Corporate Social Responsibility & Giving Guide
Creating Healthy Communities in Southern California

By ANGELA CORON

For 70 years, Kaiser Permanente has worked toward our mission of delivering high-quality health care to our members and people in our communities. In 2014, we invested nearly $760 million to help build a healthy Southern California.

Our work encourages kids to eat healthier foods and be physically active. It provides training programs for health care workers and supports the safety net of community clinics, public hospitals, and government programs to improve access to and quality of patient care. We seek out health inequities, determine how and where we can best use our resources and work with funding partners, educational institutions, and a range of community groups to find solutions.

Improving our work, play, eat, and learn—places such as schools, retail stores, clinics and parks.

Kaiser Permanente Southern California has a focus on three broad areas of community benefit work:

• Healthy People: Providing access to high-quality care to low income, underserved people
• Healthy Environments: Creating safe, healthy communities and environments where people live, work, and play
• Sharing Knowledge: Developing important new medical knowledge and sharing it widely.

We help thousands of low-income individuals and families in our emergency rooms, hospitals, medical offices, and through our participation in Medi-Cal and Medical Financial Assistance programs. Additionally, we share our knowledge and expertise; establish partnerships and collaborations; and provide grant funding, technical assistance and training. We work with the safety net of community clinics, public health systems and hospitals, and other organizations to improve care management and quality improvement strategies in the diverse communities we serve.

Promoting “Healthy Eating Active Living” to help communities and schools thrive

Kaiser Permanente knows good health is easier to achieve when people are surrounded by a healthy environment. That’s why we promote our Healthy Eating Active Living (HEAL) programs. Our multifaceted approach combats obesity and related health conditions on a long-term, comprehensive basis by improving access to healthy foods and physical activity.

Our HEAL work includes statewide, regional, and local strategies to improve community health through policy and environmental changes. This integrated collaboration brings fresh food into corner stores and improves public parks so adults and children may have nutritious diets and safe places to exercise and play. We supported six HEAL Zones with a four-year grant to improve the lives of residents in six Southern California counties with high rates of obesity and health disparities. Small communities were selected in each county and existing resources were targeted for change. Our community partners are implementing strategies to reach people where they live, work, play, eat, and learn—places such as schools, retail stores, clinics and parks.

We also help improve community health by supporting leading organizations that advocate for health equity, distribution and use of healthy foods and beverages, breastfeeding, and enhancement to parks and open space.

The regional Thriving Schools program helps students, staff and teachers focus on making healthy choices through initiatives such as improving school lunches and increasing opportunities for physical activity.

Developing important new medical knowledge and sharing resources

We conduct an extensive range of medical research studies annually, supported by state-of-the-art methods and one of the world’s largest, most comprehensive electronic health record systems. Our research includes studies on cancer, epidemiology, cardiology, diabetes, genetics, childhood obesity, and women’s health. From this work we create new medical care knowledge, translate it into clinical practice, and share it with the world. We believe doing this is one of the most important ways we improve world health.

Our work extends to the training of health care professionals. For example, our Graduate Medical Education program provides training and education to medical residents in a variety of specialties. Residents provide care to Kaiser Permanente members in ambulatory and inpatient settings, and work rotations at school-based health centers, community clinics, and homeless shelters. These settings provide primary medical care services to low-income children and adolescents, the homeless, and other people without access to health care. We also support six Community Medicine Fellows each year to work in community health care facilities to help increase the quality and efficiency of care.

Kaiser Permanente supports education, training, and development to increase the numbers of physicians, nurses, pharmacists, physical therapists, and other clinicians and allied health professionals. Additionally, to maintain and improve the clinical skills of nurses, we conduct important studies to help enhance patient care and outcomes.

Improving total health through community outreach

Our knowledge and resource-sharing also benefit families in the greater South Los Angeles area. Since 1967, the Watts Counseling and Learning Center has provided educational support and counseling programs to families regardless of health plan membership.

Doing well in school can send a student on a lifelong trajectory toward success. The Educational Outreach Program provides education and support services, primarily for Latino families, in the San Gabriel Valley and Los Angeles county sections of Los Angeles County.

And for nearly 30 years, we’ve cultivated a kind of learning that doesn’t come from books or sitting in a classroom. Educational Theatre uses music, comedy and drama to inspire audiences of children, teens and adults to make healthy choices for themselves and their communities. The performances and workshops, led by professional actor-educators, address the most pressing health issues of the day, including healthy eating and active living, conflict management and STD prevention.

Angela Coron, MPH, joined Kaiser Permanente Southern California in 2005. Under her leadership, the region’s Community Benefit program has significantly increased access to quality health care for the uninsured and underinsured through the organization’s Child Health Program and through partnerships and sharing knowledge with community clinics and public hospitals. Coron has also helped to increase the region’s Community Benefit investments from $238 million in 2005 to more than $760 million.

Kaiser Permanente Southern California’s Community Impact in 2014

• Our Medical Financial Assistance program provided $108 million in care for nearly 61,770 Kaiser Permanente members and non-members.
• We provided $498 million in health services to eligible individuals and families through Medi-Cal and similar programs.
• We provided $59 million to help 31,419 children receive health care through our Kaiser Permanente Child Health Coverage.
• We awarded $23 million to support community health partners in grants and donations.
• We dedicated $8.4 million to our Research and Evaluation Department, which conducted 988 active research projects and published 360 studies.
• By investing $5.5 million, Educational Theatre was able to use the art of performance to empower 217,035 children and adults to make healthier choices via 1,397 performances and workshops.
• We allotted nearly $32 million to support our Graduate Medical Education program to train more than 360 medical residents and fellows.
• $3.2 million went to our Watts Counseling and Learning Center to provide child development, mental health, and counseling services to 1,234 children and adults in South Los Angeles.
• $3 million funded our Baldwin Park Educational Outreach Program’s education and support services for 1,243 youth and caregivers in the east San Gabriel Valley.
• We invested $1.1 million for our summer youth work programs to give health care work experience to 307 underrepresented high school students.

18 AN ADVERTISING SUPPLEMENT TO THE SAN FERNANDO VALLEY BUSINESS JOURNAL NOVEMBER 30, 2015
Investing in Our Community

Kaiser Permanente Awards almost Half a Million Dollars to Community Agencies Mobilizing to Improve Health

At Kaiser Permanente, we understand that good health extends beyond the doctor’s office and the hospital. That’s why we use our Community Benefit Grants Program to support nonprofit agencies that offer direct healthcare services or address public policy aimed at improving community health.

This year, we awarded 47 organizations with Community Benefit grants, for a total of $451,940 to support their efforts in the San Fernando Valley, Santa Clarita Valley, and Antelope Valley areas. The grants focused on Access to Healthcare, Chronic Disease Management, and Healthy Eating Active Living.

2015 Community Benefit Grant Recipients

- Antelope Valley College Foundation
- Antelope Valley Family YMCA
- Antelope Valley Partners for Health
- Bartz-Altaudonna Community Health Center
- Boys & Girls Club of San Fernando Valley
- Boys & Girls Club of Santa Clarita Valley
- Bridge to Home
- Carousel Ranch
- Casa Esperanza
- The Catalyst Foundation
- Center for Individual and Family Counseling
- Center for Living and Learning
- Child & Family Center
- The Children’s Center of the Antelope Valley
- City of Lancaster
- Community Integration Services, Inc.
- Domestic Violence Center of Santa Clarita Valley
- East Valley Family YMCA
- El Centro de Amistad
- El Nido Family Centers
- Hands for Hope
- Haven Hills Inc
- Hope of the Valley Rescue Mission
- Kids’ Community Clinic of Burbank
- L.A. Family Housing
- Meet Each Need with Dignity
- Mental Health America Los Angeles
- Mid Valley Family YMCA
- New Directions for Youth
- Northeast Valley Health Corporation
- Penny Lane Centers
- Planned Parenthood Los Angeles
- Samuel Dixon Family Health Centers
- San Fernando Community Health Center
- Santa Clarita Valley Senior Center
- Santa Clarita Valley Youth Project
- Single Mothers Outreach
- SOS Mentor
- Special Olympics Southern California
- Students Run LA
- Tarzana Treatment Centers
- The Teen Project
- Tierra del Sol Foundation
- Valley Care Community Consortium
- Valley Community Healthcare
- Valley Family Center
- The Village Family Services

be INFORMED
Learn more about our efforts.

be INSPIRED
See the power of healthy communities.

be INVOLVED
Turn your inspiration to action.
Social Responsibility as Part of Corporate Culture

By DAVID DICHISTRIFARO

At Wells Fargo, corporate social responsibility (CSR) is part of our culture—it’s fundamental to our mission 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 organizing, and health care, 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 Latino; Asian Pacific Community Fund of Southern California for their outreach and education program; Los Angeles Unified School District for their workforce and economic development programs; Los Angeles Gay and Lesbian center for their youth research and seniors programs; White Memorial Hospital for diabetes diagnoses and treatment; Ability First for their children and adults development 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 community-based 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 communities of 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 also 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 nonprofit 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 take care of customers, the communities we serve, and their fellow team members. They unselfishly 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 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](http://wellsfargo.com/stories) to see how big small can be.
Corporate and Individual Donations Enhance Care at Providence Health & Services

For more than 150 years, Providence Health & Services has built a tradition of caring for the sick, reaching out to neighbors, keeping its doors open to the vulnerable and providing the quality and compassionate service that is its trademark.

Gifts from individuals, businesses and philanthropic foundations have helped Providence enhance care and services at its six Los Angeles area hospitals and auxiliary programs including Providence TrinityCare Hospice and Trinity KidsCare Hospice.

Through the generosity of donors, Providence Foundations enable the Catholic not-for-profit health care organization to keep pace with advances in technology while responding to the unique needs of its individual communities.

“Across Providence we are very fortunate to be supported by a wide variety of gifts that are helping us partner to create healthier communities, our core strategy,” said Patricia Modrzejewski, chief development officer and president of philanthropic foundations for Providence Southern California.

“Donations to our hospitals have provided lifesaving technology for heart, stroke and cancer patients and funded programs to help the most vulnerable, the people of the city who come to our emergency departments.”

Last year Providence Southern California Foundations received a total of more than $24.5 million in gifts and pledges, primarily from individual donors, to support Providence Holy Cross, Providence Saint Joseph and Providence Tarzana Medical Centers in the San Fernando Valley; Providence Little Company of Mary Medical Centers in Inglewood and San Pedro; and Providence TrinityCare and Trinity KidsCare Hospice.

Providence Saint John’s Health Center in Santa Monica is supported by Saint John’s Health Center Foundation, which last year allocated more than $9.4 million of the donations it received to hospital programs, the building fund and cancer research at the hospital’s John Wayne Cancer Institute. Among the recent corporate contributions to Providence Saint John’s are funding from Petco for the Pawsitive Pets therapy program; Bank of America Charitable Gift Foundation and Rite Aid Foundation for the Child and Family Development Center’s Partnerships For Families’ Birth To One Program; and Tervis and Live Nation Entertainment, Inc.’s contributions to the Magne Petersen Breast Center.

At Providence Saint Joseph, Jaromir Strzika, who died earlier this year, donated $2.3 million in 2014 to the hospital, saying he was grateful for the excellent care he had received. Mr. Strzika made no restrictions on the gift, asking it be used where the need was greatest.

“Mr. Strzika’s desire to help as many people as possible motivated his very generous, unrestricted gift to support the Medical Center. He realized the flexibility that unrestricted support provides the organization,” said Elizabeth Lalonde, vice president and executive director of the Providence Saint Joseph Foundation.

This year, his estate granted a record $15 million to the hospital, the largest ever gift to Providence Foundations, Southern California. The money is earmarked for programs designed to expand access to health care and to improve and enhance the Burbank hospital’s Emergen- cy Department. The department will be named for Strzika, who died March 13 at age 95. That donation will be reflected in the 2015 Annual Report, due next year.

The Providence Little Company of Mary Foundation received a $1 million gift from the Schaffringer family for its campaign to establish a Cardiovascular Center of Excellence at Providence Little Company of Mary Medical Center Torrance. The $3.5 million campaign was created to raise the money to build a center that will advance heart health care in the South Bay.

“It would not be an exaggeration to say that Providence Little Company of Mary and its many dedicated doctors, nurses and staff saved our mother’s life two years ago,” George Schaffringer said. “Through that experience, we came to realize that Providence is more than a hospital – it is a vital part of our community. In making this gift, the entire family expresses our deep gratitude to Providence, its fantastic cardiology program and to the South Bay community for all it has given us.”

At Providence Holy Cross Medical Center in Mission Hills, Jeanette Goldbaum donated $1.2 million toward a foundation campaign to upgrade radiology services, a campaign that was completed this year.

A generous and long-time anonymous donor gave $50,000 to buy iPads for the clinicians with TrinityKidsCare, the only dedicated pediatric hospice program serving Los Angeles and Orange counties.

This generous gift will provide iPads and training for all of our physicians and clinicians who work with children and families served by TrinityKidsCare. The money has made it possible to respond even more rapidly to these families in their own homes, said Terri Warren, executive director of Providence TrinityCare.

“Being just a video link away allows the team to address the family’s needs immediately, in greater detail, no matter the time of day or the traffic on the freeway.”

Thanks to the kindness of Dr. Claudia Wallack-Samuels and Sandor Samuels, Providence Tarzana Medical Center is improving its Cardiovascular Electro Physi- ology Lab for diagnostics and treatment with their $36,000 donation. Dr. Wal- lac-Samuels, a member of the foundation board of governors, toured the EP Lab two weeks before her husband was admitted to Providence Tarzana as a patient.

“When my husband was in the hospital, he received superlative care,” Wallack- Samuels said. “Providence Tarzana Medical Center is a relatively new not-for-profit, and it’s important that the community support it in order to ensure the hospital is well-equipped with the newest technology when any of us needs it. Our community hospital is a vital link to health care here in the West Valley and we wanted to ensure that the caring and skilled physicians have the newest technology to care for our famil- ies, friends and neighbors.”

Learn more at prov.org.

Building Strength Through Corporate Citizenship

The holiday season is starting and with it, to many, the desire to give of our time, energy, community, and giving are in the air.

This is a festive time, but there are signs that not everyone may be prospering 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. By some benchmarks, despite its ranking as the eighth largest economy in the world – has the highest poverty rate in the nation. Mil- lions depend on minimum wage salaries 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 nation.

Given this contrast, the need for essen- tial services has gone up, straining the strained resource of not-for-profit organiza- tions, government, and corporate phil- anthropic units that are all trying hard to help.

Is there hope?

There is.

As chief executive of the Southern California Center for Nonprofit Manage- ment, which trains thousands of non- profit executives and board members to perform better, I interact with creative, committed, inspiring leaders in the non- profit, government, and corporate sectors every day. I see the successes, the frustra- tions 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 impres- sive portfolio of collective assets when focused on a common goal.

Yet misperceptions are common. Many people are surprised to hear that more individuals are unaware that more individuals are unaware of the work that these organizations perform.

Throughout 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 been mentioned above would require longer term effort and collabora- tion. What ideas do you think 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 execu- tive officer of the Center for Nonprofit Man- agement, 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 So Cal, scheduled for Tuesday, December 1, a day dedicated to giving back. The campaign has provided iPads and training for all of our physicians and clinicians who work with children and families served by TrinityKidsCare. This generous gift has made it possible to respond even more rapidly to these families in their own homes, said Terri Warren, executive director of Providence TrinityCare.

“Being just a video link away allows the team to address the family’s needs immediately, in greater detail, no matter the time of day or the traffic on the freeway.”

Thanks to the kindness of Dr. Claudia Wallack-Samuels and Sandor Samuels, Providence Tarzana Medical Center is improving its Cardiovascular Electro Physi- ology Lab for diagnostics and treatment with their $36,000 donation. Dr. Wal- lac-Samuels, a member of the foundation board of governors, toured the EP Lab two weeks before her husband was admitted to Providence Tarzana as a patient.

“When my husband was in the hospital, he received superlative care,” Wallack- Samuels said. “Providence Tarzana Medical Center is a relatively new not-for-profit, and it’s important that the community support it in order to ensure the hospital is well-equipped with the newest technology when any of us needs it. Our community hospital is a vital link to health care here in the West Valley and we wanted to ensure that the caring and skilled physicians have the newest technology to care for our famil- ies, friends and neighbors.”

Learn more at prov.org.

CORPORATE SOCIAL RESPONSIBILITY & GIVING GUIDE
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.
The City of Hope Difference

BY LYNNIE 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 found-ers 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 world-class scientists and clinicians, and small enough to foster meaningful interaction among diverse disciplines, leading to dramatic results.

City of Hope has a flexibility that large institutions typically lack. Innovative concepts move expeditiously from the laboratory to patient trials — and then to market, where they benefit patients around the world.

Research that Changes Lives

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 physi-cians 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 clini-cal 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 manufacturing, 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 boundaries. 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.

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

Extraordinary Potential

This is an age of extraordinary possibilities, one in which science and technology 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 cases 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.

The City of Hope Difference

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 E.R. A biopsy revealed she had lymphoma.

“The thought of cancer never entered my mind. Cancer doesn’t even run in my family, so I questioned whether the diagnosis was accurate,” Tina said. It was. When treatment at a local hospital failed to stop the cancer, she and her family came to City of Hope.

“It was the best decision we could have made,” said Tina. “While I was there I had an autologous stem cell transplant and participated in a CAR-T cell therapy clinical trial.

An autologous transplant means that Tina’s own blood-forming stem cells were collected, frozen and stored for later use after chemotherapy and radiation. While this type of treatment kills cancer cells, it also eliminates blood-producing cells that are left in the bone marrow. To remedy this problem, Tina’s own healthy stem cells were infused back into her system.

But the transplant was just the first part of a one-two punch to Tina’s cancer. She also took part in an immunotherapy clinical trial in which her T cells were extracted and modified with a "chimeric antigen receptor" (CAR).

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 supporters for helping to make that possible. “My future is bright again,” she said.
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.
Ten Ways that Corporate Giving Builds Business and Positive Impact

By Simon Mainwaring

There 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, a person spends on a particular product “share of wallet” – defined as how much of the rest of the business, according to according to.

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 Workforce Report,’ over the 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 seen with well-known CEOs 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 healthcare.

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

At every age, health is the greatest treasure.

At Partners in Care, we are engaged in leading-edge health care reform, with a focus on innovative programs delivered at home and in the community, where health really happens. While our efforts benefit folks of all ages, we have a special place in our hearts for seniors.

We educate them to take better care of themselves by managing chronic conditions like diabetes, hypertension and chronic pain. We empower them after hospitalization, with recovery coaching and connections to services that minimize their chances of readmission. We protect them from serious falls by doing in-home assessments of physical safety and risks from inappropriate use of multiple medications. And that keeps them out of the emergency room and nursing homes.

All in all, we are privileged to help optimize the health of more than 17,000 seniors each year.

Any gift you make to Partners enriches the treasure of our community elders.

Contact Stephanie Wilson:
(818) 837-3775 x 121
or swilson@picf.org

To donate online, visit www.picf.org
**Corporate Social Responsibility & Giving Guide**

**Child Care Resource Center**

20001 Prairie Street, Chatsworth, CA 91311

(818) 717-1000 • www.ccrcca.org

---

**Board of Directors**

- Edward Hill
- Michelle Torres
- Anthony Peña
- Jeriel Smith
- Adrian Stern
- Alyce Akers
- Joannie Busillo-Aguayo
- C.J. Allen
- Aaron Rafelle
- Rita Garcia
- Guillermina Gomez
- Martin R. Lopez
- Dilmint Singh
- Jason Irwin
- John Bwarie
- Sheila Jones
- Romalis Taylor

---

**Non-Profit Overview**

**MISSION**
The Child Care Resource Center (CCRC) cultivates child, family and community well-being.

**YEAR ESTABLISHED/HISTORY**
CCRC was incorporated in 1976 and provides early childhood education resources and child care financial support to families.

**SERVICE AREA**
CCRC’s service area is 22,500 square miles including the San Fernando, Santa Clarita, and Antelope Valleys and San Bernardino County.

**2016 GOALS**
- Develop and sustain networks of support to strengthen families.
- Increase the skills and leadership of CCRC staff, early care professionals and parents.
- Deliver high-quality programs and services.
- Facilitate access to information and resources.

**GIVING OPPORTUNITIES**
- Support the “World on Wheels” Discovery Van: $25,000 = education young children through 1,500 science experiments
- Provide a Fun Day of Play: $10,000 = underwrite a one day family event of learning and play for 5,000 children and parents
- A Book and a Backpack: $5,000 = 500 age appropriate books and backpacks for Head Start preschoolers
- Save a Child: $2,500 = 10,000 child safety posters distributed to local preschools
- Educate a Parent: $1,000 = 100 educational kits
- Increase the Quality of a Child Care Environment: $500 = 10 child care providers receive child assessment training
- Promote Age Appropriate Learning: $100 = 10 puzzles for the library

**FUNDRAISING EVENTS**

- **40th Anniversary Gala**: Help us reach more children and families in need of care and support.
- **Policy Forum**: Support child advocacy and early education programs.
- **Annabelle Godwin Play Day**: Your event sponsorship will help provide fresh fruits and vegetables, and age appropriate books to 5,000 attendees.
- **Holiday Book and Toy Drive**: Donations provide 10,000 toys and books for children who usually go without.
- CCRC hosts events and ongoing campaigns throughout the year. For more information contact the Communications Department (818) 717-1036.

**Community Achievements**
- $181,296,622 parent income due to employment
- 17,398 parents connected to quality child care
- 4,294 Book, Toy & Resource Library visitors
- 2,000 child care providers received trainings through technical assistance and professional development
- 25,000 pieces of fresh fruits and vegetables distribute locally

---

**Donate | Volunteer | Sponsor | Partner**

Join us in celebrating 40 years of supporting healthy and strong children and families living in thriving communities!

---

**HOLIDAY BOOK AND TOY DRIVE**
Every child deserves a happy holiday.

**POLICY FORUM**
Support child advocacy.

**ANNABELLE GODWIN PLAY DAY**
Provide fresh fruits and vegetables and age appropriate books to 5,000 attendees.

**40TH ANNIVERSARY GALA**
Help us reach more children and families in need of care and support.

**DONATE NOW!**
ccrcca.org
The Corporate Social Responsibility & Giving Guide: New Horizons

New Horizons
Serving Individuals with Special Needs
15725 Parthenia Street, North Hills, CA 91343
(818) 894-9301 • www.newhorizons-sfv.org

MISSION
New Horizons empowers individuals with special needs to fulfill their dreams. Through partnerships, community education, and advocacy, we create a brighter future in which our clients are accepted by, participate in, and add value to the community.

VOLUNTEER OPPORTUNITIES
New Horizons maintains a robust volunteer program, accepting applicants interested in working with staff as well as with clients. For more information contact New Horizons Development Coordinator Shade Mokuolu at (818) 221-0651 or smokuolu@newhorizons-sfv.org.

GIVING OPPORTUNITIES
As a 501(c)(3) New Horizons is eligible to receive tax-deductible donations. This year we expanded our naming opportunity campaign in support of the many programs and services we provide. To learn more about this or to make a donation, please visit our website at www.newhorizons-sfv.org or call the Development and Community Relations Department at (818) 894-9301, ext. 329.

YEAR ESTABLISHED/HISTORY
New Horizons was founded in 1954 as a non-profit by parents of children with Down syndrome.

SERVICE AREA
New Horizons served individuals with special need in the San Fernando and Santa Clarita Valleys, and throughout the Greater Los Angeles area.

2016 GOALS
New Horizons is one of the oldest, largest, and most diverse agencies of its kind, serving the San Fernando Valley and surrounding areas. Annually we serve more than 1,000 individuals with autism, Asperger’s, Down syndrome, cerebral palsy, epilepsy, brain injury, and other intellectual and physical disabilities. In 2016 we will continue to provide programs and services for the benefit of our clients and the community. Our goals are to create inclusiveness through the continued expansion of our residential program (our home for those with Down syndrome and Alzheimer’s will be complete in Spring 2016), travel training, respite care, and mobile day activities. As an agency we will lead in supporting our clients as they lead independent, productive, and fulfilled lives.

For more than 60 years we’ve been fulfilling the dreams of thousands of individuals with special needs, and providing business services to hundreds of local and national businesses.

For a tour of New Horizons’ campus and to learn more visit our website at www.newhorizons-sfv.org or call 818-894-7422.

MEND
Meet Each Need with Dignity
10641 N. San Fernando Road, San Fernando, CA 91331
(818) 686-7300 • www.mendpoverty.org

MISSION
With dignity and respect, powered by volunteers, MEND’s mission is to break the bonds of poverty by providing basic human needs and a pathway to self-reliance.

SERVICE AREA
Northeast San Fernando Valley

FUNDRAISING EVENTS
Annual Oscar viewing gala – Feb-28, 2016
Annual Raffle – Feb – April
Spring Appeal
Holiday Appeal

2016 GOALS
All members of our community living in poverty attain self-reliance and contribute to society as caring human beings.

COMMUNITY ACHIEVEMENTS
MEND was named 2012 California Non-Profit of the Year by the Governor.

YEAR ESTABLISHED
1971

For a tour of New Horizons’ campus and to learn more visit our website at www.newhorizons-sfv.org or call 818-894-7422.

Prevent Homelessness. Promote Self-Reliance.

Help MEND Poverty.

MEND was named 2012 California Non-Profit of the Year by the Governor.

VOLUNTEER OPPORTUNITIES
A FEW OF MEND’S MANY VOLUNTEER OPPORTUNITIES
- Physicians
- Grant Writers
- Nurses
- Translators
- Home Visitors
- Pharmacists
- Receptionists
- Cooks
- Healthcare Assistants
- Office Assistants
- Food Servers
- Dental Assistants
- Graphic Designers
- Gardeners
- Website Support
- Event Organizers
- Science Teachers
- Drivers

GIVING OPPORTUNITIES
Donate online or by mail
Donate in-kinds goods such as food, clothing, school supplies and more

YEAR ESTABLISHED
1971
**MISSION**
The mission of Valley Community Healthcare, a private, non-profit 501(c)(3) agency, is to have positive impact on the health and wellbeing of the whole community by providing high quality primary medical care and comprehensive healthcare services to those in need, regardless of their ability to pay.

**YEAR ESTABLISHED/HISTORY**
Established in 1970, Valley Community Healthcare has grown from a tiny storefront counseling center to a multi-site network of neighborhood community health centers that achieve our mission by providing a comprehensive array of medical care programs and health services through two full-service community health centers in North Hollywood and North Hills, a school-based clinic at Kennedy High School, and health education in the schools and in the community. In 2014 we provided 98,000 patient visits to over 20,000 low-income men, women and children, while reaching another 57,000 people through our community outreach programs. We experienced significant growth in 2015, which will continue as we expand facilities and staff to increase access to patient care for those in need.

**SERVICE AREA**
VCH is the Medical Home for low-income families in the San Fernando Valley.

**2016 GOALS**
In 2015, VCH wrapped up a successful Capital Campaign by raising over $3.68M to support the opening and operation of its second full service community health center in North Hills which opened in June 2015. In 2016, VCH will continue to grow while placing special attention on cost effective models of care and significant quality enhancement measures.

**VOLUNTEER OPPORTUNITIES**
Medical professionals, project management, and community members with heart, customer service at our Patient Resource Booth.

**GIVING OPPORTUNITIES**
Corporate Partners Program – A full year of significant community exposure for your company for one annual gift. Your Company name on newsletters, website, event materials, signage in buildings and at community events, and more. Contact Judi Rose (818) 301-6321/jrose@vchcare.org.

General giving to support VCH programs and services is always welcome. Gifts can also be aligned with particular programs: HIV/AIDS, women’s health, pediatrics, diabetes treatment, vision, etc.

**FUNDRAISING EVENTs**
Casino Royale – March 9, 2016

**COMMUNITY ACHIEVEMENTs**
2. Opened new full-service community health center in North Hills – 2015;
3. Started Volunteer based Patient Resource Booth to assist patients in accessing needed outside services – 2015;
4. Started pilot program with those at-risk for diabetes to prevent the disease – 2014;
5. Went to Electronic Medical Records – 2012;
6. Initiated full Quality Control Program – 2012;
7. Opened Prenatal Services – 2011
**Penny Lane Centers**

15305 Rayen Street, North Hills, CA 91343

(818) 892-3423 • www.pennylane.org

**Non-Profit Overview**

**MISSION**

Penny Lane’s mission is to foster hopes and dreams by empowering children, youth, and families to reach their highest potential.

**SERVICE AREA**

Penny Lane serves the most underserved and disadvantaged children from throughout Los Angeles County including Lancaster, Palmdale, North Hills, San Fernando, Pacoima, North Hollywood, and Commerce.

**YEAR ESTABLISHED/HISTORY**

Founded in 1969 as a group home for teenage girls, Penny Lane has since grown into one of the largest social service providers in Southern California.

**GIVING OPPORTUNITIES**

- In-kind Donations of gently used clothes, furniture, books or other items for our youth and families.
- Corporate Matching
- Tribute Donation
- Donate your Car
- Be A Santa
- Holiday Toy Drive

**VOLUNTEER OPPORTUNITIES**

Mentor Program; Special Event Volunteers

**2016 GOALS**

Penny Lane Centers provides integrated services such as residential care, foster care & adoption, transitional housing for emancipated foster youth, affordable permanent housing, mental health, family preservation, intensive treatment foster care and wraparound services. Our objective is to help high disadvantaged and under-served children, youth and families achieve their highest levels of functioning, self-reliance and autonomy.

**COMMUNITY ACHIEVEMENTS**

This year, Penny Lane Centers, in partnership with our sister company, Abbey Road, developed and opened two new mixed-population affordable housing projects. Abbey Road is a nonprofit affordable housing development organization created to support Penny Lane. Abbey Road’s mission is to foster hopes and dreams by developing safe, affordable housing for children, adults and families to build brighter futures and strengthen communities. Since its inception in 2009, Abbey Road has increased Penny Lane’s permanent supportive housing capacity to almost 250 units. Our most recent project, Moonlight Villas, a 27-unit complex located in Pacoima is designed to provide transition-aged youth (ages 18-25) and families with safe and supportive housing.

**Community Foundation of the Verdugos**

111 East Broadway, Suite 200, Glendale, CA 91205

(818) 241-8040 • www.cfverdugos.org

**Non-Profit Overview**

**MISSION**

To build enduring resources for the benefit of people in the Verdugo area ... for good, for ever. We help to create self-reliant nonprofit organizations through funding that builds capacity to serve and increases the quality of life for all.

**2016 GOALS**

Our goal is to ensure that a philanthropist through the establishment of a donor-advised fund or through a donation of any amount toward the Foundation’s perpetual grant-making endowment funds. A donor advised fund allows an individual, family, business, or organization to make gifts to nonprofit causes special to them. We link donor with important causes for the betterment of all. Nonprofits are the grant recipients of these funds.

**VOLUNTEER OPPORTUNITIES**

Since the Community Foundation of the Verdugos does not do fundraising events in the community as a general rule, there are limited volunteer opportunities. However, if you have a skill you would like to share or need community service hours or are interested in learning more, please contact the Foundation at (818) 241-8040 as there may be a good fit to a one-time volunteer opportunity or for a more long-term volunteer relationship.

**SERVICE AREA**

Primary service area is Burbank, Glendale, La Canada-Flintridge, La Crescenta, Montrose, Verdugo City and the immediate surrounding region to these cities.

**COMMUNITY ACHIEVEMENTS**

In the past year, the Foundation has taken on several initiatives of its own to increase greater impact in the community. A first for the Foundation was an initiative to address the issue of crime in the greater Los Angeles area through the Glendale Burbank DNA Justice Project. The Verdugo Regional Crime Lab benefited from a $250,000 grant for its DNA Lab in 2015 from this community-wide campaign. The Lab was able to upgrade its technology in order to keep up with the demand from area law enforcement agencies in the greater Los Angeles area and beyond. The Lab has helped to prosecute the guilty and exonerate the innocent and has been a shining example of city agencies working with nonprofits to achieve a safer community.

Create a charitable fund that puts your resources to great use locally for causes you care most about.

Call (818) 241-8040 to learn more or visit www.cfverdugos.org

A 501 (C) (3) public charity