Recent data reveals that 75 percent of employees who volunteer or engage with nonprofit causes through their workplace end up feeling better about their employers. The overall mental and emotional benefits of volunteering are even greater, with 93 percent reporting an improved mood, 79 percent reporting lower stress levels and 88 percent reporting increased self-esteem by giving back.

Community involvement can contribute to key business goals, including improved reputation and the attraction and retention of employees, as well as the obvious fiscal benefits related to taxes.

There are many important and meaningful organizations in the Valley region doing incredibly important work and we have spotlighted a few of them for you here. We also acknowledge some examples of extraordinary businesses that have led by example and taken the process of corporate social responsibility to the next level by making good on their commitments to their nonprofit partners.
Many Hearts, One Wells Fargo

By ROBIN CHOI

Every day, Wells Fargo team members are excited to work and live in the 34 communities in the San Fernando Valley. This distinction inspires our team members to work even harder for our customers and for the overall good of our community. They all strive to do their best today, tomorrow and in the future.

At Wells Fargo, we understand that living up to our mission in helping our customers succeed financially is important. Equally important is having our team members roll up their sleeves and give back to our communities. We see it as part of our civic responsibility to ensure that communities remain vibrant where our customers and team members live.

As you can see, we pride ourselves on being a company with strong community relationships. We take our responsibility seriously as a respected corporate citizen and industry leader. We also recognize the need to do our part to help shape and grow our wonderful community here in San Fernando Valley.

All my team members’ team based in the Valley and I are deeply committed and want to ensure our community remains a great place where people can live, build a family and contribute to the community. I take great pride in knowing that our team members are out in the community, weekly, volunteering and helping create a positive ripple effect that generates a sustainable impact.

This month we marked our 18 build in 2019 through the Wells Fargo Builds Program. This program provides financial support to nonprofit organizations where Wells Fargo team members help build, renovate, paint or repair a home for low-to-moderate income (LMI) households. Through our efforts not only did we generate $270,000 in grants to housing nonprofits but more than 150 team members volunteered totaling 900 hours.

Earlier this year, through this program, my leadership team and I volunteered at a local Van Nuys family home that was desperately looking to cut down on their energy bill and began to search for no cost programs. They found one through a Wells Fargo grant that would provide no cost services in the community. Through this program, we were able to install 12 solar panels at the home at no cost. As my team and I left that evening, the homeowner thanked me. She informed me that with the money saved they would be using the money to take an exciting family trip to Disneyland. I will remember this day as one of the many reasons why we give back – for the smiles that we receive from our fellow community members.

In addition, we are always out in the community supporting however we can. For many of my team members, they choose to volunteer at the nonprofit of their choice. For instance, many were actively planted trees alongside an organization that promotes sustainable urban ecosystems in the Greater Los Angeles area through education, support for volunteer community-based action, and advocacy. They also put together care packages for our deployed military members and their families, which included hand written notes thanking our service members for their dedication and service. These are just a few examples of the volunteer work that my team has done.

Our engagement in the San Fernando Valley community does not end with volunteering at local nonprofits. Wells Fargo team members are also committed to leveraging their financial skills for the betterment of our communities by participating in American Bankers Association annual events such as Teach Children to Save and Get Smart About Credit. Both of these campaigns teach significant financial skills, including the importance of saving, budgeting and money management. Our 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. My team will volunteer at more than two dozen schools to teach children the fundamentals of having good financial health. In doing so, we hope to enrich our community members on the importance of building a strong financial future.

We are humbled by the giving spirit of our team members and grateful for their help in keeping our communities strong. In 2018, as a company we contributed $444 million to 11,000 charitable organizations, while our team members volunteered over two million hours in their neighborhoods. We look forward to making a difference together in 2020.

Robin Choi is Wells Fargo San Fernando Region Bank President.
Giving back where we live, work, and play

Whether it’s a new playground, a library, or a youth center, we’re now focusing more than ever on making Los Angeles County a better place to call home. As a reflection of that focus, in 2018, we donated more than $17.7 million to 506 nonprofits and schools in our area.

Giving back is more than an investment in the cities and towns we serve; it reflects our belief that supporting good things leads to better things.

wellsfargo.com

Together we’ll go far
Creating Healthy Communities in Southern California

In 2018, Kaiser Permanente provided $894,777,384 in total funding and grants

Kaiser Permanente has provided high-quality health care to its members and communities for more than 70 years. The organization understands that getting and keeping healthy means more than just eating fresh fruits and vegetables, working out, and visiting your physician once a year. In fact, there are economic, social, and environmental factors that play major roles in the quality of your health and the health of your family. That’s why we are working to make communities healthier by addressing these conditions.

IN 2018, KAISER PERMANENTE INVESTED $814,007,554 IN QUALITY HEALTH CARE FOR THOSE WITH LITTLE OR NO INSURANCE

The organization works with its community partners and others to improve Total Community Health by providing access to quality health care for those with little or no insurance.

One of the ways Kaiser Permanente’s Community Health programs help to alleviate economic hardships is through the Summer Youth Employment Program. Kaiser Permanente provides work opportunities for aspiring physicians and future hospital administrators in its medical centers and offices. The Inroads program gives under-represented college students real-world business and opportunities for aspiring physicians and future hospital administrators in its medical centers and offices. The Inroads program gives under-represented college students real-world business and

IN 2018, KAISER PERMANENTE INVESTED $7,335,580 IN EFFORTS TO INCREASE ECONOMIC VITALITY, SAFETY, AND WELLNESS

The organization supports innovative efforts to increase nutritious foods, physical activity, economic vitality, safety, and wellness in local schools, workplaces, and neighborhoods.

Clean parks and open spaces are critical to healthy environments and communities. They provide safe places for people to come together, relax and exercise. Kaiser Permanente works with partner organizations such as the Trust for Public Land to build healthier, stronger, and safer neighborhoods through the creation of urban parks in the most underserved, at-risk, and low-income neighborhoods.

Improving Economic Security in Surrounding Communities

Kaiser Permanente has long been committed to total health. The organization understands how economic, social and environmental factors in its communities – beyond the medical care it provides – significantly affect people’s health, well-being, and longevity. Kaiser Permanente strives to use its strong relationships and extensive resources to eliminate factors that can harm individual and community health.

Programs Supported
• Thriving Schools
• HEAL Zones
• HEAL Cities Campaign
• Community Health Initiatives Grants & Donations
• Environmental Stewardship

Healthy Environment Highlights

Lives made better through various accomplishments by Kaiser Permanente Southern California Community Health and its community partners achieved to create healthy people this past year.

IN 2018, KAISER PERMANENTE INVESTED $60,590,929 IN THE TRAINING OF MEDICAL STAFF TO EDUCATE A NEW GENERATION

As one of the nation’s most productive research institutions, Kaiser Permanente and its research scientists are transforming the future of health. The lack of access to high quality health care for the uninsured or underinsured is a major social concern. Community Health funds Community Medicine Fellowships and the training of medical staff to educate a new generation of physicians to improve the health of underserved communities. Kaiser Permanente contributes resources to support community clinics, public hospitals, and government programs to improve both the access and quality of patient care.

Community Partnerships Help Expand Access to Vital Medical Care

Low-income adults and families, as well as those who lack, or have limited, health insurance, suffer the most from the immense gap in access to health care. Kaiser Permanente has long been committed to reducing health care disparities and promoting good health in the areas it serves. But Kaiser Permanente knows it can’t do it alone.

To make the most significant impact, Kaiser Permanente partners with community organizations and other institutions who share a common vision that everyone deserves access to timely health care, and to live a happy, healthy, and productive life.

Programs Supported
• Educational Theatre
• Medical Research
• Graduate Medical Education
• Continuing Medical Education (CME)
• Nurse Practitioner & Other Nurse Training Programs
• Other Health Care Professional Training Programs (including anesthesia, pharmacy, physical therapy, radiology tech, and clinical psychology)
• Health Education Grants & Donations
• Health Care Professional Grants & Donations (including allied health and nurse education, training, and scholarships)

Sharing Knowledge Highlights

Lives made better through various accomplishments Kaiser Permanente Southern California Community Health and its community partners achieved through sharing knowledge in 2018.

For more information, please visit community.kp.org.
Make first-rate care your next stop

Care from Kaiser Permanente is now at Target Clinic

More than 85 services available, including:

- Colds, flu-like symptoms, and sinus symptoms
- Tuberculosis (TB) tests
- Physicals
- Bladder and urinary tract infections

Santa Clarita East Target
19105 Golden Valley Road
Santa Clarita, CA 91387

Northridge Target
8999 Balboa Blvd.
Northridge, CA 91325

Burbank Target
1800 W. Empire Ave.
Burbank, CA 91504

Mon-Fri, 9 a.m. to 7 p.m.; Sat-Sun, 11 a.m. to 4 p.m.
Closed every day from 2 to 2:30 p.m.

See all services and schedule an appointment at kptargetclinic.org.
MISSION STATEMENT
The Child Care Resource Center (CCRC) cultivates child, family and community well-being.

SERVICE AREA
San Fernando Valley, Santa Clarita Valley, Antelope Valley and San Bernardino County

FAST FACTS
What percentage of total revenue goes to cause (after operation expenses)?
93%
What was your greatest community impact in 2019?
The agency hosted our inaugural, and successful IDEAL Conference in the San Fernando Valley for small businesses and nonprofits. Join us in 2020! #IDEALConference

FUNDRAISING EVENTS (OR AREAS OF FUNDING)
• What a Difference a BOOK Makes: With 1,000,000 books collected and distributed, we still need your support to place books in the hands of local children. Literacy helps lift people out of poverty and improves the development of the community as a whole.
• Holiday Book and Toy Drive: There are over 330,000 children living below the poverty level in our community. We believe that every child deserves a happy holiday. Please help make the season a little brighter for those children that usually go without a gift.

VOLUNTEER OPPORTUNITIES
• Book and Toy Holiday Wrapping: Join us on December 7, 2019 from 10am to 12pm to wrap over 10,000 books and toys! Help CCRC spread the joy of the holidays by making sure that children who usually go without a gift receive one this year! Large groups and organizations are welcome. Sign up at www.ccrcca.org/wrapping.
• Corporate: CCRC can organize a teambuilding Volunteer Day for you. For employees, an opportunity to lend their time, skills and expertise to a non-profit can increase job satisfaction, attitude, and morale. Call 866-67-4KIDS for more information.

Events: We host a number of free community events throughout the year. There is always room for help with set-up, breakdown, story time, hair and face painting, etc. Sign up now at www.ccrcca.org.

GIVING OPPORTUNITIES
Take action! You have the opportunity to help change lives in Southern California, from supporting CPR classes for parents and child care providers to teaching the community the benefits of health and nutrition or that help us purchase critical resources such as car seats and strollers to books and toys that spark holiday cheer this time of year. You can give in honor of someone’s special day all year round at www.ccrcca.org.

GOALS FOR 2020
• Collect, wrap and distribute 10,000 books and toys for local children.
• Raise $250,000 to support the purchase of critically needed items that parents cannot afford including strollers, baby food and diapers.
• Raise $50,000 to train Head Start preschool staff in STEAM (Science, Technology, Engineering, and Mathematics) and supply each classroom with corresponding learning materials.
Holiday
BOOK & TOY
DRIVE
Every Child Deserves a Happy Holiday

There are 330,000 children in our service area that currently live below the federal poverty level. Give a child the gift of holiday cheer this season!

HOW CAN YOU HELP?
☆ Donate new books and toys for children ages 0-13
☆ Host a Book and Toy collection bin ☆ Make a tax deductible donation at ccrcca.org

ALL TOYS ARE DISTRIBUTED LOCALLY!

Call 866-67-4KIDS or email communications@ccrrcca.org

CCRC cultivates child, family and community well-being. CCRC is a non-profit 501(c)(3) 95-3081695
Valley Community Healthcare

We’re in this together.

Some things just go together. What’s peanut butter without jelly? Together, they became extraordinary.

When you partner with Valley Community Healthcare, the underserved men, women, and children of the San Fernando Valley receive vital healthcare services they would otherwise go without.

Together, we become extraordinary!

Interested in learning more? Please contact Judi Rose at 818.301.6321 or jrose@vchcare.org.

Valley Community Healthcare, a private, non-profit 501(c)(3) charitable agency providing a medical home to almost 25,000 low-income men, women, and children in 2018.
“I knew the Henry Mayo staff was on my side and that they believed in me.”

Jamie A.
Henry Mayo Patient

THIS IS QUALITY HEALTHCARE

henrymayo.com/qualitycare
Americans Gave $424 Billion to Charity Last Year

Shaped by a mixture of countervailing economic and policy factors, total contributions grew 0.7% in current dollars, declined 1.7% adjusted for inflation.

A mid a complex climate for charitable giving, American individuals, bequests, foundations and corporations gave an estimated $427.11 billion to U.S. charities in 2018, according to Giving USA 2019: The Annual Report on Philanthropy for the Year 2018. Total charitable giving rose 0.7% measured in current dollars over the revised total of $424.74 billion contributed in 2017. Adjusted for inflation, total giving declined 1.7%.

Giving USA, the longest-running and most comprehensive report of its kind in America, is published by Giving USA Foundation, a public service initiative of The Giving Institute. It is researched and written by the Indiana University Lilly Family School of Philanthropy at IUPUI.

“After reviewing record-breaking levels of giving in 2017, American individuals and organizations continued their generous support of charitable institutions in 2018,” said Rick Dunham, chair of Giving USA Foundation and CEO of Dunham + Company. “However, the environment for giving in 2018 was far more complex than in recent years. Shifts in tax policy and the volatility of the stock market. This is particularly true for the wide range of households that comprise individual giving and provide over two-thirds of all giving.

A number of competing factors in the economic and public policy environments may have affected donors’ decisions in 2018, shifting some previous giving patterns. Many economic variables that shape giving, such as personal income, had relatively strong growth, while the stock market decline in late 2018 may have had a dampening effect. The public policy environment also likely influenced some donors’ behavior. One important shift in the 2018 giving landscape is the large increase in households and households that itemize various types of deductions on their tax returns. This shift came in response to changes in policy that changed the standard deduction. More than 45 million households itemized in 2016. Numbers for 2018 may have dropped to approximately 16 to 20 million households in 2018, reducing an incentive for charitable giving.

“The complexity of the charitable giving climate in 2018 contributed to uneven growth among different segments of the philanthropic sector. Growth in total giving was virtually flat. Contributions from individuals and their bequests were not as strong as in 2017, while giving by foundations and corporations experienced healthy growth,” said Amir Panis, Ph.D., the Eugene Tempel Dean of the Lilly Family School of Philanthropy. “Charitable giving is multi-dimensional, and it is challenging to disentangle the driver to which each factor may have had an impact. With many donors experiencing new circumstances for their giving, it may be some time before the philanthropic sector can more fully understand how donor behavior changed in response to these forces and timing.”

The overall U.S. economy was relatively strong in 2018, lifted by the robust performance of multiple economic factors that affect giving, such as a 5.0% increase in disposable personal income and 2.2% growth in the GDP, both in current dollars. Giving by foundations and giving by corporations were buoyed by the strong run of the stock market in the past few years, which individual giving declined.

“As we’ve seen in previous years, the strong economy had a positive influence on individual giving; however, these positive effects may have been tempered by policy changes and other factors to create a more mixed picture for giving in 2018,” said Usha Osili, Ph.D., associate dean for research and international programs at the Lilly Family School of Philanthropy. “We have strong historical data about the link between economic variables, the stock market and charitable giving, and we will be analyzing data for the next few years to better understand how broad giving patterns may have changed.”

HIGHLIGHTS ABOUT CHARITABLE GIVING BY SOURCE:

• Giving by foundations had a record-breaking year, reaching its highest-ever dollar amount even when adjusted for inflation, and growing to its largest share (18%) of total giving to date in 2018.

• Giving by individuals decreased as a percentage of total giving in 2018 to 68% (down from 70% in 2017), despite achieving its third-highest total dollar amount on record, adjusted for inflation.

• Giving by corporations experienced solid growth in 2018. This type of giving is highly responsive to changes in corporate pretax dollars and GDP, and its year-over-year trend lines tend to be more turbulent as a result.

• Giving by bequest did not keep pace with inflation.

THE NUMBERS FOR CHARITABLE GIVING BY SOURCE:

Giving by individuals totaled an estimated $292.09 billion, declining 1.1% in 2018 (a decrease of 3.4%, adjusted for inflation).

Giving by foundations increased by an estimated 7.3%, to $75.86 billion in 2018 (an increase of 4.7%, adjusted for inflation). Data on foundation giving are provided by Candid (formerly known as the Foundation Center).

Giving by bequest totaled an estimated $39.71 billion in 2018, remaining flat with a 0.0% increase from 2017 (a 2.3% decline, adjusted for inflation).

Giving by corporations is estimated to have increased by 5.4% in 2018, totaling $20.05 billion (an increase of 2.9%, adjusted for inflation).

“Giving by foundations represented 18% of all charitable dollars given in 2018—an unprecedented dollar amount and an unprecedented share of total giving. The strong growth in giving by foundations and in giving by corporations helped bolster total giving overall in 2018,” said Rachel Hutchison, chair of The Giving Institute, and vice president of corporate citizenship and philanthropy for IUPUI.

“We have strong historical data about the link between economic variables, the stock market and charitable giving, and we will be analyzing data for the next few years to better understand how broad giving patterns may have changed.”

“The range of results in giving to charitable organizations reflects a blend of factors that are specific to 2018 and factors that are longer-term trends. For example, the tax reform of 2018 is comprised largely of donations by individuals, declined in 2018. That decline follows trends in individual giving, but the decline is likely also driven by a number of other factors, such as the growing number of Americans who are not affiliated with foreign giving by said Patrick M. Rooney, Ph.D., executive associate dean for academic programs at the Lilly Family School of Philanthropy. “In addition, giving to environment and animals, the smallest category of giving to charitable organizations, has grown for five consecutive years. Giving to environment and animals organizations reached an all-time high in 2018.” In addition, giving to individuals, which is 2% of total giving, is estimated to have declined 2.6% (4.9% in inflation-adjusted dollars) in 2018, to $9.06 billion. The bulk of these donations are to: gift of medications to patients in need, made through the patient assistance programs of pharmaceutical companies’ operating foundations. Unallocated giving was $6.53 billion in 2018. This amount can be considered the difference between giving by individuals and use in a particular year. It includes the difference between promised deductions by individuals (and house- holds) carried over from previous years. The tax year in which a gift is claimed by the donor (carried over) and the year when the recipient organization reports the revenue (the year in which it is received) may be different.

Giving USA Foundation, established in 1985 by The Giving Institute, endeavors to advance philanthropy through research and education. Examples of USA products and resources, at givingusa.org.
Report Reveals Increasingly Complex Giving Landscape

Average amount given per donor household remained constant post-recession while total share of households who gave decreased

A new report published by the Indiana University Lilly Family School of Philanthropy at IUPUI and funded by a grant from The Vanguard Charitable Philanthropic Impact Fund analyzes effects of the 2009 Great Recession on charitable giving across various donor demographic groups and examines differences pre- and post-recession. The report offers key insights for nonprofits and donors as they face new and evolving factors affecting the philanthropic sector in the United States. Changes to the Giving Landscape finds that the average amount given by donor households remained relatively constant over time, despite the economic downturn. However, the recession fueled a 13 percentage point decrease in the share of U.S. households who gave to charity between 2000 and 2016. This decline in the overall share of households who gave represents 20 million fewer donor households. The report also examined in depth the percent of income households gave.

"The study shows continued attrition in the philanthropic sector in the United States. New and evolving factors affecting the philanthropic environment, impact how donors approach giving and how organizations can continue to raise funds," said segunda Ho, President of the Lilly Family School of Philanthropy. "Additionally, as one of the first studies to examine in detail the percent of income various types of households give, the report also provides new insights into which households increased the share of income they gave, and which held steady or decreased."

When examining donor households only, there were no statistically significant changes in their percent of income given overall or to secular or religious organizations from before to after the Great Recession. When all households were analyzed by subgroups, declines in the percent of income given were only significant in household led by individuals with less than a high school education, under $50,000 in income, and/or under $50,000 in wealth.

The report details actionable insights for nonprofits and donors on the opportunities and challenges facing the future of philanthropy following the Great Recession. Most notably, the findings reveal that even during economic downturns, a majority of donors continue to give and nonprofits can continue raising funds.

"In the years since the Great Recession, many donors have exhibited tremendous resilience in supporting the causes that they care about. In the face of evolving giving patterns, macroeconomic volatility, shifting demographics, and the proliferation of new fundraising technologies, this report reveals relationships still hold the day. Finding ways to create meaningful engagement with donor communities is key to sustaining existing donations and inspiring new generations to give."

According to the report's findings, donor households headed by older generations continued to contribute a larger share of their income to charitable causes. In the years following the Great Recession, Greatest Generation (born between 1920 and 1945) donor households contributed 8.8% of their income; in contrast, Millennial households contributed 3.9% of their income. Although the economic downturn impacted Millennials' giving behaviors in the early part of their adult lives, nonprofits and donors can work to engage and encourage their support of organizations and causes that are important to them through the adoption of new technologies and models of engagement. For example, online donations, which currently constitute 8% of all giving, are one such tool.

The proliferation of new ways to give and charitable giving vehicles present the opportunity to innovate and test new models to attract younger donors and to re-engage donors across different backgrounds. Impact investing and cause marketing are creating new channels for fundraising professionals and donors to create impact. Vehicles such as crowdfunding and donor-advised funds, have gained popularity for their potential to reach younger audiences and people who have not previously given.

These and other opportunities are available to philanthropic organizations as they navigate new challenges and opportunities in securing charitable giving to carry out their missions. Emerging factors such as the 2017 Tax Cuts and Jobs Act's increase to the annual standard tax deduction (which reduces tax incentives for giving for some households), as well as new crowdfunding tools, and myriad other changes in the philanthropic environment, impact how donors approach giving and how organizations approach fundraising. The report offers additional details on the implications of the Great Recession and these evolving factors for the charitable giving landscape going forward.

The Lilly Family School of Philanthropy at IUPUI is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its academic, research, and international programs and through The Fund Raising School, Lake Institute on Faith & Giving, the Mary Family Institute on Diverse Philanthropy and the Women's Philanthropy Institute. Follow them on Twitter at @IUPUIPhilanthropy.

In the years since the Great Recession, many donors have exhibited tremendous resilience in supporting the causes that they care about.

The San Fernando Valley Business Journal recognizes the important role the legal industry plays in the local business community. The Business Journal is dedicated to informing readers of important legal issues in areas such as labor & employment, transactional, intelectual property in industries such as finance, real estate, healthcare, hospitality and much more. Don't miss these opportunities to strategically showcase your firm, its expertise and attorneys.