. Approximately 93% of our participants are people of color. The age of participants ranges from 18 to nearly 70. To date, JVS' BankWork\$ has graduated over 400 people, with an average 87% hiring rate. Six months later, 75% of those are still employed at the same institution.

J.P. Morgan applauds the winners of the
Nonprofit and Corporate Citizenship Awards,
whose vision, leadership and dedication have
helped transform our community.



Nonprofit & Corporate Citizenship Awards **2011** FINALISTS | SOCIAL ENTERPRISE OF THE YEAR

ABODE COMMUNITIES



THE mission of Abode Communities is to open new doors in people's lives through creative and responsible design, development, and operation of service-enhanced affordable housing. Headquartered in downtown Los Angeles, Abode Communities provides affordable housing to extremely low-, very low and low-income families throughout Southern California. Its core work is producing multifamily affordable apartments that are built sustainably, while maintaining ownership interest and management responsibilities to ensure their long-term success.

Abode Communities has a 42-year history in Los Angeles. It was founded as a design center where young architects could volunteer their time to provide pro-bono services to community groups to plan and design socially beneficial projects like health clinics and child care centers. With the need for affordable housing in the Los Angeles region reaching a tipping point in the 1980s, Abode Communities' focus shifted to the production and preservation of affordable housing while its greater guiding principle continued to be engaging people in the development of their neighborhoods.

Since then, the organization has raised almost \$350 million from private and public sources, utilizing complex funding packages that may include Low-Income Housing Tax Credits (LIHTC), Community Development Block Grants, conventional construction and permanent loans and grants. Abode Communities is dedicated to its strategic relationships with public agencies and investors and are in close communication with its investors and public agency partners. They have invested this capital in low-income communities completing more than 50 developments totaling almost 3000 homes throughout their history. Abode Communities' current portfolio of properties totals 34, serving almost 5000 residents. Abode Communities is now recognized as an industry leader in the design and construction of energy-efficient affordable housing. This includes the major tenets of smart growth, building infill, urban communities that are transit and pedestrian-oriented, have a greater mix of housing, commercial and retail uses.

TOBINWORLD



TOBINWORLD is a private non-profit special education school for children and young adults with behavior problems. It was founded by the mother of an Autistic child, Judy Weber, who named the school after her son, Tobin. She founded the school to keep her child, and others like him, out of state hospitals. Now Tobinworld is one of the largest special education schools in the state of California. Typically, students have been classified as severely emotionally disturbed, autistic or developmentally disabled. Often their problems are so severe that it has been difficult or impossible for them to be accepted by, or successfully educated in, regular public school programs. Tobinworld's policy is to accept students between the ages of 5 through 22 years of age without regard to race, sex, religion, I.Q., grade level or national origin.

Tobinworld seeks to impart to each student the skills and behaviors he or she needs in order to live as happy, normal and productive a life as possible. The program philosophy integrates special education with behavioral psychology and carries out an individual behavior and academic program for each student.

Today, there are more than 400 autistic, developmentally disabled or emotionally disturbed children at Tobinworld. These students often cannot find a place in the public or private school system. Many of the children are self-abusive or aggressive; some have been involved with gangs and drugs. Admission to Tobinworld is initiated through each student's home school district's Special Education Placement Center. Tobinworld students are funded by public school districts through the state-reimbursed NPS funding model. An additional revenue stream was created in 2010 with the opening of Tobinworld Treasures, a gift boutique located in a retail space across the street from Tobinworld's main campus in Glendale.

GIRL SCOUTS OF GREATER LOS ANGELES



THE Girl Scouts mission is to build girls of courage, confidence and character, who make the world a better place. Girl Scouts of Greater Los Angeles (GSGLA) was formed over two years ago to be the successor to six legacy councils

that served the diverse communities throughout Los Angeles County. The vision and motivation behind this huge undertaking was to combine resources, produce economies of scale, enhance community partnerships and create a more efficient, effective organization in order to better serve our current members and to expand our outreach into underserved communities.

GSGLA's goals are to provide essential and relevant programs that support our mission. The organization offers hundreds of programs annually that focus on Business Smarts & Financial Literacy, STEM (science, technology, engineering, math), Wellness & Healthy Living, Environment & Outdoor Adventure, and Arts & Culture. Some of the topics in each of these areas include self-expression, managing money, body image, recycling, robotics, kayaking, computers, cultural appreciation, rocketry, cyber bullying, astronomy, first aid training, and career exploration.

Community service is a cornerstone of Girl Scouts programs, and through GSGLA, tens of thousands of Girl Scouts contribute to their communities by assisting organizations that are in serious need. It is estimated that its girls provide well over 750,000 hours annually in service locally, nationally and abroad. One example is the annual "Feed Your Neighbor" food drive where, in just six hours on December 4, 2010, Girl Scouts collected more than 79,000 pounds of food and delivered those donations to local food pantries – representing over 60,000 meals! These types of service projects not only have a profound and lasting effect on the young girls but also an immeasurable, positive impact on the community. The program has grown to be the largest girl-serving nonprofit in greater Los Angeles with more than 40,000 members encompassing all socioeconomic and ethnic backgrounds.

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FINALISTS | CORPORATE PARTNER OF THE YEAR

HASBRO STUDIOS



EACH day, children across the globe are faced with challenges that would overwhelm most adults - these children are the focus of Hasbro's philanthropic and volunteer commitments. Hasbro's approach to its philanthropic activities allows it to spread its impact and gifts, in the form of both financial grants and product donations, across multiple organizations working in every sector where you may find children and families in crisis or facing difficulties. Together, Hasbro and its nonprofit partners and beneficiaries work towards the goal of bringing joy, hope and empowerment to children and families throughout the world. SOS Children's Villages, Operation Smile, Boundless Playgrounds, World Vision and the Association of Hole in the Wall Camps are among Hasbro's global and national philanthropic partners.

Key Los Angeles-area initiatives Hasbro has supported include: The Help Group, the largest and most comprehensive nonprofit organization of its kind in the United States serving children with special needs; Zimmer Children's Museum, dedicated to teaching global citizenship, community responsibility and cultural sensitivity; and First Star, a national non-profit organization dedicated to helping children in child protective services, criminal and family courts, and foster care systems across the country.

Hasbro also has a longstanding history of supporting programs aimed at delivering play and comfort to children and families facing serious illnesses. With Hasbro's support, the Dream Foundation delivers dreams and wishes to children with terminal or life-threatening illnesses. Hasbro has sponsored Children's Hospital Los Angeles' inaugural Walk for Kids and supported the expansion of a hospital outreach program through The Painted Turtle (member of the Association of Hole in the Wall Camps), allowing children facing serious illnesses to leave the hospital and experience the joy and adventure of camp.

STAPLES CENTER FOUNDATION



SINCE the inception of STAPLES Center Foundation, more than one million tickets have been donated to local non-profit organizations, sending boy scouts to Lakers games, homeless families to the circus and mentorship pairs to the X Games, and just about everything else imaginable, but that is just a small piece of the Foundation's important work. STAPLES Center Foundation provides facilities, rent free, to organizations such as HOLA, The Posse Foundation and City Year. The Foundation has also supported families such as the Baileys, nine relatives who were displaced to Los Angeles after Hurricane Katrina, who the Foundation adopted and helped offset living expenses for ten months after the ordeal.

The Foundation has also contributed more than \$10 million to local charities and makes large-scale, multi-year commitments to non-profit organizations within a three-mile radius of STAPLES Center. The Foundation has committed sizable grant making - more than \$1 million to Inner-City Arts, providing art education to children who live or go to school near Skid Row; \$750,000 to A Better LA - supplying gang intervention and prevention strategies to the South Central community; \$250,000 to Para Los Niño's, a non-profit family service organization designed to bring Los Angeles children out of poverty; \$250,000 to the Salvation Army Red Shield Community Center, which serves more than 4000 children and their parents in the Pico Union community; among many other financial commitments.

Providing funding is not the sole source of the Foundation's community involvement, either. When suite renovations took place in the arena, STAPLES Center Foundation donated 400 televisions to numerous organizations, including 90 TVs to Green Dot Public Schools so all of their schools could have TVs. The Foundation also donated more than 200 refrigerators to the local community with half of the units going to the Union Rescue Mission for a new shelter to house homeless women and children.

TOYOTA MOTOR SALES, USA, INC.



TOYOTA is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$539 million to philanthropic programs in the U.S. and is known for "The Toyota Way," a philosophy that dates back to the birth of the company. Its two main principles: respect for people and continuous improvement, also known as "kaizen" in Japanese, affect the way they do business every day. This same philosophy applies to Toyota's philanthropic efforts in the U.S. and around the world. Since Toyota began operations in this country in 1957, giving back to the communities where they do business has been of utmost importance. As a leader in the industry, they are committed to improving the lives of their associates, enhancing the quality of life for their many loyal Toyota customers, and tackling the challenging issues that exist in the communities where they do business.

Toyota supports numerous worthwhile organizations but is especially proud of its long-term partnership with Special Olympics. Toyota forged this partnership with Special Olympics Southern California 25 years ago. Through tough times and more prosperous times, they have lent a hand in a myriad of ways beyond simply cutting a check, which include volunteerism, in-kind, and even office space in its Torrance headquarters.

It is part of the very corporate culture at Toyota for employees to be giving of their time and resources, working together to help make a difference in the lives of others. The company demonstrates its commitment to volunteerism by providing its employees with various recognition programs including grants to charities of the employee's choice. In 2010, Toyota employees volunteered over 100,000 hours of community service across the U.S. Locally, employees volunteered more than 8,000 hours of service.



Barlow Respiratory HOSPITAL

Barlow Respiratory Hospital is honored to be recognized by the Los Angeles Business Journal as a nominee for the Nonprofit and Corporate Citizenship award. It is the tireless efforts of our doctors, nurses, rehab therapists and administrative team that enable Barlow to provide excellent services and patient care to the chronically critically ill of Southern California suffering from respiratory diseases.

We also congratulate our friend and Foundation Board Chair,
Denise Anthony.

You are a devoted leader and consummate advocate for the hospital and foundation.

Barlow Respiratory Hospital is the only not-for-profit, long-term, acute care respiratory hospital in Southern California. Barlow specializes in caring for critically ill, complex patients and offers nationally recognized programs that include ventilator weaning, pulmonary rehabilitation, wound care and palliative care. Barlow's Ventilator Weaning Program is among the best in the nation with a success rate of 60%. Barlow Respiratory Research Center's TIPS® Protocol, developed by Barlow pulmonologists and based on years of specialized practice, is still in use in hospitals around the country today. By treating patients through leading edge, research-based treatment delivered in a compassionate manner, Barlow continues to be Southern California's choice and the **nation's best** at delivering **pulmonary care**.



For more information or to donate, visit www.barlowhospital.org or call (213) 202-6835.

Barlow Respiratory Hospital | 2000 Stadium Way | Los Angeles, California 90026



Nonprofit & Corporate Citizenship Awards 2011 FINALISTS | LEADERSHIP EXCELLENCE AWARD (CORPORATE LEADER)

JOHN GUTIERREZ EL ARCA, Inc.



JOHN R. Gutierrez has been associated with the East Los Angeles Remarkable Citizen's Association (EL ARCA) for over 25 years. He was first introduced to the organization through a service challenge from his employer, Atlantic Richfield Company (ARCO). Since that time, he has been an active volunteer in the areas of agency events, fund and friend raising, resource acquisition, and on the Board of Directors, including Board Chair.

A year ago, EL ARCA was in crisis and in danger of closing its doors due to California's budget cutbacks to Developmental Centers. EL ARCA's ability to continue to provide Day and Residential programs and Transportation services to persons with developmental disabilities was in serious and immediate danger. Parents and care providers to more than 250 persons from the ages of 22 - 65 with Autism, Down Syndrome, Cerebral Palsy, and mental retardation were in a state of desperation. Communities of Northeast, East, Southeast, and South Central Los Angeles were faced with the possibility of not ever having EL ARCA programs and services. John's strong negotiation skills allowed EL ARCA to maintain its doors open, during one of the most difficult times of the organization's history as he maintained a transparent, honest relationship with banks, creditors, attorneys, vendors, employees and clients.

Gutierrez' primary role today is as the Chairperson of the Board of Directors and leads the organization towards the accomplishments of its mission as well as serving as the primary liaison between the CEO and the Board of Directors. Apart from the above and the duties and responsibilities of this position, Gutierrez has, over the years, been committed and involved in all aspects of the agency. He has a keen insight into the operations and a firm understanding of governance and financial aspects. He is regularly called upon for his counsel on any problem and challenge facing the organization. His network in the community has been most helpful in securing "pro bono" work for EL ARCA and he has become a true champion for the organization on many levels.

DAVID ELSON Manatt Phelps and Phillips



DAVID Elson is Senior Counsel at Manatt Phelps and Phillips. His practice focuses on public law, administrative and elections litigation, complex civil and criminal commercial litigation, and governmental investigations. He has represented educational, financial, and healthcare institutions, major corporations and corporate officers, high profile public officials and political candidates, as well as witnesses in federal and state regulatory,

grand jury and other investigative proceedings. Elson also oversees the firm's pro bono activities, which include the representation of a broad range of non-profit and charitable organizations.

As part of Elson has served on the Board of Directors of Western Center on Law and Poverty since 2004. He co-chairs the Development Committee and chairs the Strategic Planning Committee. Western Center on Law and Poverty has led the fight in the courts, counties and capital to secure housing, healthcare and a strong safety net for low-income Californians. We bring about system-wide change through pivotal impact litigation; hard hitting advocacy; negotiations with state and county government; and support for nearly 100 frontline legal service organizations, including 20 in Los Angeles.

Dave's commitment to Western Center's mission is palpable. He profoundly cares about the lives of low-income Californians and is actively engaged in the oversight of Western Center, advocating on its behalf and making significant personal contributions. He has helped Western Center raise hundreds of thousands of dollars. He created and runs Western Center's cy pres outreach program, reaching out to hundreds of judges, mediators and attorneys on the organization's behalf. He unstintingly offers his firm's resources to help with pro bono projects. Under Dave's leadership, his firm is helping the Center draft the Affordable Housing Manual, to be used by hundreds of advocates who represent millions of clients throughout the state. He and his firm are also helping the Center litigate several cases on behalf of hundreds of thousands of seniors, families and persons with disabilities.

LYNDON FAULKNER Pelican Products, Inc.



LYNDON Faulkner is the President and CEO of Pelican Products, Inc., the global leader in the design and manufacture of both high-performance protective case solutions and advanced portable LED lighting systems. He leads a company operating in 12 countries, with 22 offices and six manufacturing facilities across the globe. While his schedule is extremely full, Faulkner routinely makes time to sponsor and participate in a host of global programs through the "Pelican Community Outreach Program."

Examples of his commitment to volunteerism include participation in Adopt-a-Beach events where he regularly works alongside employees to clean sections of Torrance Beach. Additional organizations he supports include: March of Dimes Walk, Red Cross Blood Drives, Revlon Run/Walk, Heal the Bay and Special Olympic Volunteerism.

Faulkner is passionate about giving back to the community through substantial product donations and support. Initiatives he has spearheaded include: Adopt-a-School-Program (Pelican has partnered with Anza Elementary School); Australia Flood Relief Efforts - Pelican recently donated \$80,000 worth of head lamps and flashlights; Japan Disaster Relief Efforts - Pelican recently donated \$70,000 worth of flashlights; Haiti Relief Efforts - Pelican donated \$100,000 worth of head lamps and flashlights; Chile Relief Efforts - Pelican donated \$50,000 worth of flashlights; Pelican for Patriots program - A program where Pelican is donating cases to men and women who have lost a limb in Operation Enduring Freedom (OEF) or Operation Iraqi Freedom (OIF); and USO's 'United Through Reading' program - Pelican has donated large transport cases to move recording equipment and books to various military personnel in Southwest Asia. Like any effective leader, Faulkner's commitment to corporate giving has driven a company-wide culture of volunteerism that inspires all he leads.

UNITED WAY OF GREATER LOS ANGELES CONGRATULATES THE EXCEPTIONAL NONPROFIT & CORPORATE CITIZENSHIP AWARD NOMINEES

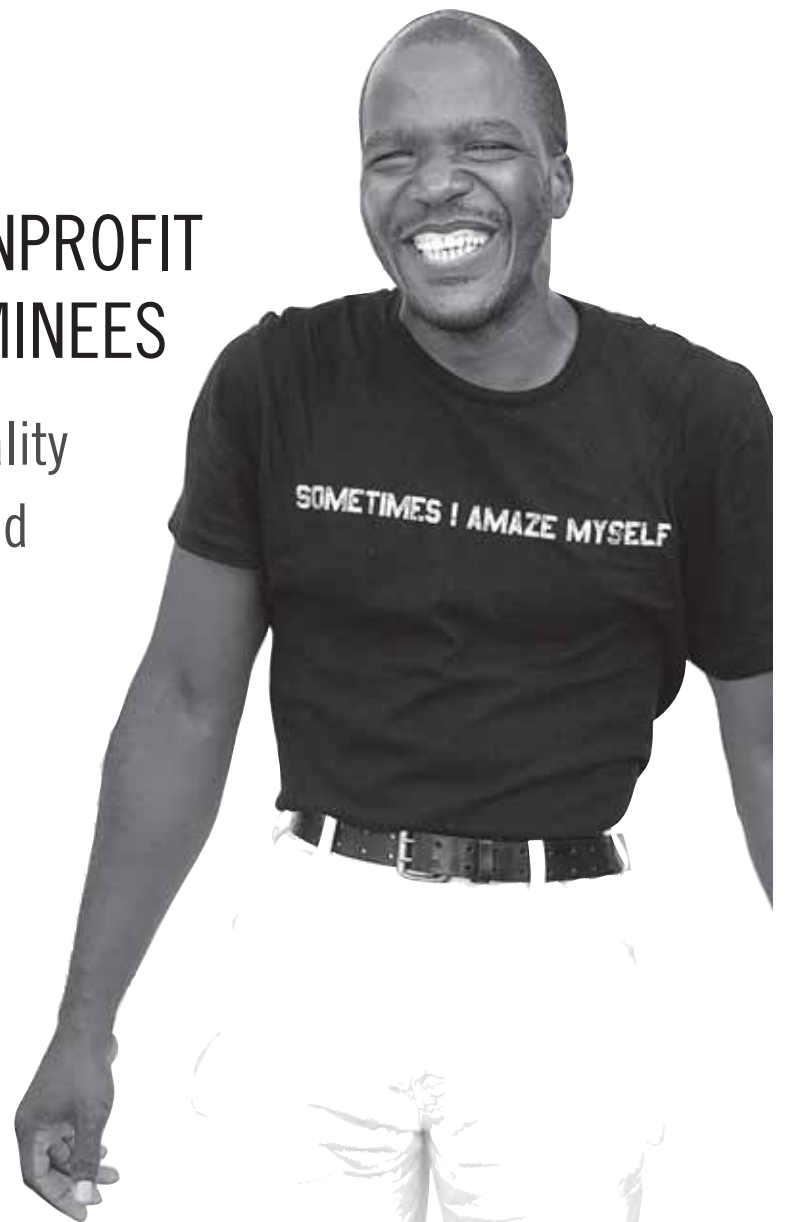
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LIVE UNITED 
TO CREATE PATHWAYS OUT OF POVERTY



FINALISTS | VOLUNTEER OF THE YEAR

SHIRLEY & MARK BALLAS



VERY few people in the public eye are willing to admit to a suicide in their family. The few that do tend to make the statement and then back off from any involvement or reminders

of the suicide. This is not the case for world-renowned Latin Dance instructor, coach and judge Shirley Ballas. She had planned a lavish party to celebrate her 50th birthday. At her son, Dancing With the Stars Professional, Mark Ballas' suggestion, she said that in lieu of gifts, people make a donation to the American Foundation for Suicide Prevention (AFSP). Shirley used her celebrity status in the ballroom dance world to reach out to students, other dancers and judges to raise money.

At her party, Shirley had to tell people about her brother David's suicide. She had to "come out" to the world and admit that her brother had suffered from major depression and took his life. To go public with such information presents a risk, but Shirley wasn't going to allow stigma and potential repercussions to stop her. Her party featured AFSP and ways attendees could help support the organization, including a silent auction of dance lessons with the professional dancers from "Dancing With the Stars." In her speech that night, Shirley encouraged everyone to support the organization and attend other events. At her party, Shirley also presented the AFSP with a check for \$40,000. In 2 1/2 weeks, she had raised \$40,000 just from her friends and students. And a philanthropist was born.

Shirley and Mark were so inspired by their volunteer experience that they have started their own foundation, The Ballas Foundation, which will continue to raise money and support suicide prevention programs in the United States.

JIM & MARCIA BRAMMER



IN one year alone, Jim and Marcia Brammer, owners of State of the Art Images, donated over 120 photography packages to silent auctions and raffles for an array of causes. Each package is valued at \$550. Their in-kind donations alone exceed a value of \$66,000 per year. For each donation, the Brammers provide a sample

photograph, description and materials to help make the item more enticing and generate a larger donation.

Beyond the multitude of gift certificates, the couple donate thousands of hours of photography services to nonprofits. They have worked with dozens of organizations, including the American Foundation for Suicide Prevention (AFSP) and Woodland Hills-Tarzana Chamber of Commerce. Their donation of services to Now I Lay Me Down to Sleep is perhaps the most indicative of who the Brammers are as people. They donate their services to this organization that provides photos to parents of stillborn or babies who will die shortly after birth. Certainly the parents experiencing these devastating circumstances would pay anything for a remembrance of their child. But the Brammers provide it for free.

Beyond their in-kind and services, Jim and Marcia serve on a number of boards and committees. For sole proprietors of a business to donate over \$66,000 of in-kind, hundreds of hours of donation of services and over 360 hours per month in volunteer leadership literally helps transform the community.

JACK WAGNER



EMMY-NOMINATED actor, award-winning singer, #1 ranked celebrity golfer, and philanthropist Jack Wagner serves as a National Celebrity Ambassador for The Leukemia & Lymphoma Society (LLS), as well as founder of the annual Jack Wagner Celebrity Classic which has been a significant fundraising endeavor and media attraction for LLS since 2007.

In 1990, Jack Wagner lost his father to multiple myeloma and in 1999 his beloved brother Dennis was diagnosed with leukemia. Dennis had relapsed four separate times, during each of which he endured chemotherapy and the challenges that come along with recovery, before receiving a complete bone marrow transplant in 2007. Today, Dennis is still fighting a daily battle against complications associated with this procedure but as Jack says, "Let Dennis be an example to us all that our efforts truly make a difference. He is still with us today because of new lifesaving treatments, but we must still push for a cure." This is what drives his commitment to The Leukemia & Lymphoma Society (LLS).

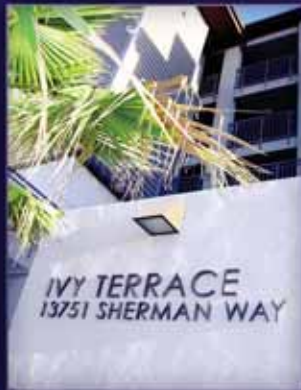
In 2006, after winning nearly \$150,000 for LLS in a celebrity challenge on the game show, Wheel of Fortune (the most won by any celebrity in the history of the show), Jack approached LLS with the idea of creating a charity golf tournament. As the number one ranked celebrity golfer by Golf Digest and winner of the 17th Annual American Century Tahoe Celebrity Golf Championship, Jack was eager to combine his talent with a club and his celebrity influence to establish a prestigious golf tournament. This tournament allows sponsors and participants the opportunity to not only play on a highly-desirable, private course; but also to play alongside some popular celebrities from the worlds of entertainment and sports. It enabled Jack to raise funds to support the mission of LLS: cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life for patients and their families. In just 6 years, Jack Wagner's personal contributions and fundraising efforts have exceeded \$1 million to support lifesaving cancer research funded by, as well as critical patient services provided by, LLS.

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TOYOTA

Making a Difference

Nonprofit & Corporate Citizenship Awards 2011 FINALISTS

CORPORATE SOCIAL RESPONSIBILITY AWARD

MATTEL, INC.



MATTEL'S philanthropic efforts in 2010 touched the lives of approximately five million children in more than 50 countries. The company donated almost approximately \$19.2 million in cash and product globally. In addition,

more than 25 percent of Mattel employees volunteer as part of the company's philanthropic efforts through a spectrum of activities and causes.

Mattel understands the power of play better than just about anyone, and the holiday season is the perfect time to share play with underserved children. Mattel's approach to impactful social giving can best be summed up in a program that the company launched during the 2010 holiday season, a truly unique philanthropic endeavor designed to bring the power of play to thousands of the most underserved children in Los Angeles County.

The idea was simple: focus the combined passion and energy of Mattel employees by using PLAY to make a difference in lives of underserved children over the course of 12 consecutive days during the holiday season.

Choosing to forego the usual company parties, Mattel employees chose instead to give their time and holiday party budgets to bring a magical play experience to 20,000 underserved children in Los Angeles County. Harnessing the power of employee volunteerism and working with schools and organizations that serve children, team-building volunteer events were created to make a meaningful difference through the simple joy of play. Mattel created six winter wonderland experiences by bringing snow days to children in underserved neighborhoods and schools, as well as the company's El Segundo headquarters for a Day of Play with the LA's BEST organization. Thousands of children were able to go sledding, build snowmen and make snow angels. Additional events hosted included employee volunteer hours with the Los Angeles Food Bank, building a house with Habitat for Humanity, the granting of a wish with Make-A-Wish Foundation and the Mattel Children's Hospital UCLA holiday party for patients and families.

SONY PICTURES ENTERTAINMENT

SONY Pictures is part of a family of operating companies under Sony Corporation ? Sony Electronics Inc., Sony Pictures Entertainment Inc. and Sony Music Entertainment among them - who are known for creating products that enrich people's lives as well as being dedicated to improving people's lives through philanthropic efforts. Sony Pictures' commitment to Corporate Social Responsibility extends to helping local communities, fostering better educational systems, supporting the arts and culture, promoting diversity, protecting and improving the environment and actively encouraging employee volunteerism.

Sony Pictures Entertainment's spirit of philanthropy is deeply imbedded in the company's culture. Dozens of programs and partnerships established by the company have touched lives in all corners of the country. Thousands of Sony Pictures' employees have responded positively to this spirit and have given generously of themselves. They've collected food for the hungry, built homes for the poor, cleaned polluted waterways, mentored the disadvantaged and helped in countless other ways.

LINKS, the employee volunteer program at Sony Pictures Entertainment, has been dedicated to empowering and recognizing employee volunteerism for over 10 years. Guided by a dedicated group of Sony Pictures employees, LINKS' mission is to connect employees within the company, the employees to the community and the company to the community. Sony Pictures Entertainment LINKS volunteers have assisted the Special Olympics of Southern California, Heal the Bay, Habitat for Humanity, Big Brothers Big Sisters of Greater Los Angeles, Midnight Mission, TreePeople, Dress for Success, Young

Storytellers, St. Vincent Meals on Wheels, the Downtown Women's Center, Upward Bound House, Los Angeles Regional Foodbank, the Mar Vista Family Center, Free Arts for Abused Children, the Exceptional Children's Foundation, L.A. Works Day and Culver City Friends of the Library.

WARNER BROS. ENTERTAINMENT



At Warner Bros. Entertainment, corporate responsibilities (CR) is a set of principles that inform the company's programs, policies, and initiatives in the four main areas of: creativity, workplace, community, and sustainability. CR is the strategic framework that Warner Bros. Public Affairs applies in all of its stakeholder engagement efforts, and is the benchmark against which the company's programs and initiatives are measured. Being responsible corporate citizens has always been a priority at Warner Bros.

One of the company's signature programs is Impact, a giving program that provides multiple ways for employees to get involved, including company-sponsored payroll giving, volunteerism, worksite mentoring, employee matching grants, employee volunteer grants, and nonprofit board leadership. By providing a variety of ways to become a member, the Impact program delivers flexibility and choice to employees who wish to give time, money or both. Warner Bros. employees appreciate that the company supports causes they care about by matching their charitable contributions dollar for dollar, doubling the employee's financial impact.

Through monetary contributions and employee volunteering, Impact supports 12 partner organizations that work in four major focus areas: community engagement, environmental stewardship, youth enrichment, and global outreach. Organizations are chosen by employees through a company-wide survey and become partners for a two-year cycle. The community engagement partners for the 2011-2012 cycle are: the Burbank Temporary Aid Center, Chrysalis, and Volunteers of the Burbank Animal Shelter.

FINALISTS IN-KIND SUPPORTER OF THE YEAR

TISH CIRAVOLO Daisy Rock Girl Guitars



TISH Ciravolo is the President & Founder of Daisy Rock Girl Guitars, the original girl guitar company dedicated to successfully supplying and marketing professional quality guitars for females of all ages. Tish and her

company have been constant supporters of organizations dedicated to the awareness and prevention of breast cancer over the past 11 years. In addition to hundreds of Daisy Rock instrument donations to fundraisers that support the National Breast Cancer Foundation, Susan G Komen for the Cure, Keep A Breast Foundation, and many others, Daisy Rock also hosts their own annual event "Pretty In Punk" in which all the proceeds in past years events have been donated to the same organizations and others.

Daisy Rock Girl Guitars is the original girl guitar company dedicated to successfully supplying and marketing professional quality guitars for females of all ages. All Daisy Rock guitars are designed specifically for the female form and feature lightweight bodies, "Slim & Narrow" neck profiles to better fit smaller hands, and are available in inspiring finishes. Daisy Rock Girl Guitars' ongoing mission is to do whatever it takes to help girls play guitar and enjoy music.

Hundreds of Daisy Rock guitars over the past 11 years, often signed by celebrities including Lisa Loeb, Wanda Jackson, Ann and Nancy Wilson from Heart, Cyndi Lauper, among others, have been donated by Daisy Rock to silent auctions that benefit breast cancer awareness/prevention non-profit organizations. Guitars have raised thousands of dollars for these organizations - money that has gone directly into their efforts to help raise awareness and fund scientific research and programs to prevent breast cancer.

NANCY JANDROKOVIC Goodyear Tire & Rubber Co.



NANCY Jandrokovic, Director of Airship Operations for the Goodyear Tire & Rubber Company, provides operational oversight and strategic leadership for the company's world-famous and well-loved blimps. Under Nancy's leadership,

each base (including the local location in Carson) annually contributes 100 or more certificates to non-profit organizations for a passenger flight for two to be auctioned off for fundraising purposes. Though each donation package is valued at a minimum bid of \$1000, it often goes for three to four times that amount because Goodyear does not sell seats to the public to ride in the airships.

Additional in-kind support is given to local charities throughout the year through text messages broadcasting on the ship's Eagle-vision sign, which is used to convey support for special events and causes; and through the donation of premium items such as signature shirts, t-shirts, toys, hats, blimp banks, books and inflatable blimps for raffle purposes.

Locally, the Carson-based Spirit of America has donated charitable certificates to many different organizations which promote health, community welfare and education, such as Children's Hospital, LAPD Memorial Fund, Rotary Club, Torrance Cultural Arts Center, Carson Coordinating Council, Juvenile Diabetes Research Foundation, MEND, American Heart Association, American Cancer Association, United Way, LA Foodbank, YMCA, Catholic Big Brothers and Big Sisters, LA County Sheriff's Association, Garden Grove Community Fdtn., Peninsula Community Children's Hospital, Union Rescue Mission, Parkinson's Resource Organization, Japanese American National Museum, Optimist Youth Fdtn., City of Hope Cancer Center, Juvenile Connection Program, and many others. This practice has been on-going for decades. Additionally, though rides in the blimp are by invitation (or donation) only, Goodyear sometimes grants ride requests from members of the general public who ask on behalf of a terminally ill child or other family/friend, or to mark an important life transition such as deployment or return from a war zone.

MICHAEL E. WALTON



MICHAEL Walton, a professional copywriter, became involved as a volunteer for Long Beach Rescue Mission several years ago and helped edit articles for its newsletter. The President and CEO of the Mission found out about his skillful volunteer activity and asked him to take a look at a special project -- a Case For Support that the Mission can use as a prospectus with larger/major donors.

Walton worked with the CEO one-on-one and not only was he able to conceptualize this special project - he hit it out of the ballpark for Mission. He donated all his time and materials to this project and was also able to get a greatly reduced price for a small quantity digital print vendor.

The cost to produce this publication through normal channels would have been difficult for the Rescue Mission to afford had Walton not stepped into the gap. His involvement with this project required him to become so familiar with the Rescue Mission's programs and clientele that he and his wife, Jo Bracken have become regular attendees at program graduations and supporters of the Mission's work.

Not only did Michael Walton do a superb job on the Case For Support, he did such a great job that it won two awards at the industry's Media Innovation Competition. His work was awarded First Place in the category of Printed Brochure in the revenue classification, and the overall Best of Show of all categories and revenue classification, including web design, blogs, photographs, newsletters, and annual reports. The judges' comments included: "Amazing use of 2-color process, striking photography, not too heavy of text, use of tabs that provide a visual tour of the Mission."

NOMINEES

Abode Communities

Robin Hughes
President
Los Angeles

Arent Fox LLP

Debra Albin-Riley
Partner
Los Angeles

Barlow Respiratory Hospital

Denise Anthony
Chair
Beverly Hills

Barlow Respiratory Hospital

Margaret Crane
CEO
Beverly Hills

Bertossa Consulting

Cindy Bertossa-Weger
Owner
Redondo Beach

Beverly Hills Greater Los Angeles Association of Realtors

Robin Greenberg
President
Beverly Hills

Calabasas Chamber of Commerce

Maureen Corr Whalen
President & CEO
Calabasas

Century Housing Corporation

Ronald Griffith
President & CEO
Culver City

Children Youth and Family Collaborative-Educational Pilot Project

Lydia Templetion, Es.
Project Director, Chief Executive Officer & Board President

Communities In Schools Los Angeles West & City Year Los Angeles

Bud Jacobs & Allison Graff-Weisner
Executive Directors
Los Angeles

Daisy Rock Girl Guitars

Tish Ciravolo
President & Founder
Van Nuys

Downtown Women's Center

Lisa Watson
Chief Executive Officer
Los Angeles

EL ARCA, Inc.

John Gutierrez
Chairman of the Board
Los Angeles

Farmers & Merchants Bank

W. Henry Walker
Chief Executive Officer
Long Beach

Food on Foot

Jay Goldinger
Executive Director
Beverly Hills

Freeman Spogli & Co.

Peter Starrett
Consultant
Los Angeles

Friends of Greystone

Susan Rosen
President
Beverly Hills

Fund Raising, Inc.

Robert Kaplan
President
Los Angeles

Girl Scouts of Greater Los Angeles

Kendra Walker
Director of Marketing
Los Angeles

Goodwill Southern California

Douglas Barr
President and CEO
Los Angeles

Goodyear Tire & Rubber Co.

Nancy Jandrokovic
Director of Airship Operations
Gardena

Hasbro Studios

Stephen Davis
President
Burbank

Heal One World

Skye Kelly
Executive Director
Los Angeles

International Medical Corps

Nancy Aossey
President & CEO
Santa Monica

Jay Nolan Community Services

Jeff Strully
Executive Director
Mission Hills

Judi Lirman, MFT

Judi Lirman
Psychotherapist
Canoga Park

JVS

Vivian Seigel
Chief Executive Officer
Los Angeles

JVS' BankWork\$

Jay Soloway
Director of Career and Business Services
Los Angeles

LA's Prom Closet

Jennifer Miyamoto
President
Hawthorne

Laura Levinsky Consulting

Laura Levinsky
Owner/ Consultant
Woodland Hills

Library Foundation of Los Angeles

Ken Brecher
President
Los Angeles

Los Angeles Child Guidance Clinic

Elizabeth W. Pfromm, M.S., MPA
President & CEO
Los Angeles

Los Angeles County Bicycle Coalition

Jennifer Klausner
Executive Director
Los Angeles

Los Angeles Jewish Home

Molly Forrest
CEO-President
Reseda

Los Angeles Music & Art School

Isela Sotelo
Executive Director
Los Angeles

Los Angeles Neighborhood Land Trust

Alina Bokde
Executive Director
Los Angeles

Manatt Phelps and Phillips

David Elson
Senior Counsel
Los Angeles

Mattel, Inc.

Deidre Lind
Executive Director of
Philanthropic Programs
El Segundo

Minds Matter of Los Angeles

Tina Admans
President and Chairperson
Porter Ranch

My Bunny and Me

Linda Mallut
Owner
Canoga Park

National Kidney Foundation Los Angeles Chapter Team

Chris Johnson
Division President
Sherman Oaks

Panda Restaurant Group, Inc. - Panda Cares

Peggy Cherng
Co-Founder
CEO
Rosemead

Pelican Products, Inc.

Lyndon Faulkner
President & CEO
Torrance

Premiere Oncology Foundation

Robbie Gluckson
Executive Director
Santa Monica

Program for Torture Victims

Ana Deutsch & Dr. Jose Quiroga
Co-Founders, Clinical Director
and Medical Director
Los Angeles

Prototypes

Cassandra Loch
President & CEO
Los Angeles

Say No To Drugs Race

Ryan J. Kugler
President & Co-Owner
Toluca Lake

Scripps College Academy at Scripps College

Kelly Hewitt
Director
Claremont

Society of St. Vincent de Paul Council of Los Angeles

Clair Padama & David Fields
Chair of the Board & Executive Director
Los Angeles

Global Corporate Social Responsibility Sony Pictures Entertainment

Janice Pober
Senior Vice President
Culver City

STAPLES Center Foundation

Jennifer Lynch
Director
Los Angeles

State of the Art Images - Photography by Jim Brammer

Jim & Marcia Brammer
Owners
Tarzana

The Great Shepherd Outreach - Men of Valor Home

Robert Honeycutt
Director
Los Angeles

The Guardians of the Los Angeles Jewish Home for the Aging

Tracy Baum
Executive Director
Los Angeles

The Help Group

Barbara Firestone
President & CEO
Sherman Oaks

The Marilyn Hilton MS Achievement Center at UCLA & the National Multiple Sclerosis Society, So Cal & Nevada Chapter

Stephanie Fisher
Executive Director
Los Angeles

The Trevor Project

David McFarland
Interim CEO
West Hollywood

Tobinworld

Judy Weber-Israeli
Founder & Executive Director
Glendale

Toyota Motor Sales, USA, Inc.

Michael Rouse
Vice President,
Philanthropy & Community Affairs
Torrance

Union Rescue Mission

Rev. Andy Bales
CEO
Los Angeles

Valley Economic Development Center

Roberto Barragan
President & CEO
Sherman Oaks

Warner Bros. Entertainment

Lisa Rawlins
Senior Vice President
Public Affairs
Burbank

Mark & Shirley Ballas

Latin Dance Instructors
Singer- Songwriter
Marina del Rey

Jack Wagner

Actor
Sherman Oaks

Michael E. Walton

Professional Copywriter
Long Beach