In a year like 2020 – with societal and health challenges occurring globally – corporate philanthropy plays an even more important societal role than usual.

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.
LOCAL NON-PROFIT ORGANIZING HOLIDAY FOOD, TOY DRIVE TO HELP SOCAL FAMILIES AMID PANDEMIC

The COVID-19 pandemic is making it more difficult than ever this holiday season for families to provide food and gifts to their children. Child Care Resource Center (CCRC) is supporting families in need for the 11th straight year with their 2020 Home for the Holidays Food, Book and Toy Drive.

CCRC has an ambitious goal of raising $62,500 to give food, books and toys to 2,500 families. Donations made to support the drive stay in the local community.

"So many families in Southern California are already on a tight budget and these past eight months have been especially challenging, considering the added financial hardship of the pandemic," CCRC CEO and President Dr. Michael Olenick said. "These are our neighbors and friends. We’re calling on our community members and business leaders to join us in making this a season of hope for local children and families.

A $25 donation provides essential items, food, books and toys to one family.

A mother in CCRC’s service area who received food, books and toys at CCRC’s holiday distribution event last year says the pandemic is making this holiday season more stressful than ever. Amanda Garcia cares for her 4-year-old son, 18-month-old daughter, and her fiancé’s elderly father. Recently, Garcia and two others in her home tested positive for COVID-19.

"I can’t go out and shop for my kids," Garcia said. "If I could get a little bit of help, it would provide some peace of mind. I like to see them smile. If they feel bummed out, I’m bummed out. If I can’t (provide for them) this year, it’s definitely going to hit bottom.

MAKE A $25 DONATION TODAY!
Child Care Resource Center is a federally recognized 501(c)(3) non-profit organization. EIN 96-3081695
Food, Book and Toy Drive!

Help 2,500 families in your community during these challenging times. Your donation of $25 will provide a holiday meal, books and toys to one family. This year more than ever, in the middle of a pandemic, we need your help.

www.ccrcca.org
AT THE TIME THEY ARE NEEDED MOST, DONOR-ADVISED FUNDS EMPOWER CHARITABLE GIVING

By Steve Gamer

In the realm of trusts-and-estates attorney Paul Gordon Hoffman, planned charitable giving is every bit as personal as it is professional. A founding member of the nationally recognized Los Angeles law firm Hoffman, Sabban & Waterman, APC, Paul routinely advises clients on matters related to charitable planning and how it fits into the scheme of their larger estate plans.

Away from the office, the attorney practices what he counsels clients. For Paul and his wife, Sue, giving back plays a prominent role in their lives, and their donor-advised fund (DAF) at the Jewish Community Foundation of Los Angeles (The Foundation) provides the ideal charitable vehicle for doing so.

While the Hoffmans sustain a range of causes of shared importance to them through a DAF they established in 2012, the charitable fund also enables them to respond generously and nimbly in times of crisis, including support in the aftermath of catastrophes such as the Santa Barbara wildfires and Louisiana hurricanes. Most notably, though, it is their giving during the current global pandemic that has taken a variety of assets and can recommend grants to your favorite charities, Jewish or secular, on your own schedule. You may select investment options to potentially grow your fund as The Foundation streamlines the entire process by handling all the administrative responsibilities, freeing you to focus on the joy of giving.

The benefits of a donor advised fund at The Foundation include:

- With an initial contribution of at least $5,000 in cash, you can start your own donor-advised fund, receive an immediate fair-market-value charitable tax deduction, and have your charitable dollars in one convenient account where you can maintain total privacy about your giving.
- By using appreciated assets such as marketable stocks and bonds, real estate, or interests in a limited liability company (LLC) to fund your DAF, in addition to the fair-market-value tax deduction, you will avoid all capital gains tax on your gift. And, through thoughtful pre-planning, a DAF can even help maximize tax benefits in the event of the sale of a business.

“What is our donor advised fund (DAF) for if not to be used in a once-in-a-lifetime event like the current pandemic?”

- You can recommend grants of $100 or more to a nearly limitless range of nonprofit organizations, Jewish or secular, locally, nationally, or in Israel via 24/7 online access to your fund. Plus, you can review your fund’s balance and giving history and add to your fund anytime with a credit card or online check.
- If your fund’s balance is $50,000 or more, you can access several types of investment options providing diversity and potential tax-free growth of your fund’s assets.
- Additionally, our Center for Designed Philanthropy offers complimentary philanthropic consultations and educational programs on giving more strategically. For example, we can help you determine which causes to support based upon your own passions and fields of interest.
- Finally, DAFs afford the ability to name your children as successor donor advisors, effectively creating the closest equivalent to a private family foundation without the cost and administrative hassles of establishing and maintaining one.

MULTIGENERATIONAL GIVING

Studies indicate that children whose parents actively discuss giving are significantly more likely to become charitable adults themselves than those with parents who do not. This same research shows that charitable families volunteer more and consider themselves happier and closer-knit. That’s why we suggest engaging your family early on to communicate your charitable values and decision-making process.

To encourage their children’s philanthropic values, many Foundation donors have opened DAFs for their children and grandchildren as well, enabling them to experience firsthand the fulfilling power of giving at an early age. Upcoming articles in this series include instilling the fulfilling power of giving at an early age, communicating your charitable values and how it fits into the scheme of their larger estate plans.

With respect to estate planning, a DAF can be the recipient (upon death) of all or a portion of the donor advisor’s IRA or other retirement plan benefits. The family then controls 100% of those funds for charitable-giving purposes from the DAF. Comparatively, if the heirs take the retirement funds personally, they would be subject to tax in some degree irrespective of whether estate taxes are applicable.

FOR THE GOOD OF COMMUNITY

The only cost associated with a DAF at The Foundation is a modest annual fee which covers several important administrative and portfolio management functions. A portion of that fee is reinvested in The Foundation’s own grantmaking to numerous causes throughout our community—creating, in effect, philanthropic sustainability.

To explore smart giving strategies—and the fulfillment that comes with it—at this time when it matters most, as well as ways to amplify the impact of your giving, please visit www.jewishfoundationla.org or contact us at (323) 761-8704, or development@jewishfoundationla.org.

The income-tax reforms in 2018 changed the standard deduction and raised numerous questions about its impact on charitable giving. The need for well-planned strategies to maximize the tax benefits of your philanthropy is essential. DAFs offer an ideal vehicle for maximizing the deductibility of your donations, including approaches such as charitable gift “bunching” or via contributions of appreciated assets.

Supplemental funding, the dynamic of charities working together, and the changing landscape of philanthropy is a critical issue. To explore more funding strategies—and the fulfillment that comes with it—at this time when it matters most, as well as ways to amplify the impact of your giving, please visit www.jewishfoundationla.org or contact us at (323) 761-8704, or development@jewishfoundationla.org.

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About the author: Steve Gamer is vice president of advancement for the Jewish Community Foundation of Los Angeles, which manages more than $1.3 billion in charitable assets and distributed $129 million in grants in 2019 to causes locally, nationally and around the world. He has 30 years of experience working with individuals, families, corporations and foundations to help them achieve their philanthropic vision.
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CORPORATE CITIZENSHIP & GIVING GUIDE

Making an Impact in San Fernando Valley Communities

Addressing affordable housing and homelessness, small business and financial health

By JACK OLREE

In March, as COVID-19 spread across the world, communities everywhere were suddenly in need of personal protective equipment, screening kits, childcare for front-line workers, transitional housing, support for small businesses and so much more. Seeing the mounting need, Wells Fargo announced it would reallocate and accelerate $175 million in local philanthropic funding to COVID-19 relief efforts. Since then, the company has worked to streamline grant making and offer funding to nonprofits across all 50 states and 23 countries.

In Greater Los Angeles alone, Wells Fargo delivered $9 million to more than 12 nonprofit organizations that helped address housing and homelessness, support small businesses and provide emergency response aid for the region’s most impacted populations—all of which are critical issues in LA County. Additionally, it was very important for Wells Fargo to continue supporting local nonprofit organizations that are making an impact in the Valley like Homes 4 Families Enriched Neighborhoods for low-income veterans.

Furthermore, in collaboration with our San Fernando Valley Region Bank President Robin Choi and his leadership team, Wells Fargo employees volunteered with this organization pre-COVID to help build homes, generating additional funds via the Wells Fargo Builds grant program. Since 2017, Choi and his team have collectively volunteered more than 700 hours towards the development of three separate Homes 4 Families Enriched Neighborhood communities for low-income veterans.

As we continued navigating through the pandemic, Wells Fargo also had the privilege of working with housing nonprofits like LA Family Housing, which helps individuals and families transition out of homelessness and poverty with their impactful programs and support services. The nonprofit typically serves up to 500 families a night in its interim housing, which includes motels and single-family homes. Food insecurity is always prevalent for the families they serve, and with more people out of work, combined with school closings where many they serve, and with more people out of work, combined with school closings where many

KEEPING OUR NEIGHBORS HOUSED

At the beginning of the year, Wells Fargo provided Homes 4 Families, a San Fernando Valley-based nonprofit, with a substantial grant to build a new veteran neighborhood in Palmdale that will pave a path to financial stability and access for low-income veterans. This organization provides families with affordable, full-equity homeownership, combined with essential holistic services that build self-sufficiency, sustainability and economic growth. Furthermore, in collaboration with our San Fernando Valley Region Bank President Robin Choi and his leadership team, Wells Fargo employees volunteered with this organization pre-COVID to help build homes, generating additional funds via the Wells Fargo Builds grant program. Since 2017, Choi and his team have collectively volunteered more than 700 hours towards the development of three separate Homes 4 Families Enriched Neighborhood communities for low-income veterans.

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HELPING SMALL BUSINESSES STAY OPEN

Wells Fargo understands that small businesses are the backbone of our communities. Working with institutions of higher learning like California State University Northridge’s (CSUN) Nazarian College of Business, undergraduate and MBA students have supported San Fernando-based businesses with valuable consulting. Through a grant provided to CSUN, teams of students of the Nazarian College of Business were paired with local small businesses to address challenges and develop plans to help them survive and thrive.

Another strong nonprofit organization that Wells Fargo works with is The Valley Economic Alliance (TVEA), which delivers resources to many disadvantaged businesses by providing technical assistance to small business owners who are adversely affected by the COVID-19 pandemic. The funding supported the dissemination of crucial information and support to small businesses in low-to-moderate income areas of the Valley such as Pacoima, San Valley, and Panorama City. The content is delivered in both English and Spanish via webinars, virtual conferences, one-on-one consulting, news bulletins, and their annual ‘Valley Works’ career fair.

SUPPORTING THE FINANCIAL HEALTH OF OUR COMMUNITIES

As an example of Wells Fargo’s philanthropic financial health pillar, the organization provided Hermandad Mexicana Nacional with a grant to assist them in developing and implementing their General Emergency Relief program (GERP). The program helps alleviate the financial hardships experienced by low-income immigrant communities struggling due to crises like that of reduction in work hours and work displacements to name a few. By the end of the second quarter, a total of 45 individuals and families received direct financial assistance for basic needs such as rent, food and utility bills.

EVERY ACT OF KINDNESS MATTERS

In September, Wells Fargo employees participated in their inaugural Month of Action. An inspirational kindness campaign, prompted by Wells Fargo’s Social Impact & Sustainability team, encouraged colleagues to perform and share acts of kindness in support of Month of Action—a new employee engagement model that ushers in a year-round approach to service to create a deeper sense of community and caring.

Kindness shows up in different ways to different people. It takes on personal meaning as we often learn what kindness is through the kindness of others, and it was apparent in the diverse ways that Wells Fargo’s employees in the Valley participated. Some sent positive messages to first responders and community members; provided food and notes of encouragement to front-line workers and people in need; became pen pals with elders; promoted small businesses in the community; and volunteered virtually delivering financial education and expertise. Shining these actions was a wonderful way to express the collective voices of Wells Fargo’s employees.

As we all head into the holiday season, Wells Fargo wants to sincerely thank its communities, employees, customers, and nonprofits for the team effort in helping the organization make a difference and build stronger communities in the San Fernando Valley.

Jack Olree is Senior Community Relations Vice President for Wells Fargo overseeing the San Fernando Valley region.
Small business owners are dealing with unprecedented challenges because of COVID-19. But they are also tougher than the challenges they face. We created the Small Business Resource Center to support small business owners as they adapt, rebuild, and grow their companies amidst uncertainty.

**Action-oriented content to help you rebuild stronger**

We want to help you navigate the COVID-19 crisis without losing sight of your long-term goals. So we built this program around five themes that are relevant to small business owners every day.

- **Insights** provides context for the crisis, including what it means for your customers and your business.
- **Business strategy** covers the best way to adapt, rebuild and grow as a company.
- **Connections** looks at how to build a community that can help you through the crisis.
- **Marketing** explores the best way to promote your company amidst uncertainty.
- **Capital considerations** looks at everything from cash flow to financing.

Questions? Contact me or visit [wellsfargo.com/smallbusinessresources](http://wellsfargo.com/smallbusinessresources)
MISSION STATEMENT
The mission of Valley Community Healthcare is to have a 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.

SERVICE AREA
San Fernando Valley and environs

FAST FACTS
Greatest impact 2020: Being a frontline provider of healthcare, COVID testing, monitoring and treatment for over 26,000 low-income men, women, & children. Much of the care is being provided remotely, but both health centers have remained open and available to our patients who must been seen. In September 2020, the call center handled over 17,000 calls, almost 4,000 more than ever before!

The need is growing!

FUNDRAISING EVENTS
• Emerald Ball: to support expansion of LGBTQ services – virtual – Spring 2021
• Laughter Heals: supporting mental health expansion – virtual – Fall 2021

VOLUNTEER OPPORTUNITIES
• Women4Women & Children: Advocacy & fundraising group supporting women’s rights to all health care, children & family health
• Event project help

GIVING OPPORTUNITIES
• Corporate Partnership
• Event Sponsorships
• All individual giving
• Online giving/ Facebook or www.vchcares.org

GOALS FOR 2021
• Expand Mental Health services during this time of significant and growing need.
• Remain financially sustainable in challenging times

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TOP EXECUTIVE
Paula Wilson
President & CEO

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REMEMBER: Your need. Our case. Your support.

With the health of our entire community still at risk, we are working on the front lines to ensure that the most vulnerable among us get the care and treatment needed so that they, and our community, stay healthy.

To learn more, contact Judi Rose at 818.301.6321 or jrose@vchcare.org

Join these community leaders as one of our Corporate Partners:


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