



Philanthropy

An Orange County Business Journal Special Report



Charities look to stretch dollars as need rises, page 22

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Corporate foundations target groups that serve basic needs, page 24

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An Evening for Autism: Saywitz, right, with Mark Whitley and Debby Boone, hosts fundraiser at his home

Funding Gap

Nonprofits Host Events, Find Grants, Start Side Businesses to Meet Increased Demand

By SHERRI CRUZ

The recession has tested many of Orange County's nonprofits and in the years ahead, things could get tougher.

People have cut back on their donations as demand for services has jumped.

To cope, charities have cut expenses and staff. They also have scrambled to boost income through events, grant proposals and side businesses, among other things.

"It will take some time for donors to feel a sense of health and recovery," said Shelley Hoss, president of the Orange County Community Foundation, based in Irvine.

No one knows what the "new normal" is going to be, Hoss said.

For the Orange County Rescue Mission, the "new normal" means doing more with less.

The Tustin-based nonprofit provides housing, food, medical and job assistance to the poor and homeless, what it calls "the least, the last and the lost."

It has seen demand for its services go up more than 300% year-over-year, according to Jim Palmer, executive director.

"We've had to work three times as hard," Palmer said.

The Rescue Mission has had to give more tours and make more visits to donors and potential donors.

"We got the word out to volunteers that we could use their help," Palmer said.

Volunteers help the mission by collecting canned goods and other food.

Finding Funds

The Rescue Mission cut five positions unrelated to providing direct services. Then it went in search of more money.

The mission prides itself on getting most of its donations from the private sector. But it has seen much of these funds disappear as private donors pull back on spending or give to organizations that are in danger of closing.

It has replaced some of that money with federal funds that previously were unavailable.

"We normally (would not) go after government funding, but the demands were so high for our services," we targeted all available money, Palmer said.

Nonprofits likely are to feel the effects of high demand and fewer donations long after the recession ends, according to OC Community Foundation's Hoss.

Donors are hanging on to their money because there is a sense of uncertainty about the economy and a loss of net worth, she said.

The OC Community Foundation is a nonprofit that sets up funds for donors to give money in a strategic manner.

Many wealthy donors tie their giving to stock portfolio profits, Hoss said. But since Wall Street still hasn't fully recovered from this past fall's meltdown, "stock giving is almost disappearing," she said.

The foundation is relying on other avenues of funding, including grants that were already in place and special campaigns.

Special Campaigns

The foundation put on a Seed the Need campaign, which raised an additional \$852,000 that went to fund "safety net" organizations, which are those that are meeting peoples' immediate food, clothing and shelter needs.

Orange County United Way held a similar Bridge the Gap campaign to boost the amount of funding it could grant to safety net agencies.

These campaigns are getting extra attention because of personal touches major donors and volunteers are doing. Many events are getting personal and are being held at homes instead of hotels or restaurants.

"Now is the time to have your donor love-in," Hoss said. "I've become a big fan of the living room gathering."

Restaurateur Antonio Cagnolo held an underwriting event at his home to cover expenses for Canyon Acres' fall fundraiser next month. The event usually is held at his Antonello Ristorante in Santa Ana. Canyon Acres provides homes, care, treatment and supportive services for abused and neglected children.

Cagnolo's not the only one to open his living room. Real estate developer Barry Saywitz puts on fundraising shindigs for autism charities and Newport-Mesa School District programs at his Newport Beach home. A few weeks ago, Saywitz wrapped up his second annual An Evening for Autism benefit.

The proceeds go toward Costa Mesa-based Talk About Curing Autism, Bethesda, Md.-based Autism Society of America and Santa Ana-based Easter Seals Southern California, the largest donor of funds for autism research.

Saywitz is a motivated fundraiser—he has

► Fundraising page 43

Private Foundations Keep Up Grants to Strapped Charities

■ By SHERRI CRUZ

Orange County's individual and family foundations kept up their giving recently even as the recession knocked down the region's wealth.

The county's 36 largest private foundations on our list, ranked by recent contributions, increased their grant making to charities by 40% to \$140 million, according to the Business Journal's list of individual and family foundations.

That's significantly more than private foundation giving nationally, which was up 2.5% to \$33 billion, according to the New York-based Foundation Center.

As private foundations don't have to report full financial details every quarter, this list is a hodgepodge of giving during the past two years based on the most recent data available. Likely the recession has hit assets and giving in recent months more than the list reveals.

For the trends that were present in the list: OC's private foundations boosted their giving to help charities meet an increased demand in services, representatives said. Some foundations also set up new programs.

"There is a tremendous desire to be responsive, to recognize this is our community's rainy day," said Shelley Hoss, president of the Irvine-based Orange County Community.

Private foundation assets on our list declined by about 6% to \$1.6 billion.

Private foundations make up the bulk of foundation giving. The two other foundations types are corporate foundations and giving programs (see centerfold insert) and community foundations.

Locally, the Orange County Community Foundation, a nonprofit, is the county's largest community foundation. Individuals and fami-

lies set up funds at the foundation to target their giving.

The county also has several city foundations funded to focus on public projects, such as the Community Foundation of Orange.

Private foundations aren't limited to the types of programs they can contribute to, but they are required by law to give at least 5% of their assets annually.

Most of the foundations on the Business Journal list are grant-making foundations, meaning they make grants to charities that go through a proposal submission process. Other foundations use their income to run their own charitable programs.

No. 10 Irvine-based Tiger Woods Foundation, founded by Tiger Woods, does both.

The Tiger Woods Foundation's most recent grantees include the Assistance League of Santa Ana, which provides dental and eye care to poor children and other youth services, and the San Jose-based Silicon Valley Children's Fund, a charity that helps foster youth.

In addition to making grants, the foundation also funds and operates the Tiger Woods Learning Center Orange County, a 35,000-square-foot educational center for kids in Anaheim.

The Tiger Woods foundation boosted its giving year-over-year 142% to \$2.8 million as of September 2007, attributed to a new scholarship program named after Tiger's father, the Earl D. Woods Scholarship.

The foundation also is one of the few on our list that increased its assets—up nearly 19% compared to a year earlier to \$49 million as of September 2007.

The Laguna Beach-based Marisla Foundation, founded by Anne Getty Earhart, heiress

of oil tycoon J. Paul Getty, topped our list and upped giving to \$48.1 million as of December 2008.

Marisla supports programs that help lift women out of homelessness or abuse. It also grants to environmental groups and other causes, primarily in Orange and Los Angeles counties. Its assets as of the end of 2008 were \$74.6 million, according to a spokesperson for the foundation.

No. 6 Samueli Foundation boosted its giving by 20% year-over-year to \$5 million in 2007, and most of that money went to OC charities.

The foundation didn't take any new proposals this year so that it could direct its giving to OC charities struggling in the downturn, said Gerald Solomon, executive director for the Samueli Foundation.

Founded by Broadcom cofounder Henry Samueli and his wife, Susan, the foundation gives to educational programs, especially math and science. It funds the Henry Samueli engineering schools at University of California, Irvine, and University of California, Los Angeles.

The foundation also funds programs that promote alternative medicine, such as acupuncture and homeopathy, youth preschool and after-school organizations, Jewish culture and religious organizations (Samueli's parents are Holocaust survivors) and programs that help vulnerable populations in other countries, such women who are victims of the sex trade.

The foundation saw its assets decrease 15% to \$212,000 in 2007.

The Samueli Foundation doesn't fund an endowment. Rather, it makes grants as it goes, Solomon said.

Most of the foundations on our list have endowments through which they make grants. There is no tax advantage to either method, Hoss said. It's just differing philosophies in giving.

Other foundations that significantly upped their giving recently included No. 5 Newport Beach-based Crean Foundation, which supports a variety of local causes, and No. 8 Irvine-based Croul Family Foundation, which gives to charities that helps poor people and is new to our list.

The Crean Foundation, founded by the late recreational vehicle maker John Crean and his wife, Donna, boosted its giving by 138% in 2007 to \$5.7 million. Its assets decreased by 1% to \$93 million during the same time period.

The Croul Family Foundation donated 186% more in 2007 than the year before, raising its giving to \$3.5 million. It had a 4% decrease in assets to \$21.5 million.

No. 2 Arnold and Mabel Beckman Foundation, based in Irvine, boosted its giving 16% to \$28 million in the 12 months ended August 2008 and saw a 10% decrease in assets to \$557 million through the same period.

No. 3 Irvine-based William and Sue Gross Family Foundation upped its giving in 2007 by 48% to \$10.7 million. Its assets decreased by 9% in the same period to \$254 million.

No. 7 Anaheim-based A. Gary Anderson Family Foundation boosted its giving 17% to \$3.7 million in 2007.

No. 15 Ueberroth Family Foundation was another foundation that significantly increased its giving, upping its charity by 43% in the 12 months ended November 2008 to \$1.9 million. Its assets dropped slightly to \$35 million in the same period. ■

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IRVINE PUBLIC SCHOOLS FOUNDATION

Giving Arms of OC's Largest Companies Grant \$145M

CHARITY: Recession hitting grants in '09; basic needs charities get funds

■ By SHERRI CRUZ

Orange County's corporate foundations and giving programs gave \$144.7 million to local, regional and national charities in the past year or so.

Their assets came in at \$2.2 billion.

The giving programs, listed alphabetically on this week's Business Journal's directory, are charitable arms of some of the county's largest employers from a cross-section of industries.

Data on these programs is scattered—the most recent numbers available for 12 of the 30 giving programs on the list were as of December

2007. Given this, it is difficult to cull any trends from the list.

Several of giving programs are relatively new, founded within the past five years.

Some are so new they don't even appear on this year's list.

Irvine chipmaker Broadcom Corp. recently set up a \$50 million foundation that will focus on programs in math and science. It plans to start giving grants in 2010.

Some of the companies that are represented on the list: Los Angeles-based Capital Group Cos., which has an Irvine campus, Newport Beach-based Pacific Life Insurance Co., Newport Beach's Pacific Investment Management Co., Santa Ana-based First American

Corp., Irvine-based Golden State Foods Corp. and Irvine-based Taco Bell Corp., part of Louisville, Ky.-based Yum Brands Inc.

Capital Group Cos. Charitable Foundation, based in Los Angeles, is one of the largest donors on our list, giving \$23 million in the 12 months through June 2008, an increase of nearly 8% from a year earlier.

The company's foundation is one of the nation's top givers, listed at No. 33 on the New York-based Foundation Center's top 50 corporate foundations. It has donated more than \$186 million in the past 10 years.

The Capital Group foundation has assets of \$242 million as of June 2008, an increase of 34% from a year earlier.

Like others on our directory, Capital Group's assets could have fallen in the past year with a downturn in investments.

There are a few ways that companies can set up their corporate giving programs, but most of the charitable giving groups on our list are corporate foundations, which are started by companies and funded by endowments and business profits. They operate separately.

The bulk of the nation's foundations are established by a family or an individual, rather than a corporation (see related story on private foundations, page 23). But private foundations and corporate foundations operate under the same rules and regulations.

Corporate giving programs sometimes encourage employee giving by matching charitable donations that employees make to nonprofits. They also can solicit employee input on selecting the charities that get grants.

Giving programs can promote volunteerism by employees, which enhances workplace cultures.

Many companies incorporate their charitable arms into their community relations or public relations departments.

The Allergan Foundation, the Beckman Coulter Foundation, Boeing Co.'s giving program, Lilly's Gift Foundation, Pacific Life Foundation and Pacific Life Insurance Co. Contributions Program increased their giving in 2008, according to the directory.

Many of the corporate givers focused their donations in 2008 on "safety net" charities, which serve peoples' immediate needs of food and shelter.

Drug maker Allergan Inc.'s Allergan Foundation, based in Irvine, gave \$4.3 million in 2008 to 302 organizations including Santa Barbara-based Unity Shoppe, which provides food, clothing and other essentials, and Orange-based St. Joseph Hospital's Puente a La Salud (Point of Health) Mobile Community Vision Clinic.

Giving More

Allergan upped its charitable giving more than 50% from 2007 to 2008.

The foundation, established in 1998, has given more than \$20 million in the past 10 years.

Newport Beach-based Angels Baseball Foundation, the giving arm of the Los Angeles Angels of Anaheim, nearly doubled its giving in 2007 to about \$487,000.

The Angels foundation, started in 2004, targets its donations to education, healthcare, sciences and arts.

Fullerton-based medical testing instruments and supply company Beckman Coulter Inc.'s Beckman Coulter Foundation is a relatively new foundation—set up in 2007—and gives primarily to health and science charities.

Beckman Coulter gave \$1.2 million last year. It had assets of about \$7.9 million in 2008.

Irvine-based heart valve maker Edward Lifesciences Corp.'s Edwards Lifesciences Fund granted money to Families Forward, which helps people find housing, Boys & Girls Club of Anaheim, Orange County Museum of Art, Santa Ana-based Think Together and Fountain Valley's Working Wardrobes, which helps women who've spent time in shelters or rehabilitation centers get back to work.

Edwards Lifesciences Fund, established in 2004, gave \$2.3 million in 2008, a decrease of 16% compared to a year earlier. It had \$11.5 million in assets at the end of 2008, down 45% from a year earlier.

Santa Ana's First American Homeowner Foundation gave \$1.3 million in 2007, an increase of 55%. It donates to charities related to affordable housing, homebuyer education and neighborhood improvement. But as the housing industry slumped, it's likely the donations did as well. ■



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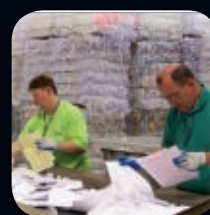
There are over 400,000 people living with disabilities or other barriers in Orange County, enough to fill Angel Stadium nearly 10 times.



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We helped Grace get a job at Albertson's, where she has risen from courtesy clerk to working in the floral department.



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By recycling unsold clothing, cardboard and metal, we kept 8,000 tons of materials out of landfills last year.



Dalton has autism, but Goodwill's assistive technology program has helped improve his grades and his confidence.



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We found a job for Michael at a printing shop, where he is one of the most dedicated employees.

With one financial gift to Goodwill, you can make an impact in so many ways for people who live with disabilities and other barriers. Our programs are good for the community, local businesses and the environment too. To find out more, call 800-4 GOODWILL or visit ocgoodwill.org today.

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The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. Founded in 1949, we are relentless in pursuit of our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Investing in blood cancer research

LLS has invested more than \$680 million in research—approximately \$69 million in fiscal year 2009 alone. Programs like the Specialized Center of Research (SCOR), which brings together teams of scientists from different disciplines and our Translational Research Program, which funds research with a high probability of producing innovative patient treatments in an accelerated time frame, have directly contributed to many breakthrough cancer treatments.

Research funded by LLS has led or contributed to advances such as chemotherapy, bone marrow and stem cell transplantation and new, targeted oral therapies such as Gleevec®.

Providing critical information and support for patients and their families

We made 4.9 million contacts with patients, caregivers and healthcare professionals in fiscal year 2009, through our Information Resource Center (IRC), our award winning Web site and community-based patient service programs. We put people together with experts through Webcasts and teleconferences, and provided professional education through seminars, to extend the latest findings to a broader professional audience.

Advocating for issues impacting blood cancer patients

With more than 20,000 advocacy volunteers throughout the country, our voice is being heard by those responsible for legislation to fund blood cancer research and educational programs.

The need is critical

An estimated 912,938 people in the United States are living with, or are in remission from, leukemia, Hodgkin lymphoma, non-Hodgkin lymphoma or myeloma. Every four minutes, someone new is diagnosed with blood cancer. Every 10 minutes, someone dies.

Leukemia causes more deaths than any other cancer among children under the age of 20. Lymphomas are the most common blood cancers and incidence increases with age. The survival rate for myeloma is only 37.1 percent. Incidence is nearly twice as high among African Americans as for all other races.

As a nonprofit, we rely on the generosity of individuals, corporations and foundations. Seventy-five percent of our total expenses support cancer research, education, advocacy and patient services. Please join us in our mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

For more information please contact The Leukemia & Lymphoma Society at (714) 481-5601 or log on to www.lls.org.

Give Them Lunch ... Give Them Hope

Fourth Annual Gala Fundraiser on October 24

by Tara Kerry

On October 24, 2009, the Resort at Pelican Hill will host the fourth annual Kids of Kilimanjaro **Give Them Lunch...Give Them Hope** gala fundraiser. Orange County resident George Namkung founded Kids of Kilimanjaro in 2005, after successfully climbing to the top of Mt. Kilimanjaro in Tanzania. After touring local Tanzanian schools and realizing that there was no lunch provided to hungry students, Namkung decided to do something about it. For just \$29 per year, you can feed a Tanzanian student and literally change a life. Since the arrival of Kids of Kilimanjaro, school attendance is up, more schools are being opened and children have more energy to learn and succeed.

Gala to raise needed funds

The Kids of Kilimanjaro gala is the primary fundraiser for the non-profit organization, which is headquartered in Costa Mesa. In addition to an elegant sit down dinner, there will be an exciting live auction and opportunity drawing where the winner will receive A Night in Paradise at The Resort at Pelican Hill, a one-night stay in a Bungalow King guestroom, Amber Gold Massages for two in the Spa, and Breakfast for two at the Coliseum Pool and Grill.

Exciting silent and live auction items

The silent auction and cocktail hour will feature more than 40 diverse and unique lots, such as VIP seats and greenroom access to Jimmy Kimmel Live, a John Varvatos suit, stays at Fairmont Hotels in the U.S. and Canada, a private yacht for use during the Newport Beach Christmas Boat Parade, a hot air balloon ride for two, Mighty Ducks tickets, a week's stay at a Mexican oceanfront villa and so much more.

Gala attendees will receive a goody bag worth more than \$150, including a first edition copy of the Kids of Kilimanjaro book, featuring photos from Karyn R. Millet, Xsura products and stationery items from Mel Lim.

What you can do to help

Around 250 of Orange County's most generous residents help make Kids of Kilimanjaro a success each year. Even if you're not attending the gala, opportunity drawing tickets are available for \$20 each or \$100 for six and the winner does not need to be present and will be notified by phone. You may also support a student for one year for \$29 or make a larger donation on our website.

To buy tickets to the gala, purchase opportunity drawing tickets, or to make a donation, please visit www.KidsofKilimanjaro.org.



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LIVE UNITED

Orange County United Way is honored to lead the support of a comprehensive system of health and human care in our community. By focusing on basic needs, education and financial stability, we're able to address the most critical needs today, and build skills and knowledge that help individuals establish a self-sufficient life tomorrow. To fulfill our mission, we rely on the generosity of corporate and community donors.

Challenging times

It's been a difficult year for fundraisers across the nation. The Orange County Register reported social-service charities have suffered a 12.7 percent drop in donations at a time when they are reporting increased demands in services and Orange County United Way is not the exception.

At the close of our 2008/2009 campaign year, our fundraising was down 12.8 percent. Even during these challenging times, Orange County United Way has been able to maintain and sustain \$18.3 million total in resources this year at the *same funding level as last year*, and retained our grants to over 80 health and human care programs throughout Orange County. This was achieved by proactively cutting overhead costs by 14 percent and aggressively seeking new funding sources.

We are extremely concerned that the needs in Orange County are growing at a tremendous rate, while giving trends are on a downward spiral. As one of the largest funders in Orange County, we feel it's imperative to work closely with corporate and community partners to ensure our community remains strong in this difficult economic time.

Orange County support

"Without the tremendous support of each of our corporate and community partners, United Way would be unable to make lasting change in Orange County," said Maria Chavez Wilcox, President and CEO of Orange County United Way. "Our partners strengthen our brand and help United Way build an infrastructure of health and human care in Orange County. It takes an entire community to come together and create change, and that's what it means to LIVE UNITED," added Wilcox.

Nonprofit organizations such as Share Our Selves rely heavily on United Way funding to support the most critical needs facing their agencies and has seen the growing demand in services.

"In the past year we have been impacted with increased requests for assistance and our staff and volunteers have been working to increase efficiencies to do more with less," said Executive Director Karen McGlinn. "These increases are due to a new population of Orange County residents who are accessing services for the first time in their lives," she noted.

"United Way is a recognized and respected brand," continued McGlinn. "They give credibility to services and also provide opportunities to leverage funds needed to support our community. As one of the largest safety-net organizations in the county, United Way funding supports direct services to those most in need," McGlinn added.

Orange County United Way wants to ensure relations are maintained with our corporate and individual donors and that new relationships are formed so the growing needs in Orange County can continue to be met.

Recognized leaders

Orange County United Way recognized over 48 local Orange County corporate partners for their giving achievements through the past year at the September 17 Celebration reception held at the Diamond Club at Angels Stadium of Anaheim. Alcon Research received the Dimensions in Giving Award, Orange County United

Way's most distinguished recognition, for raising top dollars and following best practices in their workplace campaign. Others receiving top recognition included Allergan, Deloitte, Ernst & Young and UPS.

With the decline of available program funds for struggling families and individuals in Orange County, United Way is looking for new corporate and individual and community partners to help bridge the gap of missing funds and available programs. As the most trusted health and human services provider, Orange County United Way is the most efficient organization for charitable giving. Whatever your giving needs, United Way can formulate a plan that best fits a company or an individual.

Be the change

Your contributions will make life a little easier for someone who needs a hand up and can directly influence the lives of thousands of individuals each year. Be the change you want to see in Orange County, partner with Orange County United Way and improve lives.

Examples of increase in need include:

- 40% increase for direct financial aid – *from approximately 50 individuals / families per day, to over 70*
- 40% increase for food assistance – *from 185 bags per day to 300*
- 39% increase for the dental clinic compared to this time last year

Information provided by Share Our Selves

The following corporate partners have stepped up their giving to United Way this past year, leading by example despite the challenging economic climate.

Bank of America

Bank of America's support provides a comprehensive network of human care programs throughout Orange County including essential services providing food, shelter and medical care. Bank of America's gifts also support long-term education and financial literacy programs which help build self-sufficient futures for our children and those most in need in Orange County.



Southern California Edison

Southern California Edison has a goal of improving educational opportunities for the disadvantaged youth in Orange County. By working with Orange County United Way, they are providing children with the support and guidance they need to graduate from high school and pursue higher education.



Boeing

Boeing has been a long time supporter of financial literacy in Orange County. They support United Way's efforts by bringing low-income working individuals and families the opportunity to navigate financial systems, which allows them to save for the future and build assets.



For more information on how your company can get involved with Orange County United Way and run a workplace campaign, please call (949) 660-7600 or visit our website at www.unitedwayoc.org.



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CA, Orange County Chapter

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Preschool - Grade Eight



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CHILDREN AND FAMILY SERVICES

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Canyon Acres Children and Family Services is
committed to providing homes, care, treatment and
supportive services for abused, neglected
and emotionally troubled children and their families

Quantum Leap

A new physics team vaults Chapman to the forefront of earth-science discovery

Plop. Plop. Plop-plop-plop. For Chapman Professor Eyal Amitai, Ph.D., there is joy in the clatter of raindrops dancing across the ocean surface. It is the sound of innovation, of understanding, of scientific discovery.

When Dr. Amitai uses underwater microphones to capture the cacophony of a storm at sea, he broadens understanding of how climate change affects life on Earth.

As one of the distinguished faculty members hired to launch Chapman's first physics department, Dr. Amitai and his work also illustrate the many ways this new team helps Chapman target some of the biggest challenges facing California and the world.

Predicting earthquakes, combating wild fires, fighting disease at the cellular level – these and other earth-changing pursuits are now buoyed by the professors and students of Chapman's Department of Physics, Computational Science and Engineering, which began offering undergraduate degrees last fall.

The world-class quality of the faculty members immediately elevates Chapman to national prominence in two niche areas: quantum computing and earth system science. Establishing the department also advances Chapman's ongoing transformation from a regional liberal-arts institution to a comprehensive university with a national and international influence.

Launching a science college

Leading the Chapman science team is Menas Kafatos, Ph.D., a scientist and leader with an extensive international reputation. Dr. Kafatos is vice chancellor for special projects at Chapman University and dean of Chapman's Schmid College of Science, launched in fall 2008.

In addition to the new physics department, the Schmid College of Science includes the already established departments of biological science, chemistry, mathematics, physical therapy and psychology. The Hashinger Science Center is home to the sciences at Chapman while the university develops plans for a new state-of-the-art science building, proposed for a site on Palm Avenue, just west of the main campus.

The sciences at Chapman had previously been part of the Wilkinson College of Humanities and Social Sciences. Wilkinson College remains home to the departments of English, languages, religious studies, philosophy, communication studies, history, political science and sociology as well as Chapman's Albert Schweitzer Institute and Rodgers Center for Holocaust Education.

'Remarkable' faculty

The faculty members in the Department of Physics, Computational Science and Engineering unite at Chapman to "capitalize on the remarkable strengths of our current science faculty," said Chapman Chancellor Daniele Struppa.

Physics team faculty members include:

- **Yakir Aharonov, Ph.D.**, a quantum theorist who is among the most highly regarded scientists in the world. Dr. Aharonov received the prestigious Wolf Prize in 1998 for his co-discovery of the Aharonov-Bohm Effect, one of the cornerstones of modern physics. His work has led to developments with practical applications such as helping to improve the technology in electron microscope holography, which is used in medical scanners.

- **Menas Kafatos, Ph.D.**, dean and vice chancellor for special projects, studies ecosystems to determine whether certain hazards are intensifying due to human activity and global change. "One of the areas I'm particularly interested in is the effect of climate change on vegetation and greenness because it's so much tied to the health of the planet," he says.

- **Dimitar Ouzounov, Ph.D.** works with a team of international scientists analyzing satellite data that relates to earthquakes, fault movements, volcanoes, landslides and other hazards. In early May, Dr. Ouzounov issued an internal alert to colleagues for an earthquake-prone region in southern China – a week before the devastating 7.9-magnitude quake hit Sichuan, slightly northwest of the predicted area.

- **Keun-Hang (Susan) Yang, Ph.D.**, whose specialty is computational and experimental biology/neuroscience, has built models of epilepsy to gain a deeper understanding of the cellular mechanism of the disease and its causes. "I run simulations and look into what kinds of phenomenon are happening before and after a seizure happens," she said.

- **Hesham El-Askary, Ph.D.**, was assistant professor of environmental physics, earth systems and geoinformation sciences at Alexandria University in Egypt. He is carrying out extensive research on atmospheric pollution in the air above some of the world's most polluted cities, including Cairo; as well as dust storm monitoring and climate trends.

- **Eyal Amitai, Ph.D.**, is a scientist at NASA's Goddard Space Flight Center and is a principal collaborator on the Global Precipitation Measurement Project, a joint U.S.-Japanese mission. Dr. Amitai is also a principal investigator on an NSF project that uses hydrophone and other information to measure rainfall in ocean areas, where measurement systems used on land or on



Members of Chapman University's science team (left to right): Keun-Hang (Susan) Yang, Ph.D.; Jeff Tollaksen, Ph.D.; Menas Kafatos, Ph.D. and Yakir Aharonov, Ph.D.



The late Don Schmid with brother Dick, patrons of the Schmid College of Science and generous supporters of Chapman University

ships is largely inaccurate. The work has implications for predicting hurricanes and changes in the global water cycle.

"These are scientists of the first magnitude," said Chancellor Struppa, who singled out Dr. Aharonov for praise as "a true genius" of "Einstein quality."

Sharing knowledge

Chapman President James L. Doti says the team will propel Chapman's science program to an academic level approaching that of the nation's elite research institutions. "But unlike larger schools, Chapman focuses on small classes and individualized attention," he added. "These distinguished scientists will not only be carrying out some of the most important research in physics today, but they will share their immense knowledge directly with those they teach."

Indeed, major physics departments throughout the world have sought Dr. Aharonov and others on the team, said Dr. Jeff Tollaksen, chairman of the physics department at Chapman and associate professor of physics.

But bigger schools can become entrenched in their habits and traditions and limit creativity, especially in areas that push the academic envelope, Dr. Tollaksen says. "We're starting something new, with a blank slate. And there's something to be said for a blank slate. You have the possibility of being much more successful."

The excitement of physics

There's one challenge in particular Dr. Aharonov enjoys tackling at Chapman: Teaching physics to undergraduates who don't have a science background.

"We have developed a new kind of course so these students can understand the excitement of modern physics," Dr. Aharonov said, noting that he had taught such a course at Tel Aviv University in Israel.

Dr. Kafatos is also eager to work with students in other Chapman schools and departments, such as the Argyros School of Business and the Dodge College of Film and Media Arts. He envisions the scientists working with film students to produce short documentaries about scientific research.

"Scientists don't always have to wear white coats and be isolated in a lab," he said. "We want to communicate to people what's exciting about science."

Excitement surrounds a number of department initiatives, including Dr. Amitai's research, which takes measurement of ocean rainfall in a whole new direction. Previous efforts at measurement using rain gauges on ships and moorings had proved ineffective.

Dr. Amitai's hydrophones record at depths of up to 2,000 meters, allowing for interpretation of the sounds made by different-size droplets to come up with a measurement of rainfall volume.

A drop in the ocean of scientific understanding? Hardly. The more accurate measuring system has implications for predicting hurricanes, better forecasting weather in general and better understanding how global water circulation affects climate change.

Plop-plop-plop-plop. By any measure, it's the sound of Chapman making a new and major splash in a realm of exploration that opens a world of possibilities.

The Schmid family: partners in achievement

As a visionary farmer and businessman, Walter Schmid advanced the science of agriculture in Orange County. So it seems fitting that his sons would seed Chapman University's own scientific growth.

A significant donation from Santa Ana residents Don and Dick Schmid, both civil engineers and business leaders, supports the varied programs that distinguish the newly named Schmid College of Science at Chapman.

"Don and Dick's monumental gift will propel Chapman to heights we never imagined," said Chapman President James L. Doti at the dedication ceremony for Schmid College last fall. "We cannot thank them enough for their generosity and vision." Sadly, Don Schmid passed away in January 2009, but he greatly enjoyed the Schmid College dedication and the knowledge that the brothers' gift will make a hugely positive difference in the lives of thousands of Chapman students to come.

Schmid family generosity has helped transform Chapman over the years. The Waltmar Theatre – named for the charitable foundation formed by Walter and Margaret Schmid – as well as the Schmid Center for International Business, the James Farley Professorship in Economics and the Schmid Gate at the entrance to the Chapman campus all reflect the family's spirit of support.

"None of us has ever studied at Chapman, but we're committed to seeing it continue to succeed," said Dick Schmid, a Chapman trustee emeritus and a partner in Sundstrom and Schmid Engineers. "It won't take long before students everywhere are saying, 'I need to go to Chapman, because they're doing some very exciting things in the study of science.'"

For information on gifts to Chapman, visit <http://www.chapman.edu/giving> or call 714-997-6955.



Irvine Schools Make Irvine a Great Place to Live, and That's Good for Business

The question is, can they weather the storms coming out of Sacramento?

For years, back when most of us were kids, we took our schools for granted. You'd get a world-class education. If you skinned your knee in PE, there'd be a nurse with a band-aid, some anti-septic and a little TLC. If you needed to look something up, there'd be a librarian to point the way. There are those who even remember taking Driver's Ed in school.

Today, unfortunately, our schools appear to be heading for Dead Man's Curve at 90 mph. Music, art, science and more have been cut, or severely cut back. The schools can't afford to pay for librarians, or nurses. Although, chances are, you won't skin your knee in PE. Many schools have already had to cut it.

Uneven distribution, disproportionate cuts

Back in the day, local property taxes stayed local and went towards the schools. Today, the taxes are collected by Sacramento into a pool and meted out according to formulas that would make the Byzantine Empire proud. The result: The schools get less than they need to keep educational standards high. And that's bad for everybody.

Worse, during this latest fiscal crisis, that pool has been dipped into at an alarming rate, to meet state commitments that have nothing to do with education. No state program has suffered as much in the latest round of budget cuts.

IPSF: Meeting the challenge

Fortunately, Irvine has a champion: The Irvine Public Schools Foundation. Established in 1996, IPSF raises funds to close the gap between what Irvine's 26,000



Irvine schools are among California's best, with a full 97% of graduates going on to higher education. IPSF's job is to help keep it that way. Business support is crucial.

student need, and what the state is willing to give. IPSF works in partnership with the Irvine Unified School District and school-site PTAs to pay for unfunded positions like health clerks and nurses, along with academic enrichment programs, as well as summer school, afterschool programs and zero period. Key among their efforts is class size reduction.

Despite the enormity of the challenge, Irvine schools rank among the state's best – a full 97% of graduates go on to higher education. But it would be a tragic mistake to take it for granted. This level of excellence, and the benefits that accrue to the business community, can only be maintained by the entire community working together to support education in Irvine – the business community included.

By the community, for the community

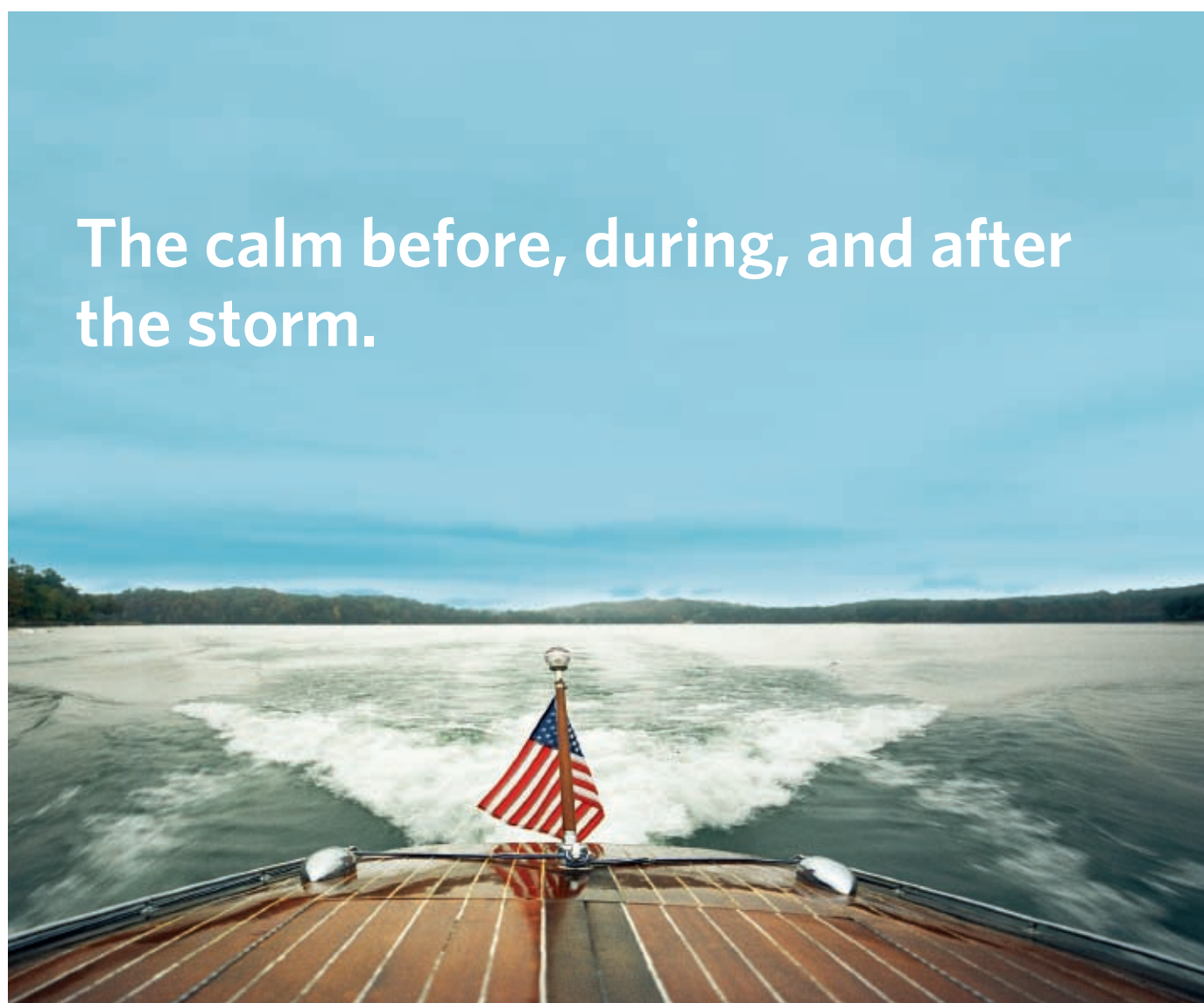
IPSF is led by a volunteer Board of Trustees comprised of dedicated and skilled parents, teachers, business and community leaders, and is managed by a professional staff led by CEO Neda Zaengle. They raise money one year in advance, working closely with IUSD leadership to develop the most strategic use of funds. There are many ways to contribute, ranging from the Annual Appeal to the fall Gala Dinner and Auction, and opportunities for business and corporate sponsorships are many.

To learn more about the educational crisis in California, about IPSF, and how local business can help, visit IPSF's website at www.ipsf.net, or call the IPSF offices at (949) 265-6404.



The IPSF staff, led by CEO Neda Zaengle, top left. IPSF is faced with the challenge of raising the money Irvine schools need to stay great—a challenge that gets greater every year.

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YMCA Help Wanted

Looking for role models with strong values to share outings and adventures with awesome kids

For 42-year-old Nicki McVoy, the search for volunteer opportunities involving kids in the foster care system led her to the YMCA "FunDay" Program. Hosted monthly by the YMCA of Orange County, the program matches volunteers with a child to share a special event or activity. The program helps both the child and the foster parents by giving them a break day.

For Nicki, the commitment to help foster children was personal. When her young cousins were placed in foster care, she was able to support the family that took care of them as a respite caregiver. When her cousins were adopted by family members out of state, she made the commitment to be there for another child.

As a special friend for the day, Nicki shared the joy of helping her foster child enjoy holiday parties in the park, bowling, craft carnivals, arcades, Discovery Science Center, Knott's Disneyland, the San Diego Wild Animal Park, the Orange County Fair – special events that many would not have been able to do otherwise.

For the YMCA, the FunDays are an important component of the multi-tiered support provided to address the most critical problems faced by children in the foster care system. Behind the smiles at the FunDays, each child carries a history of abuse and neglect that will put them at higher risk for juvenile delinquency, drug abuse and truancy. This year, close to 200 children will age out of Orange County's foster care system. Within two years 50% will be unemployed or homeless, 37% will not finish high school and 33% will be on public assistance. 89% report they have no adult they can reach out to for support.

Academic and community mentoring

In addition to the FunDays, the YMCA of Orange County intervenes with support through both an academic mentoring and a community mentoring program. Volunteers for the academic mentoring program make a minimum 6-month commitment to meet weekly with the child at the home of the Foster Care family. After six months, the volunteer can choose to receive additional training to become approved as a community mentor with a minimum commitment of 8 hours monthly for at least one year.

The commitment is significant, but the impact on the life of a



The commitment is significant, but the impact on the life of a child can be life-changing.

child can be life-changing. Research by the Edna McConnell Clark Foundation determined that children involved in a consistent, on-going, adult-child mentoring relationship have better attendance and attitudes toward school, a better chance of going on to higher education, and reduced negative youth behaviors.

Careful selection and constant support for the volunteer have helped the YMCA to create a high number of matches that continue for an extended period, with some lasting eight years.

The current programs provide academic tutors and community-based mentoring for approximately 50 children annually with an additional 250 children enjoying the monthly YMCA hosted events. FunDays not only give mentors a quality activity to share with their child, they often give prospective matches the opportunity to make that first special connection.

That "special connection" happened unexpectedly last year for Nicki. After all, shared Nicki, what does an "ancient," as her mentee says, possibly have in common with a 12-year-old boy? But the time spent together at the FunDay events gave each of them the opportunity to grow the friendship. As it turns out, they have amazingly similar tastes in books, movies, television as well as a weakness for pop culture, celebrity gossip, thrift store shopping, iced coffees and sushi. Now, as his one-on-one mentor, Nicki and her "mentee" enjoy weekly outings. As Nicki says, "It gives me a chance to be a bit of a kid once in awhile, and my mentee gets a weekly reminder that someone cares about him and is advocating for him."

This year, funding for the trio of YMCA mentoring programs is in transition due to government and foundation cutbacks. To help provide support, the YMCA will host the 34th Annual Reach Out Gala at the Ritz Carlton in Laguna Niguel on Saturday, November 14th with entertainment provided by the renowned Wayne Foster Entertainment. As part of the YMCA's Faces of Hope Campaign, guests will have the assurance that \$0.85 of each dollar raised will go directly to support foster care mentoring. Individual tickets are \$300.

For more information on YMCA mentoring programs, or on how to purchase tickets for the Gala, visit www.ymcaoc.org/reachoutwards or call 714-508-7630.



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Paul Merage
Foundation Trustee



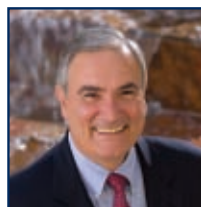
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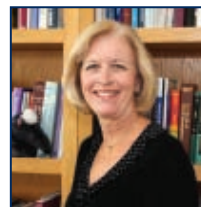
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Goodwill Ambassadors: Opening Doors and Hearts

Goodwill of Orange County has developed an extremely successful social enterprise through its 20 retail stores including the online store shopgoodwill.com as well as a number of funded programs and dynamic business services. This savvy, sustainable business model has attracted dozens of leaders from the corporate community who provide both financial and non-monetary support for one of the most productive non-profit organizations in the community. Goodwill maintains leadership in creating and providing quality education, training, and employment services to empower individuals to be productive and independent, based on their abilities and interests. These programs and services offer added appeal since providing these tools to reach economic independence also places fewer demands on public resources. Last year alone, Goodwill of Orange County served more than 8,000 people who have since gained purpose, dignity and hope.

The expertise and vision of Goodwill of Orange County's Ambassadors has been essential to the health and growth of Goodwill as a whole, according to Dan Rogers, President and CEO. "We are so grateful to have so many outstanding individuals who volunteer their time, treasure and talent to combine business acumen and passion in promoting Goodwill's mission," he said.

A Goodwill Ambassador is someone who shares their passion for Goodwill by introducing others to the organization through an introductory tour program and by hosting a table at Goodwill's annual Working for Independence Fundraising Luncheon. These leaders truly help open doors at a peer-to-peer level for Goodwill of Orange County.

"One of the key gifts our Goodwill Ambassadors give is their ability to communicate our mission of providing thousands of people with disabilities and other barriers the opportunity to achieve personal and economic independence through competitive employment," said Rogers. "They offer a new perception of people with disabilities, which helps us reach into new markets as well as new neighborhoods."

Awareness through advocacy

It's been said that if you're supporting a charitable cause, others are more likely to support you and spread the good word on your behalf. So it goes with Goodwill Ambassador Jim Trainor, a public relations executive with Hyundai Motor America. Trainor has opened many doors for Goodwill. In 2008, he hosted *The Real Goodwill*, a one-hour introductory tour of Goodwill for fellow employees of Hyundai where they had the chance to understand the depth of Goodwill's impact in the community. Through Trainor's efforts, Hyundai has become a generous sponsor of the annual Goodwill Invitational golf tournament and his communications savvy shined brightly when he emceed the Working for Independence Fundraising Luncheon. In addition to volunteering his time as an Ambassador, Trainor is also an active member of the board of directors, the Goodwill marketing advisory team and a generous donor to Goodwill.

Joe Vielma first came to Goodwill as a vendor with Grainger, a Fortune 500 company and supplier of facilities maintenance products. After attending *The Real Goodwill* and seeing firsthand some of the local men and women who benefit from Goodwill's programs and services, Vielma was inspired to do more. He became a Goodwill Ambassador and has since helped to introduce dozens of individuals to the organization. He is a true advocate in illustrating how people are more powerful than the barriers they face.

For Celeste Signorino, Vice President of Investor Relations & Business Development for the Orange County Business Council, her first introduction was strictly business. Soon after attending *The Real Goodwill* and meeting some of the individuals Goodwill serves, Signorino asked what more she could do to help. Today she helps promote Goodwill's cost-effective business solutions, which include Document Destruction and Packaging & Assembly Services as well as E-waste Solutions, to business connections throughout the county.

Board members transform to brand ambassadors

When David De Filippo, a Regional Vice President with Union Bank, isn't sharing his financial expertise with Goodwill in his multiple roles as board member/treasurer/audit committee member, he manages to squeeze in time as a Goodwill Ambassador. Over the past year, De Filippo's passion for Goodwill has led to the introduction of many friends and colleagues who also happen to be leaders in the business community. This year De Filippo's golf foursome, sponsored by Union Bank, led the way to first place in the 2009 Goodwill Invitational. Filippo finds that Goodwill is a natural extension of his life as a businessman and as a member of the community who shares a stake in Goodwill's success.

Shauna Farley lives a mission-driven life. In her role as the executive director for the Waltmar Foundation, she is focused on its mission to improve the lives of citizens throughout Orange County. As a Goodwill board member she brings 35 years of expertise as a speech-language pathologist working with people with language and learning disabilities. Farley shares a wholehearted passion for the educational components Goodwill provides as well as considerable skills in working with people with disabilities or other barriers to independence. Farley has hosted numerous tours on behalf of Goodwill throughout the community where she continues to open doors and hearts to Goodwill. A fan of social media, Farley has even begun to integrate Goodwill into her Facebook and Twitter communications with friends and associates.

That good feeling that comes from giving

According to the *Non-Profit Times*, approximately a million more people in the U.S. volunteered last year than in previous years and nonprofit organizations also expect to continue their



The Union Bank Team took on the Goodwill Invitational Challenge





Shauna Farley (far right) with Goodwill Employment works program participant and job coach

increased use of supporters this year. Volunteerism among corporate employees is part of this growing trend. This may be attributed, in part, to the new administration's emphasis on service. People are looking for more meaning during challenging times and because there is a wealth of information available to research charitable causes, Goodwill has been a good match for community members who are ignited by Goodwill's passion for getting people back to work.

"We're helping local men and women of all abilities build their self-confidence and gain personal and economic independence through work," adds Rogers. "Our mission is more relevant than ever before and it's really resonating throughout the community. People feel good about doing something that helps change lives and stimulates the local economy—and often the life they change is their own when they become involved with Goodwill."

Goodwill of Orange County is a nonprofit organization with its corporate campus located at 410 North Fairview in Santa Ana. Now in its 85th year, Goodwill of Orange County has provided thousands of people with disabilities and other barriers the opportunity to achieve their highest levels of personal and economic independence through competitive employment. Goodwill of Orange County has consistently received a four-star rating, based on organizational efficiency and organizational capacity from Charity Navigator, America's premier independent charity evaluator.

For more information on Goodwill of Orange County and its education, training and employment programs and services, please contact Katherine Ransom, Communications Manager at (714) 547-6308 ext. 308 or katheriner@ocgoodwill.org. Information can also be found at www.ocgoodwill.org.

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Meeting the Needs of Senior Citizens Today and Beyond

Did you know that senior citizens comprise the fastest growing segment of our population? Today in Orange County there are more than 480,000 adults over the age of 60, and it is estimated that by the year 2020 there will be 1,000,000 older adults living in the county.

While much of Orange County's older adult population is considered middle to upper class, there are many senior citizens that are trying to survive on very limited means, including some on nothing more than their social security checks. Sometimes these older adults have to choose between purchasing prescription medication and food – and medication almost always wins.

Good nutrition and meal consistency are major contributors to the quality of life of America's aging population. Research repeatedly demonstrates the importance of nutrition and its impact on the health and well-being of older adults. Missed meals and lack of necessary nutrients in the daily eating habits of seniors reduces their ability to function independently and safely, and requires extensive use of health care resources.

For 42 years, Community SeniorServ, Inc., a non-profit, social service agency, has been meeting the basic needs of older adults in central and north Orange County. The agency provides a full continuum of care for older adults.

Senior congregate lunch program

Active seniors enjoying activity programs at 27 senior center locations in north and central Orange County are glad recipients of Community SeniorServ's hot nutritious lunches. The hot lunches, served Monday through Friday, pack a nutritional punch to keep older adults healthy, strong and fortified with the vitamins and minerals necessary to promote their well-being.

Often, the program's lunches are the only nutritious-filled meal seniors consume each day. The meal program is supported by generous local donations, grants and individual contributions. Program participants typically make a nominal donation for their meals, and if, or when, they're unable to contribute, they continue to receive lunch with friends they've made in these supportive environments.

"My participation in the program helps me remain active, alert and around other people regularly," says Shirley B. She began volunteering 18 years ago at the Brea Senior Center and has many friends. Shirley enjoys her volunteer work with the older adults, and is hopeful that energetic, bubbly volunteers, much like her, will care for her when she's ninety!

Volunteers like Shirley keep the cornerstone meal program going by willingly providing smiles, service and sustenance to those who live alone and attend the daily lunches. Last year 9,255 adults received 324,000 meals, socialized with friends and led happy, active, engaged lives.

Home-delivered meals program

Unfortunately, there are many older adults who are homebound and physically unable to get to their local senior center. For these homebound clients, Community SeniorServ is there to bring them home delivered meals.

Joan H. began receiving home delivered meals about three years ago following kidney

surgery. She was experiencing incredible pain, and went to a nursing home when discharged from the hospital. Soon, Joan found she could receive supportive services through Community SeniorServ that would help her remain independent and in her own home.

Community SeniorServ currently supports Joan with regular meals, case management services, weekly homemaking assistance, regular safety checks and equipment to enhance her independence, quality of life, and safety.

For many homebound seniors, the upbeat, encouraging visits by volunteers bringing their meals are the only face-to-face interaction they have with other people. The daily visits allow them to age well, and in the comfort of their own homes.

Last year, Community SeniorServ provided 800,000 home-delivered meals. Fifteen meals each week were delivered to 1,798 homebound, nutritionally fragile clients. Three daily meals over a five-day period were served to older adults on customized short-term or long-term basis. Like Joan, many received additional support in the form of personal care, home making and chore assistance and regular support from a case manager.



Adult day services

Some families in Orange County face tough decisions on what to do with loved ones who have acute physical and mental health issues and require round the clock care and supervision. Nursing homes and in-home care providers are extremely expensive options.

Community SeniorServ owns and operates three adult day centers in the county that offer a safe, nurturing affordable option for those in need of daily supervision. The centers provide a holistic approach meeting participant's socialization needs, reducing isolation, as well as medical/therapeutic needs, improving health, and mental and physical acuity.

While participants typically have complex medical, physical and cognitive conditions, the centers are designed to enhance the quality of life by delaying or eliminating the need for expensive institutional care.

Poised to meet future demands

Community SeniorServ is positioning to meet the demand for services as our older adult population continues to swell. Thanks to generous partners in the public and private sector we have seen growth in our revenue, when most non-profits have experienced declining revenues during the recent recession. Many donors are supportive and focused on helping individuals meet their basic needs in these tough economic times such as food, housing and education.

Community SeniorServ has also taken great strides increasing our revenue from our social enterprise venture, food manufacturing. Taking advantage of the 22,000 square foot commercial kitchen and warehouse, the organization now produces food products for five commercial partners. Net income from these joint ventures are invested back in to our core programs and services to improve the quality of life for older adults and their families by creating a safety net of health, nutrition, and supportive services that enhance independence, well being and dignity.

For more information on any of Community SeniorServ's programs or services please call (714) 220-0224 or visit our web site at www.communityseniorserv.com.



2009 Orange County Buddy Walk

It's more than a Walk!

It's one of the largest events in the country celebrating higher expectations and improved opportunities for people with Down syndrome to reach their full potential at school, work and in the community.

Come play on the field, listen to live music, enjoy the games and activities, and with your support, help us to *change perceptions* so we can *change lives*.



Down Syndrome Association of Orange County
151 Kalmus Drive, Suite M-5, Costa Mesa, CA 92626



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Tim McQueen, leukemia survivor, with daughter Bridget

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Transforming Health Care in Orange County

This is an exciting year of growth for Orange Coast Memorial Medical Center, filled with many achievements that are transforming the way health care is delivered in the community.

Opening this fall, the hospital's new six-story, 162,500 square-foot Patient Care Pavilion offers convenient access to key programs such as oncology, cardiology, imaging and outpatient surgery. The only facility of its kind in the area, the Pavilion brings together leading physician specialists, advanced diagnostic services and state-of-the-art treatment capabilities all under one roof.

Enhancing services

Serving as the new entrance to the hospital, the Orange Coast Memorial Patient Care Pavilion allows greater integration of many comprehensive services and programs including:

The MemorialCare Cancer Institute at Orange Coast Memorial

- State-of-the-art facilities for the research, prevention, diagnosis and treatment of cancer under the medical leadership of renowned oncologists and specialists
- Infusion therapy center
- The American Cancer Society Information Center
- A wig bank and breast cancer patient prosthesis center

The Orange Coast Comprehensive Radiation Oncology Center

- The most advanced robotic radiation therapy technologies, staffed with experienced radiation oncology specialists
- The only hospital-sited Accuray CyberKnife in Orange County, a non-invasive robotic radiosurgery system that enables the pinpoint targeting of tumors.
- RapidArc linear accelerator, the latest technology providing image-guided, intensity-modulated radiation therapy that delivers precise treatments with shorter exposure times
- High-Dose Rate (HDR) brachytherapy, an innovative form of internal radiotherapy



Orange Coast Memorial's new Patient Care Pavilion

The MemorialCare Heart and Vascular Institute at Orange Coast Memorial

- A spacious, non-invasive cardiology department providing cardiac stress testing with a dedicated, state-of-the-art nuclear medicine camera
- Digital electronic imaging and reporting system for echocardiograms
- Inpatient and outpatient cardiac rehab facilities
- Hybrid Cardiovascular Interventional Suite – a ground breaking, state-of-the-art cardiac operating room and cardiac catheterization laboratory combined (main hospital).

Imaging services / digital radiology

- High-speed, 64-slice spiral CT scanner for three-dimensional imaging with minimized patient radiation exposure
- PET/CT scanner for the early diagnosis and precise treatment of cancer, heart disease and brain disorders
- Advanced MRI, including wide bore and breast MRI
- Ultrasound

The Orange Coast Memorial Outpatient Surgery Center and GI Lab

- Four, state-of-the-art surgery suites featuring advanced, minimally invasive surgical capabilities for orthopedics, general surgery and other specialties
- Three gastroenterology procedure suites

The Orange Coast Memorial Center for Obesity

- A multidisciplinary weight-loss surgery program designed for people who are 75 pounds or more overweight or with a BMI of 40 or 35-40 with a serious health condition such as hypertension, diabetes or severe sleep apnea.
- Featuring gastric bypass and adjustable gastric banding procedures

In addition, the Pavilion features an outpatient pharmacy, outpatient laboratory, respiratory therapy and a high-tech gym for physical rehabilitation and employee wellness.

Community support

This expansion highlights the mutual relationship between the hospital and the community and the importance of philanthropic support.

"As a community-based, not-for-profit hospital, Orange Coast relies on philanthropy to strengthen its ability to acquire new technology, provide essential services and make facility enhancements," said Paul Stimson, director of the Orange Coast Memorial Foundation. "The Patient Care Pavilion is the largest and most significant expansion we have undertaken. Support from the community provides a crucial source of the necessary funds."

Thanks to the caring support of individuals and businesses in the area, Orange Coast is able to provide services and enhancements that otherwise would not have been possible. "The community has supported this expansion with great enthusiasm," Stimson stated. "Clearly, they share our excitement and pride in this new facility."

In celebration and support of the new Pavilion, the Orange Coast Memorial Foundation is hosting its Seventh Annual Fall Gala on Saturday, October 10, 2009 at the Balboa Bay Club & Resort in Newport Beach. This year's event will be an elegant Black & White Ball, featuring fine dining, musical entertainment, dancing and a live and silent auction.

For more information regarding the Orange Coast Memorial Foundation and their upcoming event, call (714) 378-7397 or visit them online at memorialcare.org/ocmf.

Orange Coast Memorial Medical Center is a not-for-profit hospital affiliated with MemorialCare Medical Centers, including Long Beach Memorial, Miller Children's Hospital at Long Beach Memorial, and Saddleback Memorial in Laguna Hills and San Clemente.



The Prentice School

Empowering students with dyslexia to build their foundations for success



Complete Academic Program Pre-Kindergarten—8th Grade

PEPP Prentice Early Primary Program
Small Class Size (12-16)

Enrichment Classes in Music, Art, Science, Computer,
Library, and Physical Education

Offers Speech & Language Therapy, Math & Language Tutoring,
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714-244-4600
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Kids of Kilimanjaro® is a 501(c)(3) non-profit charity whose mission is to provide a school lunch program to the children of the Moshi and Monduli School Districts of Tanzania, East Africa, where Mt. Kilimanjaro is located.

The Prentice School

Empowering students with dyslexia to build their foundation for success

The Prentice School is a non-public, non-profit, co-educational day school for children with language learning differences (dyslexia) that provides a unique learning environment purposely designed for children with language-based learning differences. Prentice is the only day school in Orange County and one of only a few in California with a program that focuses solely on the needs of children with dyslexia. While our primary service area is Orange County, Prentice also draws students from Los Angeles, San Bernardino and Riverside counties.

The Prentice School was founded in 1986 by a small group of concerned individuals who recognized that children with dyslexia and other language processing difficulties were not learning how to read, write or spell in traditional schools. After serving Orange County for 24 years, Prentice continues to be the only school of its kind to provide the finest standards and research based solution for bright students (pre-k through 8th grade) who learn differently.

High standards

Our curriculum meets California standards. In 2009, Prentice received its third consecutive six-year accreditation from the Western Association of Schools and Colleges. In addition, all Prentice teachers receive extensive training in the Slingerland® Approach, an adaptation for classroom use of the Orton-Gillingham method. This innovative instructional method is central to our students' successes. There are three major learning pathways – visual, auditory and kinesthetic (the memory of sequential movement in writing and speech). The kinesthetic channel is the learning channel that is most ignored in public schools, explaining why our students rarely succeed in traditional classrooms.

In January 2009 we launched our new PEPP program. Recent studies made by scientists, along with experiences by educators have made it abundantly clear that the earlier the learning difficulties are recognized and addressed, the better a child's chances for success become. For this reason, The Prentice School has launched the Prentice Early Primary Program (PEPP) for pre-kindergarten, kindergarten and 1st grade. PEPP provides a foundation for learning to read, write, spell and learn math concepts. Participation in the program will result in later school success through language development and multisensory experiences. This program provides the appropriate educational, social and emotional foundations for learning that are paramount for every child's later school success.

We serve grades Pre-K through 8 and offer a complete Academic Program intended for students with language learning differences (dyslexia, dysgraphia, and other processing difficulties) to develop strategies in reading, spelling, handwriting, oral and written language through research-based Multisensory Slingerland Approach. Small Class Size (12-16). We offer Occupational Therapy, Psychological Guidance, Social Skills Training, Speech & Language Sessions Tutoring and After-school Childcare available on site. Prentice is a safe, positive school for different learners.

The Prentice School is located at 18341 Lassen Drive in Santa Ana. Visit www.prentice.org or call 714-244-4600 for more information.



alzheimer's association®

Alzheimer's disease is fast becoming one of the greatest medical challenges facing Americans today. By joining the Alzheimer's Early Detection Alliance (AEDA), you can help your employees, their families, your company and your community.

Early detection matters

Most people do not know when forgetting becomes a problem or the difference between normal aging and something more serious. By putting off learning more, people impacted by Alzheimer's disease are being diagnosed too late and miss the opportunity to get the best help possible.

Early detection of Alzheimer's disease is important for your employees as both individuals at risk and as caregivers for family members. An estimated 500,000 people under 65 have Alzheimer's or a related dementia and another 10 million people are providing care for one of the 5 million people who have Alzheimer's today.

This is only the beginning. As the baby boomer population enters the age of greatest risk for Alzheimer's disease, the number of people with dementia will skyrocket from more than 5 million today to an astounding 16 million by mid-century.

All companies and organizations are invited to participate

Alzheimer's has no boundaries and the growing aging population will have varying effects on various industries. The AEDA is designed to be a resource for your organization with robust tools to help increase interest in brain health education and to enhance customer service and brand loyalty.

The benefits of early detection

There are many benefits of early detection, diagnosis and intervention. Here are just a few:

- Assist in making care decisions for the future
- Identify social and community resources available
- Learn about existing medications and clinical studies
- Gain support from others going through similar situations

Act now: Join the Alzheimer's Early Detection Alliance

The Alzheimer's Association you to learn more about the warning signs of Alzheimer's, the importance of early detection, and the resources available.

You can become an *AEDA Member* simply by agreeing to educate your employees about the importance of early detection of Alzheimer's and the warning signs. We will provide a free, easy-to-use toolkit with information you can use in your communications (newsletters, intranet, posters or voice mail messages). Your organization will be listed on our website and may be included in public relations efforts.

Interested in doing even more? Become an *AEDA Champion* by educating your members, customers or even the public. This can be as easy as adding information to your website, hosting a brownbag, or sharing information in your retail outlets.

Learn more; contact the Alzheimer's Association at 949.757.3702 or lynn.mullooney@alz.org.

A MESSAGE TO ORANGE COUNTY...



The next generation in quality health care has arrived.

The state-of-the-art Patient Care Pavilion at Orange Coast Memorial Medical Center is the new destination for innovative, high-quality health care in Orange County. The pavilion provides comprehensive services and the latest treatment options for the very best care. Best of all, it offers unsurpassed comfort and convenience with everything located under a single roof.

The six-story structure serves as the new entrance to the hospital and houses a leading-edge cancer center, radiation oncology center, imaging services, an outpatient surgery and gastroenterology center, the hospital's renowned Center for Obesity, physical rehabilitation, a laboratory and more. The hospital has also added a state-of-the-art Hybrid Interventional Cardiovascular Suite. Here, the world-renowned cardiac surgical team at Long Beach Memorial partners with Orange Coast Memorial to deliver a new level of heart care to the community. It's all part of our commitment to setting the standard of excellence in health care — today and for generations to come.

 **MEMORIALCARE®**
ORANGE COAST MEMORIAL MEDICAL CENTER

Blind Children's Learning Center

Exploring=Learning=Thriving

The Blind Children's Learning Center is the only school of its kind in Southern California. Since its inception nearly fifty years ago, the Blind Children's Learning Center has been committed to nurturing the whole child. We provide a comprehensive educational program – addressing all the needs of blind and visually impaired children, from birth through completion of high school.

Our Early Childhood Center, located in North Tustin, is a wonderful place for children to grow, learn and explore their world from six-months to six years. The highly credentialed and experienced staff creates a top-notch educational environment. On the beautiful four acre campus, children play, grow and learn in a "reverse mainstream" setting. From finger-painting and music to story-time and recess, children are surrounded by an environment that is designed to enhance their independence. "One of our students, Dorothy, runs from her classroom at recess straight to her favorite toys on the playground," observes BCLC teacher Jenny Sharp. "It is difficult to tell the visually impaired and sighted children apart because they are so independent."

One of the unique aspects of the Blind Children's Learning Center is reverse mainstreaming. Sighted children attend the school along with visually impaired students. It is an enriching experience for both. "The sighted children are so sweet and considerate, they don't see any difference – it is a natural bonding process," notes Bernadette Gaddis, a Toddler Classroom teacher. Parents are delighted at the empathy and consideration that develops naturally between the children, and continues throughout their lifetime.

Many children are too young or too medically fragile to attend the Early Childhood Center. The Infant Family Focus Department provides services in-home for these children and their families. "Many young children respond extremely well in the security of their home environment," says Alejandra Valencia, Director of Outreach Services. "Our multi-lingual staff provides sensory-motor enrichment, communication skills development, and most importantly parent education and support." The value of parent involvement in their child's development in the critical early days cannot be overstated.

Blind Children's Learning Center creates Therapy Services Department

This month BCLC opened a new Therapy Services Department. Under the direction of Joan Trumbull, an Occupational Therapist with over thirty years in the field, Therapy Services brings together an expert team of Occupational Therapists, Speech Therapists, Counselors, School Nurse and Doctor of Optometry from the Southern California School of Optometry to best meet the needs of the children. "I am very excited to work with such a high quality team. We are well positioned to assess, develop treatment plans and provide services to ensure an integrated program for each child," said Ms. Trumbull. "Each family will get a coherent action plan for their child." All members of the team have advanced training in pediatrics and visual impairment. They are highly recognized in the community for their expertise and commitment to children with visual impairment.

For more information, donations or to learn about volunteer opportunities, please call (714) 573-8888, or visit www.blindkids.org.

A "Window of Opportunity" for Children With Disabilities

For 56 years, United Cerebral Palsy of Orange County's commitment to the community has been to help children with all types of developmental disabilities—including cerebral palsy, autism, Down syndrome, and spina bifida among others—reach their full potential, improve the quality of life for their families, and foster an attitude of acceptance and inclusion.

With our network of in-center and in-home therapists, educators, and caregivers, UCP-OC has been able to help over 2,500 families of children with disabilities annually through a multitude of programs, therapies and hard-to-find recreational activities specifically designed for children with special needs.

A central component of UCP-OC's services is our Early Intervention program. Recognizing developmental delays while children are still very young is absolutely crucial. All children develop rapidly from birth to five years of age, but for children with developmental delays this period is particularly important. A window of opportunity exists during the early years where these children, if properly cared for through programs such as Early Intervention, have the greatest hope of reaching their full potential. It is well-documented that infants and toddlers who receive Early Intervention services are often able to reach developmental milestones and continue on to pre-school without requiring specialized education. In fact, 94% of children in UCP-OC's Early Intervention program demonstrated clear progress in 3 out of 5 developmental areas. Early Intervention has proven itself a valuable investment in a child's future and in the well-being of their family.

Like many other services, however, a shift in eligibility requirements due to State budget cuts is endangering this program. By the beginning of October, 56% of the children in UCP-OC's Early Intervention program will no longer qualify for Early Intervention, halting service at the most critical point in their lives. Get the full story and find out how you can help on UCP-OC's blog at www.ucp-oc.org/blog.

If you are interested in making a difference in the life of a child with a disability, please contact Grant Dunning at 949-333-6448 or gdunning@ucp-oc.org.



UCP United Cerebral Palsy of Orange County
Life Without Limits for children with disabilities



A unique place for blind children to explore and thrive

- Early Intervention
- Occupational Therapy
- Speech and Language
- Orientation and Mobility
- Braille Instruction

Accredited by State Department of Education

Meeting the needs of blind, visually impaired and multi-involved children beginning at birth.

Visit us at www.blindkids.org
714-573-8888



Blind Children's Learning Center

18542-B Vanderlip Avenue
Santa Ana, CA 92705



Tough times demand caring hearts.

Donate at 1-714-832-7100,
www.SalvationArmyOC.org
or mail to 10200 Pioneer Road, Tustin, CA 92782





"I am so grateful for Orangewood! For former foster youth like me struggling to make it on our own, their resource center is a huge help. I can get groceries, do laundry, look for housing and use the computers to check my email and search for a job, plus it's peaceful and safe. Orangewood is really a lifeline for kids like us."

— Edgar, age 19



Be a lifeline for abused children:
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Corporate Gifts & Giving

advertising supplement

'Tis the season – for gifting and giving back!

Special occasions such as grand openings, project completion, conferences, retirements, company anniversaries – and especially, the holidays – offer important opportunities for strengthening business relationships with employees and valued clients. And strengthening community relationships through corporate philanthropy has been shown to strengthen customer loyalty as well as the company's bottom line!

The Business Journal's CORPORATE GIFTS & GIVING advertising supplement, publishing on October 12, offers a timely marketing opportunity for area businesses and organizations to:

- Showcase your company's unique products and services to businesses looking to thank customers and staff or commemorate a holiday or special occasion.
- Promote your charitable organization's good works to business decision-makers looking for end-of-the-year opportunities to give back to the OC community.



Book a ¼-page or larger ad & receive complimentary space for your article, too!

Publication Date:
 October 12, 2009

Space Reservations Due:
 September 30, 2009

Advertorial Copy & Photos Due:
 October 1, 2009

Ad Materials Due:
 October 5, 2009

Contact Bobby Dorman for advertising information at 949.833.8373 ext. 201 or dorman@ocbj.com

ORANGE COUNTY BUSINESS JOURNAL
 What Businesspeople Read.
www.ocbj.com

Help Wanted

No experience necessary

The CUSD Foundation is the only non-profit public school foundation in the Capistrano Unified School District that raises money for all 56 schools and over 51,100 students. We urgently need private and corporate donations of any amount (corporate matching encouraged) to supplement the educational needs of our future business leaders!

The CUSD Foundation's mission is to raise money by developing partnerships with businesses and the community to enhance the quality of education for every student in the Capistrano Unified School District.

Benefits of sponsorship include:

- Sponsorship announcements via email to tens of thousands of homes throughout the district
 - Listing on our website with a direct link
 - Inclusion in our advertisement flyer booklet (distribution 23,000+)
 - Listing in all event publications and event signage
 - Corporate entertaining opportunities at our Annual Golf Classic
- Through your sponsorship the entire public school district will know that you value children's education and support all CUSD schools.

Please join the following corporate sponsors and over 10,000 families who have contributed to the CUSD Foundation, by making a donation NOW to get money directly into the classrooms as the new school year begins:

- | | |
|--------------------------------|--|
| • Capistrano Toyota | • Schools First Federal Credit Union |
| • Lexus Mission Viejo | • Barcelona Resort Apartments |
| • Cox Communications | • Modular Structures International, Inc. |
| • Rancho Mission Viejo Company | • Bergman & Dacey |
| • WLC Architects, Inc. | • DC Architects, Inc. |
| • PJHM Architects, Inc. | • Rainbow Sandals |
| • Keenan Safe Schools | • The Bee Man |
| • Wells Fargo Bank | |

Your donations fund:

- Grants for teachers
- Honors concert series
- Scholarships
- Science & technology equipment
- Art & music supplies



Capistrano Unified is proud to boast 11 Blue Ribbon schools and 41 Distinguished schools (50 recognitions), a graduation rate of 95.5% while the statewide average is 79.7%, and is the largest employer in South Orange County.

In spite of this, the District has had to make budget cuts of \$26.5 million for the '09/'10 school year and 353 teachers received pink slips

Please help us preserve quality education:

- **Upcoming Event: 16th Annual Golf Classic September 21st**
 For information go to: <http://www.cusdfoundation.org/>
- **Business Partnership:** Roger Hogan of Capistrano Toyota pledges \$100 for every car sold within CUSD boundaries as well as donating a new *Prius* for our "Keys to the Future" car raffle.
- **Donate now:** Call 234-9571 or go to: <http://www.cusdfoundation.org/>

Changing Perceptions, Changing Lives

The Down Syndrome Association of Orange County was founded in 1978 by a small group of dedicated parents sitting around a kitchen table. Their purpose was straight forward – to enhance the quality of life for people with Down syndrome. Thirty years later, DSAOC continues on this path serving more than 2,000 families in and around Orange County. In doing so, we strive to empower each person to reach their full potential at school, work, and in the community.

As with any organization of our size, we must focus efforts on programs that impact the most number of lives. With that in mind, DSAOC has three primary target areas:

More alike than different

Our goal is to replace old stereotypes and myths with evidence that people with Down syndrome are more like us than different. They share the same hopes and dreams, likes and dislikes – they love their families, root for the home team, and cope with many of the same challenges of daily life. Just like the rest of us. Through an ongoing awareness campaign, DSAOC works to deliver this message to the diverse economic and cultural audiences within our community.



An investment in good health

Less than three decades ago, the life expectancy for someone with Down syndrome was only 25 years of age. Since then great strides have been taken, but there is still much more to do in identifying and treating the medical conditions so prevalent in these children. For example, more than 40% of babies with Down syndrome have serious congenital heart defects, and the risk of leukemia is increased by at least 18 times – that works out to one in every 95 children, compared to one in every 2,000 in the general population. Early screening and intervention clearly are the keys to continued progress. With that in mind, DSAOC is working to establish and support a new pediatric healthcare program designed to offer comprehensive, coordinated care through a specialized outpatient clinic. While this presents a major financial challenge, the investment is well worth it.

Partners in education

While all students have particular strengths and challenges that need to be addressed, studies reveal that many commonalities exist in how students with Down syndrome learn. The DSAOC's *Partners in Education* program is identifying key educators in each Orange County school district to facilitate sharing of research-based techniques and approaches that can be successfully implemented in educational programs at all ages and grade levels.

No doubt – raising the attention and support of our community partners will be a key element to the success of these projects. To help, the Orange County Buddy Walk has become our largest awareness and fundraising event of the year. This year it's scheduled for Sunday, November 8th from 9:00 AM – 2:00 PM on the field at Angel Stadium. We invite you to join a team, start a team, participate as an individual, or become a sponsor. It's much more than just a walk – to find out why, visit www.dsaoc.org, or call 714-540-5794.



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Helping Those in Need for Over 120 Years

The Salvation Army, an international movement founded in 1865, is an evangelical part of the universal Christian church. Since 1887, The Army in Orange County has provided social services to those in need without discrimination.

On any given night there are over 35,000 homeless on Orange County streets - more than half of whom are children. The Army's Shelter Services provide shelter to the homeless and quality supportive services. All services are offered in a respectful and compassionate environment, giving an opportunity for homeless individuals to take the next step toward self-sufficiency and independence. This ministry serves food not only to the body, but also to the soul.

The Salvation Army Orange County operates the Hospitality House in Santa Ana and Transitional Shelters in Buena Park and Tustin. These programs maintain clean and sober environments. Clients with drug and alcohol related problems are referred to programs such as The Salvation Army's Anaheim Adult Rehabilitation Center for men and women. The ARC also operates 11 Orange County Thrift Stores.

Family Service Offices (in the cities of Anaheim, Garden Grove, Huntington Beach, Santa Ana and San Clemente) serve low-income families. During a typical month, caseworkers assist over 1,000 families with groceries, clothing and furniture vouchers, as well as rental and utility assistance and referrals to other agencies. The caseworkers are prepared to provide spiritual counseling. These five offices serve the 34 Orange County communities.

Anaheim, Santa Ana and Tustin have Salvation Army Youth Centers. The Anaheim Red Shield Center facility is currently under renovation and is slated to re-open in early 2010. Over 2,200 children a year attend Army Youth programs in a safe and protected environment. The counselors teach children basic life skills (based on Biblical principles) while building their physical strength. After-school activities include sports, crafts and homework help. Summer programs incorporate field trip and camping experiences for at-risk children.

Five Salvation Army Worship Centers are places for worship and service in Anaheim, Santa Ana and Tustin. The Tustin Ranch Corps (Church) is situated on the site of the Orange County Administrative offices along with the Doy and Dee Henley Youth Center, "The Creator's Corner" Christian Preschool and child care center, and the Pioneer School of Music.

Many volunteer opportunities exist for those wishing to "Help the Army Help Others!" The Christmas season offers one of the most rewarding times to volunteer. The Christmas Distribution Warehouse, ringing the bell at the traditional Red Kettle, the Corporate Angel Tree and Adopt-A-Family programs and organizing food and toy drives throughout Orange County are some of the ways to serve during the holidays. Year-round opportunities include volunteering at the Family Service Offices, the Youth Centers, and for the Community Care Ministries (hospital, convalescent and rest home visitation).

Businesses, churches, schools, social service organizations and individuals are all encouraged to volunteer. Please call for a more complete list of volunteer opportunities and a volunteer worker application.

Major Lee Lescano, Orange County Coordinator, oversees The Salvation Army's programs and services. For further information, please write to The Salvation Army, 10200 Pioneer Road, Tustin CA 92782 or call 714.832.7100 or visit the website: www.salvationarmyoc.org.



A Celebration of Stars — The 2009 Medal Awards

On October 3, the University of California, Irvine will honor four amazing individuals whose contributions of time, talent, service and leadership are shaping a better future for our students, our community and our world. Now is the time to reserve your seats for one of Orange County's premier events:

A CELEBRATION OF STARS

Saturday, October 3, 2009

5:00 p.m. Reception – 6:00 p.m. Dinner and Ceremony

UC Irvine Bren Events Center

Featuring Special Performances from the Claire Trevor School of the Arts Students and Alumni

THE 2009 MEDALISTS

Anthony James '73, Ph.D. '79

James is a distinguished professor of Microbiology & Molecular Genetics at UCI, where he earned his bachelor's and doctorate degrees. He leads a global effort to develop new methods of controlling dengue fever.



Fariborz Maseeh

An expert in micro-electromechanical systems, he is a UC Irvine Foundation trustee who supports many campus areas. He is the founding benefactor of UCI's Dr. Samuel M. Jordan Center for Persian Studies and Culture.

William Parker

The chair of Physics and Astronomy, and the former vice chancellor for research and dean of graduate studies, he helped lead the development of University Hills, a highly regarded national model for faculty and staff communities.



Laurel Wilkening

A renowned planetary scientist and UC Irvine's third chancellor, she was instrumental in the creation of University Research Park – a national model for collaboration between the private sector and university researchers.

Featuring students and alumni artists from the Claire Trevor School of the Arts

Max Haymer

Max was introduced to jazz piano at the age of 14 and was later deemed a Rising Star by the Orange County Performing Arts Center. He went on to earn his Bachelor's of Music degree at UC Irvine. He was Musical Director for Urinetown the Musical in June 2007, and he is currently the Musical Director for Musical Theatre of Connecticut. In 2008, Haymer released his debut album, "Pickpocket Witness."



Jenn Colella

Jenn was the lead in Broadway's High Fidelity and Urban Cowboy (Outer Critics Circle Award nomination, Outstanding Leading Actress). Her Off-Broadway credits include playing the title role in Beebo Brinker Chronicles, produced by Lily Tomlin. Before journeying to New York City, Jenn was a stand up comedienne at the Laugh Factory and The Comedy Store in Los Angeles. She holds an MFA in acting from UC Irvine.

Stephanie Powell

Stephanie is a dance professor at Long Beach City College and is a certified instructor of the New York City Ballet Workout who has taught dance throughout the world. She earned her MFA in Dance with distinction from UC Irvine. Her numerous performances include the Los Angeles production of The Lion King, and she presented her scholarly research on African American women in ballet at the Congress on Research in Dance conference.



Hosted by the University of California, Irvine Foundation, the Medal awards ceremony – "A Celebration of Stars" – is the campus's largest fundraiser and one of Orange County's premier events. This year's event will be chaired by Gary Singer, '74 and his wife, Melanie. It will feature a reception and formal dinner, medalist tributes and talent from the Claire Trevor School of the Arts, including a performance from a UC Irvine original – "e-\$cape," a gripping rock musical set in a virtual world. Past medalists, who include Nobel laureates, Pulitzer Prize winners and industry leaders, also will be highlighted. Event proceeds support key programs, including Regents' Scholarships and graduate fellowships.

For advance reservations or more information, call 866-YOU-4UCI (866-968-4824).

WE WALK WITH A PURPOSE TO
MOVE
A NATION
TO END ALZHEIMER'S

IF YOU'RE THE KIND OF PERSON WHO'S NOT GOING TO SIT ON THE SIDELINES WHEN THERE'S A CHANCE TO CHANGE THE FUTURE, YOU'RE THE PERSON WE NEED. JOIN US FOR MEMORY WALK. AND WALK WITH A PURPOSE TO END ALZHEIMER'S.

949.955.9000 or on-line at www.alzoc.org | **memory walk**

Cal State Fullerton
Saturday, October 17

Huntington Beach
Saturday, October 31



Many professional advisors have a general understanding of charitable trusts, but they are still not certain as to when to suggest a charitable trust to their clients. Here are some helpful suggestions for identifying opportunities for charitable trusts, both charitable remainder and charitable lead trusts.

The opportunity for a charitable trust may arise for one of several reasons or events such as the following:

- **Financial Event** – This could be the sale of a particular asset such as stock, bonds, investment real estate, personal residence, or a business.

- **Tax Consequences** – Typically coupled with the financial event is the fact that there is going to be a tax consequence. For example, selling a highly appreciated capital asset will generate capital gain taxes if the asset is sold outright. In the case of estate taxes, when an estate is passed on to the next generation there is the potential for federal estate taxes. It should be pointed out that the capital gain tax and the estate tax are optional taxes – a client can pay the tax, postpone the tax, or avoid the tax. With regard to the capital gains tax, there are only two ways in our current tax system where a person can completely avoid the capital gains tax: the first is dying and the second is charitable gifting strategies. As to the estate tax, the only way to avoid taxes on the excess wealth is through the use of charitable gifting strategies (after utilizing the available credits, deductions and exemptions.).

- **Need for Income** – Individuals who have low-yielding assets in their portfolio often are seeking alternatives to increase their income. If the assets are highly appreciated, how can they convert these assets into income without triggering taxes? The charitable remainder trust is an option worth considering.

- **Need Income Tax Deduction** – If an individual has experienced an income windfall and is in need of an income tax deduction, a charitable trust is an alternative.

- **Estate Planning** – If an individual/couple is seeking ways to spread out their heirs' inheritance and/or provide them with income, charitable trusts offer attractive alternatives to do so. Qualified retirement assets (e.g. IRA), which are highly taxed assets, represent another situation where charitable trusts offer tax wise strategies. Charitable trusts allow wealthy individuals with taxable estates a great opportunity: to be voluntary philanthropists with control over the disposition of their estate vs. involuntary philanthropists without any control, handing over an inheritance to the IRS.

Win-win-win-lose

Utilizing charitable trusts results at least four winners and one loser: the winners include individuals with taxable estates; their heirs; their favorite charities; and the people and communities whom the charities serve. The loser is the tax collector.

The mission of Charitable Trust Administrators, Inc. is to provide state-of-the-art administrative services for the establishment and ongoing operation of charitable trusts for individuals and organizations. Contact Charles J. McLucas, Jr., President, at 714.508.9100 or see www.ctai-ca.com.

Orangewood Children's Foundation

Safety, Hope, Employment ... Changed Miguel's Future

When Miguel first came to the Orangewood Resource Center (ORC) at the age of 19, what he appreciated most was that it was a safe place. He had been born into a gang family and their legacy continued to haunt him in his adulthood. Every night he slept on his mother's floor because he feared bullets from stray gun-fire. Every morning he would take his little brother to school and then head directly to Orangewood. He describes the Center as "a safe, peaceful place; I can breathe here." The ORC was a place where he could focus on his future.

Miguel (not his real name) was initially placed into the Orangewood Children's Home at the age of 13 due to neglect. For the first time he began to attend school regularly. A few years later he was the first in his family to graduate from high school. Along the way he also attended Orangewood Independent Living Program workshops.

Soon after his transition out of foster care at 18, Miguel was attacked by gang members who beat him almost to death. His near-death experience changed him and ignited a drive to make a life for himself – one much different from the gang life of his family.

During his daily visits to the ORC Miguel was greeted by Deanna Johnston, Education & Career Specialist. He focused on getting a job. He selected an Orange County city where he believed he would be safe and identified a major employer there. Six different times he applied for various positions—on the seventh attempt, he got the job!

The goal of the ORC is to provide youth like Miguel with guidance, assistance, and access to resources to achieve independence. Youth can utilize computers, a telephone, a fax machine, a washer and dryer, and a food pantry. Homeless youth can even use Orangewood as their official address for mail delivery. Deanna and the Peer Mentors who staff the ORC work hard to make the youth feel accepted, comfortable, and physically and emotionally safe. With the pride and love of a parent Deanna says, "I set the bar high but I give them lots of grace to get there. And we celebrate the steps along the way."

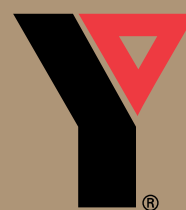
This past fiscal year, the ORC served more than 400 youth in a total of 4,790 visits – a 28% increase in the number of visits. Finding a job has become more difficult for foster youth, as they compete with college graduates for entry-level jobs in food service and retail. While the ORC continues to be a place for independent living resources and guidance, today it has grown to be a distribution site for the most basic necessities of food, hygiene and clothing.

Today, after two years, Miguel continues to be successfully employed by the company as a handyman/maintenance man. His goal is to be in a "suit & tie job." He says, "I feel like God gave me a chance to do something right."

Orangewood Children's Foundation is one of the leading providers of services to children in foster care, helping over 74,000 kids in its 28 year history. For more information, visit www.orangewoodfoundation.org or call (714) 619-0200.



The goal of the ORC is to provide youth like Miguel with guidance, assistance, and access to resources to achieve independence.



The YMCA of Orange County is a non-profit, charitable organization that serves the entire community. Donations support our scholarship program and

Our Promise – To strive to keep programs open for all.

The YMCAs commitment to meeting community needs is continually demonstrated in programs ranging from child care, after-school enrichment, youth leadership and development, mentoring and tutoring, youth and adult sports, fitness, camping, and family support activities.

(714) 549-9622
www.ymcaoc.org

YMCA of Orange County
We build strong kids, strong families, strong communities.

Our Mission – To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

Our Vision – The YMCA of Orange County is guided by a shared vision to be recognized both locally and nationally as a leader in building strong kids, strong families, and strong communities.

The **YMCA** has been offering services to the residents of Orange County since the first YMCA in Santa Ana was founded in the 1880's. Today the YMCA of Orange County has multiple locations, serves over 45,000 residents of Orange County annually, is the largest provider of licensed school-age child care and has program offerings in 100+ locations spanning the county.

Bringing Quality Eye Care to People Around the Globe

Alcon is dedicated to helping the world see better and has made it a mission for over 65 years to discover, develop, produce and market high-quality eye care products that preserve, restore, and enhance sight. With products available in over 180 countries, Alcon is committed to serving the world's eye care needs with a broad portfolio that includes market-leading surgical, pharmaceutical and consumer vision care products. Alcon's products are dedicated to therapeutic areas that treat diseases and conditions of the eye such as cataracts, retinal diseases and complications, glaucoma, infection and inflammation, allergies and dry eye in patients across the globe.

Alcon continues to expand its presence globally by entering emerging markets and working with eye care professionals there to help them provide the very best care to their patients. By supporting training facilities all over the world Alcon provides the education necessary to train health care professionals in areas where the need for vision therapy is so great. In addition, Alcon hosts educational events throughout the world intended to keep eye care professionals abreast of the latest technology and treatments in eye health care.



Alcon's products are dedicated to treating eye diseases and abnormal conditions worldwide

Meeting eye care needs around the globe

At Alcon research facilities, close to 1,500 employees are working on the next generation of products that will treat sight threatening diseases. Collaboration with other research organizations, academic institutions and eye care professionals creates a flow of information and open dialogue that enables us to identify, research and develop products that address unmet needs.

Every year, Alcon makes the largest corporate investment in eye care research and development, according to the company. In fact, over the next five years, Alcon plans to invest more than \$3 billion in efforts to prevent and, one day, eliminate blindness.

Alcon has operations in 75 countries where employees work in areas like research and development, marketing and manufacturing. Our sales and technical service professionals can be found around the world. Clinical and regulatory teams positioned in over 40 countries work to make sure products are available everywhere there is a need. With unsurpassed global infrastructure, Alcon stands ready to meet the needs of eye care professionals and patients around the globe.

For more information, visit www.alcon.com.

Project Access 'Keys To Success' Awards Dinner Honors The Bascom Group

The Project Access Fourth Annual "Keys to Success" Awards Dinner and silent auction, to be held on Saturday, September 26, at the Island Hotel in Newport Beach, will honor community leader The Bascom Group, a private equity firm in Orange County.

Project Access, a Newport Beach-based nonprofit that provides premier onsite services for families living in low income housing communities, will also award six \$1,000 scholarships to adults and youth living in those Project Access residential communities.

The event will raise money to fund the critical education, technology, healthcare and community resources available at Project Access facilities; 100% of the proceeds raised by the fundraiser will go toward funding services and not to operations.

Project Access provides individuals, families and seniors access to onsite health, education and social services to help keep families employed, children in school and seniors active. The organization believes in eliminating barriers and setting individuals up for success.

Founded in 1999 by Jonathan B. Webb, Project Access has continuously delivered programs and services to its clients by way of family and senior resource centers established in the affordable housing communities where they live, as well as through providing outreach and referral services. Today, Project Access serves residents in over 33 affordable housing communities in California and benefits more than 8,500 youth, adults, and seniors.

This year's event is hosted for the second year in a row by Jay Mohr, who currently stars on the CBS sitcom "Gary Unmarried." Mohr is an actor, writer, producer and comedian who has co-starred in 20 feature films.

The 2009 honoree, The Bascom Group (founded in 1996 by Derek Chen, Jerome Fink, and David Kim) is being recognized for its extraordinary community leadership through numerous outreach programs that aid and support residents and local neighborhoods. In addition, the firm created value-added renovations and improvements that have reached into the millions of dollars.

The six \$1,000 scholarship winners were chosen through their demonstrated determination to continue their education and increase their probability of gaining future self-sufficiency and independence. The winners are Cal State Fullerton psychology major Daniela Recinos, future nurse Abigail Lopez, black-belt, recent high school graduate and volunteer Donghoon Lee, full-time mother and college student Tawni Kirkpatrick, future certified nurse practitioner Mayra Perez, and high school honors student graduate and future pharmacist Agape Awad.

Project Access will also honor the 2009 Family of the Year, the Alcantar family, for their efforts to turn their lives around in a meaningful way as a result of taking advantage of the programs and services offered by Project Access.

To bring joy to more families around the holidays, Project Access will hold its Sixth Annual Holiday and "Adopt-A-Family" Programs. It is asking patrons and supporters to donate funds for dinners and toys for up to 1,000 needy families. Project Access is also calling for additional advisory board members and volunteers.

Those interested in getting involved, especially during these difficult economic times should contact Project Access CEO Debra Fine at 949-253-6200 ext. 302 or dfine@project-access.org.

THE 2010 GIVING GUIDE

Special Supplement

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in *The Giving Guide* today!

On March 29, 2010, the Orange County Business Journal will publish *The Giving Guide*, an annual resource designed to help busy philanthropic executives choose the community partners that best fit their initiatives.

Each page of *The Giving Guide* features an in-depth profile on an individual nonprofit organization, including its mission statement, board members, events, volunteer and giving opportunities. This is an excellent opportunity to publish everything potential donors want to know – in an easy-to-read format and at an affordable price.

Don't miss the opportunity to be a part of Orange County's most comprehensive nonprofit resource guide. Reserve your space in *The Giving Guide* today!

For pricing information, please contact Amy Sfreddo at
(949) 833-8373 ext. 246 or sfreddo@ocbj.com

DEADLINES

Publication Date	March 29, 2010
Space Reservation Due	March 1, 2010
Resource Page Due	March 8, 2010
Ad Materials Due	March 12, 2010

ORANGE COUNTY BUSINESS JOURNAL
What Businesspeople Read.
www.ocbj.com

Public-Private Partnership Benefits Students in Orange County

Schools see double digit increases in student math achievement

Leaders from the Orange County Math Initiative gathered recently to celebrate impressive student achievement in math using unique instructional software based on brain research and developed by MIND Research Institute, a non-profit organization. Over 22,000 students enrolled in 71 elementary and middle schools are participating in the Orange County Math Initiative, a 5-year community partnership involving leaders in the business community, UC Irvine, the Orange County Department of Education, and MIND Research Institute. The percentage of students at grades 2-5 in the program testing into the Proficient or Advanced level **increased by over 12 points**, compared to the **state average of 4.5 points**.

Generous community support

Participating community funders who launched the Orange County Math Initiative in 2008 include Microsemi Corporation; American Fund Services CEO John Phelan and his wife, Sherry; Emulex Corporation; Pacific Life Foundation; Bank of America Foundation; Abbott Medical Optics; the Segerstrom Foundation; The Boeing Company; The Capital Group Companies; Fluor Corporation; Edwards Lifesciences; and SchoolsFirst Federal Credit Union. With \$1M in initial funding, these community investors recognized the future need for employees proficient in the critical thinking and problem solving skills needed for today's high-tech workforce. The project budget for 2009 is \$1.5M. With the continued generous support of these and additional corporations, foundations and individuals, this community effort will reach over 100,000 students and hundreds of teachers.

"We realized that if we are to maintain our competitiveness, we must invest in students who are skilled in mathematics," noted Jim McCluney, CEO of Emulex. "The consistent, measurable results of the MIND Research Institute program attracted our attention and we are proud to be part of this successful effort to bring it to Orange County students and teachers."

The math initiative is a community partnership to help teachers elevate student math achievement. It is specifically designed to impact invited schools throughout Orange County dominantly in the lower three deciles of the Academic Performance Index. For 2009/2010, the Math Initiative is continuing to rollout more grades in continuing partner schools, as well as startup new schools from the County's lowest three-decile schools, bringing the total, including middle schools, to 95.

For more information about the Initiative, contact Mickey Shaw at mshaw@mindresearch.net or Fran Antenore at fantenore@mindresearch.net.

MIND
Research Institute


PRIVATE FOUNDATIONS

Rank Prev. Rank		•Web site •E-mail	Giving	Year End	Assets	Beneficiaries	Areas of interest	Types of giving Geographic area of giving	Top local official Phone
1 (1)	Marisla Foundation 668 N. Coast Hwy., PMB 1400 Laguna Beach 92651-1513	glenda@marisla.org	\$48.1 million	12/31/08	\$75 million	The Nature Conservancy, Orange County Community Foundation, Center for American Progress, Educational Broadcasting Corp., Oceana	Human services, environmental	Grants California	Herbert Bedolfe executive director (949) 494-0365
2 (2)	Arnold and Mabel Beckman Foundation 100 Academy Irvine 92617-3002	beckman-foundation.com	\$28.4 million	8/30/08	\$557 million	California Institute of Technology, City of Hope, Doheny Eye Institute, Stanford University	Science, chemistry, education, Beckman Young Investigator awards, Beckman scholar programs	Grants national	Jacqueline Dorrance executive director (949) 721-2222
3 (4)	William and Sue Gross Family Foundation 17900 Von Karman Ave., Ste. 200 Irvine 92614-4297		\$10.8 million	12/31/07	\$255 million	Doctors Without Borders, UCLA Anderson School of Business	Education, research, human services	Grants California	William Gross foundation manager (949) 955-1544
4 (5)	Argyros Foundation 949 S. Coast Drive, Ste. 600 Costa Mesa 92626-7734		\$7.4 million	7/31/08	\$114 million	Chapman University, City of Hope's Beckman Center construction, Orange County Performing Arts Center, South Coast Repertory	Education, arts, healthcare	Grants California	George Argyros CEO (714) 481-5000
5 (12)	Crean Foundation 2300 Mesa Drive Newport Beach 92660-0719		\$5.7 million	12/31/07	\$93 million	Pretend City Children's Museum of Orange County, Hoag Hospital Foundation, Alzheimer's Association of Orange County	Children, education, healthcare	Grants national	Andrew Crean president (949) 642-3050
6 (7)	Samueli Foundation 2101 East Coast Highway, third floor Corona del Mar 92625-1922	samueli.org contact@samueli.org	\$5.1 million	12/31/07	\$212,433	Orangewood Children's Foundation, UCI Foundation, UCLA Foundation	Health, education, children, spirituality and interfaith	Grants national	Henry Samueli/Gerald Solomon executive directors (949) 760-4400
7 (8)	A. Gary Anderson Family Foundation 300 S. Harbor Blvd., Ste. 1016 Anaheim 92805-3771		\$3.7 million	12/31/07	\$79 million	Chapman athletic pavilion, Hoag Hospital, UC Riverside	Heathcare, education	Grants Southern California	Erin Lastinger chairman/CEO (714) 685-3990
8 (NR)	Croul Family Foundation 18101 Von Karman Ave., Ste. 700 Irvine 92612-0145	croulfoundation.org foundation@croul.org	\$3.5 million	12/31/07	\$22 million	Hoag Hospital Foundation, United Way	Homeless, healthcare	Grants national	Spencer Behr Croul secretary (877) 968-6328
9 (8)	Swenson Family Foundation 34372 Street of the Cove Lantern Dana Point 92629		\$3.1 million	12/31/07	\$58 million	Orange County Performing Arts Center, California Lutheran University, University of Minnesota	Education, arts, science, religion	Grants national	James Swenson president (714) 496-8132
10 (16)	Tiger Woods Foundation Inc. 121 Innovation, Ste. 150 Irvine 92617-3093	tigerwoodsfoundation.org	\$2.8 million	9/30/07	\$49 million	Tiger Woods Learning Center, junior golf grants	Parental responsibility, involvement in lives of children, education, youth development	Grants national	Tiger Woods founder (714) 816-1806
11 (NR)	Henry T. Nicholas, III Foundation 15 Enterprise, Ste. 550 Aliso Viejo 92656-2656		\$2.7 million	12/31/07	\$3 million	Habitat for Humanity, St. Margaret's Episcopal School	Human services, education, religion	Grants Southern California	Henry Nicholas trustee (949) 448-4300

Source: Foundation Center, foundationcenter.org Abbreviations: n/a: not available, NA: not applicable
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Researched by Courtney Baird and Emily Weisburg

► continued on page 43



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autism

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PRIVATE FOUNDATIONS

Rank Prev. Rank	•Web site •E-mail	Giving	Year End	Assets	Beneficiaries	Areas of interest	Types of giving Geographic area of giving	Top local official Phone
12 (11)		\$2.6 million	4/30/08	\$14 million	Irvine Museum, UCI School of Law, National Water Research Institute	Education, conservation, arts	Grants California	Joan Irvine Smith president/director (949) 721-5715
13 (9)		\$1.9 million	12/31/08	\$15 million	Pfleger Institute of Environmental Research, Big Brothers/Big Sisters	Environment, research, conservation	Grants California	Thomas Pfleger president/trustee (949) 250-3900
14 (13)		\$1.9 million	12/31/07	\$34 million	Vanguard University, Biola University, Hope International University	Education	Grants Southern California	E.C. Boutault president (714) 568-9740
15 (NR)	ueberroth.org info@ueberroth.org	\$1.9 million	11/30/08	\$35 million	Think Together, Human Options, Girls Inc., Hoag Hospital	Human services, education, at-risk youth	Grants Southern California	Vicki Ueberroth Booth president (949) 720-9646
16 (15)		\$1.7 million	12/31/07	\$35 million	UCI Foundation, American Dream Fellowships	Education, research, community	Grants California	Paul Merage president (949) 474-5826
17 (NR)		\$1.7 million	12/31/07	\$11 million	Orange County Performing Arts Center, Pacific Symphony	Arts	Grants Southern California	Sally Eileen Segerstrom CEO/president (949) 675-3490
18 (17)		\$1.5 million	12/31/07	\$30 million	UCI Foundation, Octane Foundation of Innovation, Orange County Performing Arts Center	Education, arts	Grants national	Donald Beall president/director (949) 718-6333
19 (14)		\$1.4 million	12/31/07	\$12,450	Providence Speech & Hearing Center, Pacific Symphony, National Endowment for the Arts	Arts, healthcare, education, community development	Grants national	Howard Ahmanson trustee (949) 474-1195
20 (NR)		\$901,500	12/31/07	\$39 million	CHOC Foundation for Children, St. Jude Memorial Foundation, Families of Spinal Muscular Atrophy	Healthcare, children	Grants Southern California	Andre Dhont president (714) 664-0440
21 (18)		\$594,948	11/30/08	\$3 million	Mormon church, Brigham Young University	Education, religion	Grants national	Ronald Lindorf president (801) 426-4366
22 (NR)		\$507,500	12/31/07	\$5 million	UCI's Claire Trevor School of the Arts, ballet endowments	Arts, education, children	Grants national	William Gillespie foundation manager (949) 729-4699
23 (19)		\$374,584	12/31/07	\$9 million	UCI Foundation, Scripps Health Foundation, Salk Institute for Biological Sciences, individual research grants	Education, science, healthcare	Grants national	George Hewitt president (714) 546-2400
24 (NR)		\$360,000	9/30/08	\$6 million	American Red Cross, Brigham Young University, West Point	Education, religion, healthcare	Grants national	Robert Eichenberg president (949) 753-1430
25 (NR)		\$299,100	12/31/07	\$7 million	Newport Harbor Education Foundation, Sister of Sacred Heart	Education, social services, conservation, arts	Grants national	Walter Frome president (714) 641-1130
26 (NR)		\$269,393	12/31/08	\$1 million	UCI Foundation, Chapman University	Education, arts, children	Grants national	Twyla Martin president (949) 509-7224
27 (NR)		\$234,325	12/31/07	\$7 million	Chapman University, Stanford University, Pacific Symphony Orchestra	Arts, education	Grants Southern California	Mark Chapin Johnson president (714) 305-8360
28 (NR)		\$231,800	10/31/08	\$1 million	MIT, Chabad Jewish Center	Education, religion	Grants national	Sheldon Razin chairman/president/director (949) 497-6707
29 (NR)		\$207,500	6/30/08	\$3 million	Individual grants	n/a	Grants national	James Downey foundation manager (949) 474-0900
30 (NR)		\$106,000	12/31/07	\$1 million	J.F. Shea Therapeutic Riding Center, CHOC Foundation, South Coast Medical Center Foundation	Education, healthcare	Grants national	David Pyott president (949) 388-8691
31 (NR)		\$100,475	12/31/08	\$1 million	Chapman University, United Way, Saint Timothy church	Education, religion, health and human services	Grants Southern California	Charles Haggerty president (949) 449-3897
32 (NR)		\$50,000	12/31/08	\$3 million	Parkinson's and Movement Disorder Institute, Irvine Canaan Christian Community Church	Healthcare, religion	Grants Southern California	Michael Liyoung Tsao president n/a
33 (NR)		\$36,000	12/31/08	\$344,431	Roosevelt Elementary School in Pomona, UC Santa Cruz	Education	Grants national	Donald Nichols (714) 755-2999
34 (NR)		\$35,291	12/31/07	\$209,158	UCI Foundation, CHOC, Guide Dogs of the Desert	Healthcare, research, children, blind and disabled assistance	Grants national	Julie Ault (949) 719-7256
35 (20)	donald-bren.com	\$10,000	11/30/08	\$6 million	USC Center on Philanthropy and Public Policy	Education, research	Grants California	Donald Bren/Richard Gilchrist chairman/director (949) 720-3400
35 (NR)		\$10,000	12/31/07	\$2 million	American Cancer Society	Healthcare	Grants national	Cameron Merage president n/a

Source: Foundation Center, foundationcenter.org Abbreviations: n/a: not available, NA: not applicable
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Researched by Courtney Baird and Emily Weisburg

Fundraising

► from page 22

a son with autism.

"He recruited us," said Lisa Ackerman, executive director for Talk About Curing Autism. "What Barry's done is not only open up his home, he's opened up his Rolodex."

Saywitz, whose business is slow right now, did much of the planning for his most recent benefit himself, assisted by a handful of people from the agencies.

The event attracted OC's movers and shakers and celebrities alike.

"You'd be surprised by how many people who know somebody who has autism," he said.

Last year, the event raised \$200,000. This year, the event—which was held Sept. 12—raised a little more than that.

Saywitz promotes it as the social event of the year.

There were seven bars, three chocolatiers, six bands and catering from nine restaurants.

Fox 11 News anchor Christine Devine and KJazz DeeJay Bubba Jackson co-hosted the event. Other attendees included singer and actress Debby Boone, State Assemblyman Chuck DeVore, State Sen. Lou Correa of Santa Ana and Jay Johnstone, former Los Angeles Dodger.

Social Enterprise

For many nonprofits, social enterprise—essentially a side business—has been a complement to traditional fundraising.

Many nonprofits have long run businesses as a way to boost revenue, including Rockville, Md.-based Goodwill Industries International Inc. and Alexandria, Va.-based The Salvation Army, both of which run thrift stores.

Domestic abuse shelter and counselor Laura's House, based in Ladera Ranch, runs Portobello Road, a high-end thrift shop in



Village of Hope residents: OC Rescue Mission tapping volunteers for food drives

Lake Forest. Working Wardrobes in Fountain Valley also operates stores.

The Junior League of Orange County runs the Christmas Co. at the OC Fair & Event Center. Every year, 80 to 120 crafters sell their balsamic vinegars, day planners, home decorations and other goods to benefit the Junior League.

The vendors give 15% of the proceeds back to the Junior League, which donates to charities such as Laura's House and the Santa Ana-based Orange County Bar Foundation Inc., which works to keep kids drug free and out of jail.

In addition to retail stores, nonprofits are coming up with other ways to make money.

The Fullerton-based Volunteer Center Orange County, for example, is ramping up its business services to nonprofits.

For example, the Volunteer Center, which matches volunteers to nonprofits, is doing the accounting for Santa Ana-based

Campfire USA Orange County.

About 75% of its income is derived from business services and consulting, said Dan

McQuaid, president of the Volunteer Center. The rest of its income comes from grants and private donations.

Seminars

Learning the skills of how to make money outside of direct fundraising is where Irvine-based Social Enterprise Institute comes in. The not-for-profit hosts extensive seminars and events to teach nonprofits how to pair with for-profit companies to make money.

Betsy Densmore, vice president of operations for the institute, says the number of nonprofit agencies attending its academy was

50 this year, compared to eight at its first one a few years ago.

The Social Enterprise Institute's six to nine month academy trains and mentors nonprofits on how to generate business profits, which can be plowed back into the charity.

"There is no reason that charities couldn't make a profit," Densmore said.

The Social Enterprise Institute itself is a prime example of social enterprise. It is a not-for-profit that earns nearly 100% of its income.

Some nonprofits are stuck in "charity think," Densmore said. They believe they can't make money to sustain themselves, she said.

But the recession has spurred more charities to consider selling services to compensate for lost donations.

The Council on Aging Orange County, based in Santa Ana, recently started offering continuing educational courses for health professionals for a fee.

"They have a history of never charging for anything," Densmore said.

The Council on Aging went through the academy training, some of which is free to nonprofits.

Private investors also are getting interested in social enterprise, Densmore said.

Chris Clark of Laguna Hills-based The Smart Foundation, another academy graduate, has secured investor money to expand his nonprofit business that rents musical instruments to schools. Part of the rental money is donated to school music programs.

"Banks lending to nonprofits is unusual," Densmore said. "That said, banks are starting to get interested." ■



Hoss: "stock giving is almost disappearing"

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on page 55



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Avery Dennison
Bank of America
Costco Wholesale
County of Orange Employees
Deloitte.
Edwards Lifesciences
Enterprise Rent-A-Car
Ernst & Young LLP
FedEx Corporation
Fluor Corporation
Hoag Memorial Hospital Presbyterian
Nordstrom
Pacific Life Insurance Company
PricewaterhouseCoopers LLP
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The Boeing Company
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Spirit of Orange County

Awarded to companies who give \$100,000 or more in corporate gifts to Orange County United Way's Community Impact Work.

Advanced Sterilization Products

Division of Johnson & Johnson
Alcon Research, Ltd.
Automobile Club of Southern California
Bank of America
Hoag Memorial Hospital Presbyterian
Pacific Life Insurance Company
Southern California Edison
The Boeing Company
UPS

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Avery Dennison
Edwards Lifesciences LLC
Enterprise Rent-A-Car
Fluor Corporation
Nordstrom
Wachovia Bank, N.A.
Western Digital

(\$25,000-\$49,999)

ADP Automatic Data Processing
Albertson's Inc., So. Cal. Division
Best Buy Super Stores
Biosense Webster, a Johnson & Johnson Company
Ceridian Tax Service
Costco Wholesale
Eaton Aerospace
GE Capital
IBM Corporation
Ingram Micro
ITW - Illinois Tool Works
JCPenney
Kimberly-Clark Corporation
Lon V. Smith Foundation
State Street Bank IMS - West
Target Corporation
Union Bank
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Community Cornerstone

Awarded to partners showing exemplary contributions to Orange County United Way and other community volunteer efforts.

Automobile Club of Southern California
PricewaterhouseCoopers
UPS
Western Digital

Outstanding Corporate Partner

Awarded to the top partners in four categories that excel in per capita giving, participation of leadership giving, greatest increase in dollars raised and highest level of giving directed to Orange County United Way's Community Impact work. The four categories are:

New Company: Brinderson

Large Company: Bank of America

Midsize Company:

Gibson, Dunn & Crutcher LLP

Small Company: Paul, Hastings, Janofsky & Walker LLP

Outstanding Corporate/Foundation Partner

Awarded to a foundation that commits to a multi-year grant to Orange County United Way's Community Impact work.

Allergan Foundation



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Ken Lickel
08/09 Campaign Chair