

The Los Angeles Business Journal presents

Nonprofit & Corporate Citizenship Awards 2014



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Nonprofit & Corporate Citizenship Awards 2014

LETTER FROM THE PUBLISHER



LAST week we hosted our fourth annual Nonprofit & Corporate Citizenship Awards. This sold-out event recognized more than 100 nominees - both individuals and organizations that are making an outstanding impact in our community.

We at the Los Angeles Business Journal are proud once again to present to you the volume you now hold in your hands: a review of nominees and honorees.

Our awards, which were presented Wednesday, June 25, at the L.A. Hotel Downtown, are designed to honor those professionals and organizations in the nonprofit world that continue to make a positive impact on the community and do so under difficult financial constraints. Equally as important and also honored last week are the corporations supporting these nonprofits. Many corporate executives volunteer time on boards and lend support through financial donations and sponsorships. These awards recognize both equally important groups.

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

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

Matthew A. Toledo
Publisher & CEO

Let JVS show you the money.

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Kellogg Garden Products is honored for the nomination of Corporate Partner of the Year.

Under Kellogg's Chief Sustainability Officer Kathy Kellogg Johnson's leadership and vision, Kellogg has partnered with international nonprofit Plant With Purpose to invest in the lives of the rural poor, taking their expertise in organic soil to equip farming families to improve their farms, livelihoods, and futures.

Kellogg's G&B Organics Eden Valley Blend Garden Soil and G&B Organics Eden Valley Blend Potting Soil products speak to the partnership that engages in a global story: Your purchase helps plant someone's future. Thank you for planting HOPE for farming families in Grande Colline, Haiti and around the world.



Together

We're Generating More Than Electricity

Edison International is proud to sponsor
the Los Angeles Business Journal
2014 Nonprofit and Corporate Citizenship Awards

We congratulate all the nominees, finalists and honorees.



LIFE. POWERED BY EDISON.

Nonprofit & Corporate Citizenship Awards 2014 Honoree

ORGANIZATION OF THE YEAR (LARGE)

RONALD MCDONALD HOUSE CHARITIES OF SOUTHERN CALIFORNIA

FOR more than 35 years, the programs of Ronald McDonald House Charities of Southern California have been committed to providing comfort, care and support to children and families through a variety of wellness and educational programs across nine counties. Today, the nonprofit reports assets exceeding \$30 million. As the largest chapter in the U.S., RMHCSC currently operates six Ronald McDonald Houses in Bakersfield, Loma Linda, Long Beach, Los Angeles, Orange and Pasadena; two Ronald McDonald Family Rooms; Camp Ronald McDonald For Good Times; a Community Grants Board; and four scholarship programs for exemplary high school students.

RMHCSC is committed to improving the health and well-being of children in Southern California by developing, nurturing and increasing awareness of its lodging and wellness programs. RMHCSC is supported by individual contributions and by many local businesses and community organizations, including a portion by McDonald's Operator's Association of Southern California (MOASC) and McDonald's Corporation.

The Southern California Ronald McDonald Houses serve as a "home-away-from-home" for families of critically-ill children undergoing treatment at nearby hospitals and medical facilities. The six Southland Ronald McDonald Houses provide inexpensive, and often free, lodging for families who travel long distances while their children receive treatment. No family is ever turned away due to an inability to pay.

As a complement to the Houses, an average of 1,500 campers from Southern California, throughout the nation and around the world annually "take a break" and find good times, healing and a new sense of strength and life at Camp Ronald McDonald For Good Times. Camp provides an environment outside of the hospital for children with cancer and their siblings to process their diagnosis and regain their self-esteem while being surrounded by other children in similar situations.

Additionally, in nearly 30 years of its existence, the Community Grants Board has awarded more than 900 grants totaling nearly \$24 million to Southern California organizations that are committed to improving the



lives of children in Southern California. Each year organizations serving children in need age 21 and younger receive funds for programs dealing with civic needs, social services, education, the arts or healthcare issues.

And lastly, since 1990, RMHCSC has awarded more than \$4.5 million in scholarships to Southland students. Four scholarship programs award exceptional students who reside and attend school in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, and honor students for their academic achievements, leadership skills and community involvement.

Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Organization of the Year (Large)

CHILDREN'S INSTITUTE, INC.



FOR over a century, Children's Institute, Inc. (CII) has helped children in Los Angeles's most challenged communities heal from the trauma of family and community violence, build the confidence and skills to break through the barriers of poverty, and grow up to lead healthy, productive lives.

CII's Integrated Service Model is designed to address the "whole child" as well as the entire family. Evidence-based clinical services such as specialized treatment groups and intensive home-based services are offered to counteract trauma. Family support services, like parenting education and their own program "Project Fatherhood," help build safety nets for kids. Youth development services such as visual and performing arts and sports help build skills and self-esteem, and early childhood services like Head Start reach children in their earliest years. CII reaches more than 20,000 children, youth and families who have been affected by trauma each year in Los Angeles County.

FIVE ACRES



FIVE Acres has been committed to providing solutions to ensure the safety and well being of children for over 125 years. Established in 1888, Five Acres was one of the first orphanages founded in Los Angeles County, and today serves nearly 7,000 children and families annually with 98% of its clients living at or below the poverty level. With programs that span across foster care and adoption services, a residential treatment center as well as home-based therapy and wraparound services, Five Acres is a beacon of hope for the communities it serves in Los Angeles county and surrounding areas.

Five Acres has also invested in a research department for over 25 years. This research department collects data on the organization's programs, and creates innovative pilot programs to demonstrate what works and what does not work for vulnerable children. Through this pioneering work, some of the first program models in child welfare have been established.

ST. ANNE'S



St. Anne's, located in the Rampart Community, is dedicated to helping high-risk pregnant and parenting girls/young women in or aging out of the Los Angeles County foster care or juvenile probation systems, their children and other struggling community members improve their well-being, self-sufficiency and prospects.

Toward this end, St. Anne's Residential Treatment Program offers up to 32 pregnant or parenting girls ages 13 to 18 currently in the Los Angeles County foster care or juvenile probation systems and up to 18 of their children (ages birth to three) safe housing and a variety of vital assists. This includes three nutritious meals a day, prenatal, well-baby, routine and emergency healthcare, mental health treatment, case management, educational and job readiness aid, after-school tutoring and life skills groups. Youth and children also benefit from parenting instruction, childcare, paid internships and uplifting recreational activities. St. Anne's also offers a two-year Transitional Housing Program for up to 40 young women ages 18 to 24.



UNITED WAY OF GREATER LOS ANGELES

THANKS OUR TOP 2013-2014 CORPORATE PARTNERS FOR THEIR GENEROSITY
IN CREATING PATHWAYS OUT OF POVERTY FOR LOS ANGELES COUNTY'S
MOST VULNERABLE NEIGHBORS.

These companies are leading the way to end poverty for good through
housing, education, and jobs, so that everyone in Los Angeles
can have a better quality of life.

On behalf of our communities and thousands of individuals
who have hope for a future

THANK YOU



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Companies recognized gave a minimum of \$100,000 to United Way's Creating Pathways out of Poverty Plan through a corporate gift, employee giving campaign, or combination of both from July 1, 2013 to June 30, 2014.

Nonprofit & Corporate Citizenship Awards 2014 Honoree

ORGANIZATION OF THE YEAR (MEDIUM)

MENDING KIDS INTERNATIONAL

MENDING Kids International provides life-changing surgical care to children worldwide. For nearly 10 years, children have received corrective and transformational surgeries that have given them another chance at a longer, healthier life. Most of the surgeries performed are for congenital heart defects, orthopedic abnormalities and cranial facial deformities. Since 2006, Mending Kids has provided surgeries to over 1,600 children from 54 different countries, including the United States.

Mending Kids provides surgeries through four core programs:

The U.S. Surgeries program identifies children with complex surgical needs and flies them to Southern California to receive treatment at renowned children's hospitals in the Los Angeles area. Children are cared for by MKI approved host families who make certain all of their emotional needs and living arrangements are provided.

The Surgical Missions program targets areas where there is a high concentration of children requiring surgery. MKI arranges for surgical teams (20-30 members composed of surgeons, techs, nurses and volunteers) to travel to a local hospital in a developing country to not only perform surgery but also teach their colleagues in the process.

The International Surgeries program identifies children in remote areas who need corrective surgery. Due to a variety of reasons, including funding, it may be near impossible to fly the child to Los Angeles or send a surgical mission team to correct one patient. To solve this problem and provide surgery to as many children as possible, MKI arranges to fund or provide surgeries to these children by partnering with local hospitals and other NGO's who may have access to surgeons but not the necessary funding.

The Hometown Mission program gives needed operations to children living in the United States treatment when they do not have access to the life-mending surgical care they need, or have been denied by providers. A volunteer surgical team from a local hospital perform operations on up to 20 children on one day over the summer.



Over 90% of funds donated to MKI are spent on programmatic expenses. There are thousands of children waiting for surgeries so they too can reclaim their normal childhood and MKI remains committed to helping as many of them as possible.

Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Organization of the Year (Medium)

CAMP KESEM



When a parent is diagnosed with cancer, the entire family is affected. For children whose parents have this horrible disease, the joys of childhood are replaced with a new reality of cancer vocabulary, treatments and fears. Because they are neither physically ill nor visibly distinct from other children, these children are often quietly suffering, leading to feelings of isolation, low self-esteem and depression.

Camp Kesem provides a peer-based support system, anchored in a network of free summer camps, for children affected by a parent's cancer. Led by the passionate efforts of college students across the country, Camp Kesem provides what these kids need most - support, courage, empathy and fun, as they face realities no child should have to face. Camp Kesem was founded at Stanford University in 2000, and has grown rapidly, launching its UCLA location in 2004. Its 54 college chapters will serve over 3,500 children this summer.

LEARNING RIGHTS LAW CENTER



In Los Angeles County, there are more than 1.5 million students enrolled in the K-12 public school system. Of these young people, more than 67% live in poverty. While many low-income students are denied equitable access to the public education system, those students with special needs are at the highest risk. They face the greatest chance of discrimination, segregation and court involvement without appropriate education services and supports.

Founded in 2005, Learning Rights Law Center works to ensure that all students have equitable access to the public education system and focuses on low-income students who have disabilities, face discrimination or are involved in the dependency or juvenile justice systems. It is only with equitable education access - a legal right - that these young people are able to achieve to the best of their abilities and become contributing members to their communities. Learning Rights targets its legal services and programs to assist low-income, PreK-12 students, aged 3-22.

LOS ANGELES CLEANTECH INCUBATOR



Los Angeles has launched its cleantech business incubator to accelerate development of cleantech start-ups by offering flexible office space, CEO coaching and mentoring, and access to a growing network of experts and capital. LACI identifies local talent, nurtures it, and helps it get to market, resulting in more jobs and a bigger green economy in Los Angeles. In partnership with the city's exceptional educational and research organizations - UCLA, USC, Caltech and Jet Propulsion Laboratory - LACI helps accelerate the commercialization of their clean technologies in addition to accelerating new products developed by independent entrepreneurs.

LACI is located in the city's Cleantech Corridor downtown. Located in a four-mile long strip between the Los Angeles River and Alameda in the eastern part of downtown, the Cleantech Corridor is the cornerstone of the city's green economy strategy. The Corridor will be home to the cleantech ecosystem that Los Angeles is building to support the green economy.

Building futures together

EY is proud to support the Network for Teaching Entrepreneurship (NFTE) in its efforts to help young people achieve their potential through education and entrepreneurship.

- ▶ In 2010, we established the EY Youth Entrepreneur Scholarship and began recognizing NFTE students at our EY Entrepreneur Of The Year™ (regional) programs.
- ▶ In 2012, we created The EY Entrepreneur Of The Year Alumni Fund in honor of the more than 8,000 Entrepreneur Of The Year US alumni and the 25th anniversary of the Entrepreneur Of The Year program.
- ▶ Today, EY has given more than \$800,000 to NFTE. EY leaders sit on all 11 of NFTE's Regional US Advisory Boards and the NFTE Global Board. Hundreds of EY people volunteer with NFTE through the Adopt-a-Class program and other initiatives.

To learn more about EY's commitment to empowering entrepreneurs through corporate responsibility, visit: www.ey.com/us/cr.

The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. Above the 'Y' is a yellow triangle pointing to the right.

Building a better
working world

Nonprofit & Corporate Citizenship Awards 2014 Honoree



ORGANIZATION OF THE YEAR (SMALL)

CLAIRE'S PLACE FOUNDATION, INC.

CLAIRE'S Place Foundation, Inc. is a non-profit organization designed to help children and families affected by cystic fibrosis. Founder, 17-year-old Claire Wineland, was born with cystic fibrosis or "CF." In her short life, Wineland has undergone over 20 surgeries and has spent months at a time in the hospital including being in a coma and was also a Make-a-Wish recipient. She has dedicated her life to making a difference in the lives of others living with cystic fibrosis.

This is the motivation for the foundation.

Claire's Place receives funding through grants and fundraisers. In the past year, the foundation has partnered with top yoga studios and celebrity trainer Jeff Blair to host creative fundraisers such as a "Fun Exercise Camp." Their first major fundraiser was a Flash Mob. Wineland and her supporters surprised a large audience at the Santa Monica Place Mall with an original dance. The unique fundraiser attracted My Fox LA who featured Wineland and the event. The station later received an Emmy for the story. Other fundraisers have included a "Day at the Beach" with celebrities such as Chad Lowe and Joe Manganiello, hand painted holiday cards, annual poker nights, bracelets and funds from her book go to the foundation.

Claire's Place Foundation features two programs – The Extended Hospital Stay Fund and the Family Support Program. For the extended stay program, the foundation has set up a special cache of funds available to families with children that are experiencing a hospital stay of at least 14 consecutive days. Extended stays are a financial stress and often the children are in a city far from home. The family support program connects families living with fibrosis to communicate with each other and share their experience, strength and hope with newly diagnosed or isolated families looking for support.

Social workers at partnering hospitals provide families with children with cystic fibrosis information about Claire's Place Foundation. Families feeling uncertain and isolated are offered support and information on how to work through the treatment and care process by other parent volunteers.

Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Organization of the Year (Small)

FOOD ON FOOT



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

Food on Foot provides a Sunday meal service, currently held every Sunday in Hollywood, which attracts more than 200 homeless and low-income individuals who receive a nutritious chicken dinner and healthy snacks, as well as a variety of donated goods such as shoes and clothing (including some appropriate for job interviews), blankets, sleeping bags, backpacks, and other essentials. The organization also maintains a Work for Food program. Those who seek to demonstrate their willingness to work are given trash bags to fill with trash from the streets. For compensation, they receive a gift card for food. After demonstrating reliable performance at this task for a number of weeks, these individuals are eligible to join a weekday crew, cleaning shopping centers, parking lots, and businesses on a daily basis.

INTERNATIONAL TRADE EDUCATION PROGRAMS



INTERNATIONAL Trade Education Programs, Inc. (ITEP) develops career-ready, college-prepared graduates by marshaling the intellectual, social and financial resources of the trade, transportation and logistics industries. ITEP's Ten Point enrichment program assists schools in linking classroom learning with workplace realities, uniting business people and educators to prepare students for a meaningful place in the world of tomorrow. Working in partnership with industry and educators, ITEP helps young people "think globally, earn locally."

ITEP began serving 140 students 12 years ago. Today it caters to more than 2,000, with 91% of ITEP students from its graduating class last year being college bound. In the last three years, ITEP has added two programs/academies: The Global Leadership Academy at Gardena High School and Exploring Careers in Long Beach at Cabrillo High School. The geographic expansion of the programs has also resulted in industry expansion. ITEP has increased its industry base from one (the maritime industry) to six industries, such as environmental, healthcare, law and government.

THE RESCUE TRAIN



The Rescue Train is a unique non-profit, no-kill organization dedicated to eliminating animal suffering and euthanasia through hands-on rescue work, free mobile spay/neuter programs, education, awareness and support of other animal welfare organizations.

The Rescue Train receives funding from grants, tax-deductible donations and an annual fundraiser, "Race for the Rescues" where funds generated from the event are shared with many other animal welfare organizations. The Rescue Train's small but mighty team of dedicated volunteers keep the "train" rolling down the tracks of saving animals lives. Together, they think outside the box and create effective solutions to tackle pet overpopulation at its source. The organization's highly successful "Trained for Life" program sees to it that shelters' dogs are completely obedience trained prior to adoption and the previously mentioned "Race for the Rescues" which has raised over 2 million dollars to help support 30 animal welfare organizations.

CEO WANTED

For ProCon.org, a 501(c)(3) nonprofit: *America's leading source of free, nonpartisan, pro and con research on controversial issues.*

About the position

The ideal candidate for ProCon.org should be a high-achieving individual who will build on ProCon.org's reputation for excellence and take us to the next level. We seek a passionate, strategic innovator who sees the power and potential of ProCon.org to promote critical thinking, education, and informed citizenship, and have the experience to drive our fundraising and sustainability efforts and to help build our Board of Directors.

About ProCon.org



Our mission: "Promoting critical thinking, education, and informed citizenship by presenting controversial issues in a straightforward, nonpartisan, primarily pro-con format."

ProCon.org is an antidote to media bias and misinformation. While many people and organizations promote their own biases, and provide incomplete analyses of issues, ProCon.org provides the best pros and cons on important social issues, giving people the tools to make better decisions. ProCon.org has become the go-to source for educators, students, major media outlets, and elected officials.

Founded in July 2004 as a 501(c)(3) nonprofit public charity, ProCon.org has gained a substantial national reputation in its first 10 years. We are used by educators in over 5,000 schools in all 50 states and 66 countries; referenced by the media 344 times in 2013 alone, notably by the *Los Angeles Times*, CNN, *Forbes*, *The Guardian*, *USA Today*, *Washington Post*, PBS, MSNBC, Fox Business, CBS, NPR, and many others; attracted 16.6 million unique visitors in 2013 (our 2014 traffic and media mentions are up 25% higher over last year), and has been cited by 11 national governments, 7 US federal agencies, and 29 state governments.

How to Apply

Please submit an overview of your interest in the position and your resume to April, Assistant to the Chairman, at aprilh@procon.org.



Nonprofit & Corporate Citizenship Awards **2014** Honoree



NONPROFIT TEAM OF THE YEAR

PEACE OVER VIOLENCE - DENIM DAY TEAM

IN the late 1990s in Italy, an 18-year-old girl was raped by her driving instructor. The perpetrator was arrested, prosecuted, convicted and sentenced to jail. He appealed the sentence and the case made its way to the Italian Supreme Court. Within a matter of days the case against the perpetrator was overturned and he was released. The court accepted the argument that "because the victim wore very, very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape but consensual sex." Enraged by the verdict, the women in the Italian Parliament launched into immediate action and protested by wearing jeans to work. This call to action motivated and emboldened the California Senate and Assembly members to do the same, which in turn spread to Patricia Giggans, Executive Director of Peace Over Violence, and Denim Day in LA was born. The first Denim Day in LA was in April 1999, and has continued as a growing awareness campaign every year since.

Efforts around the Denim Day campaign have expanded a call to action and protest over the myths and attitudes surrounding rape from LA to the

US, Canada and 110 other countries around the world. This year's Denim Day Team achieved extraordinary accomplishments in education and raising awareness about sexual assault among millions of consumers/participants.

Led by Patricia Giggans, the Denim Day Team includes *Heather Masterton*, producing campaign copy and messaging, directing fundraising, on-line materials' sales, and social media; *Darcy Pollan*, overseeing media, communications and events coordination; *Omar Lopez*, responsible for campaign design and co-branding the campaign with our new corporate sponsor GUESS; *German Carvacho*, providing photography and layout of materials; and *Shirley Alvarado Del Aguila*, assisting in logistics' support, social media outreach and liaison to campaign spokespersons Aloe Blacc and Maya Jupiter.

Peace Over Violence's staff and volunteers provide crisis intervention, prevention education and/or advocacy services to the community. Last year Peace Over Violence celebrated its 42nd year of continuous operation while providing support to nearly 28,000 clients and community members.



Chase and J.P. Morgan would like to congratulate and salute our fellow Corporate Citizen Award Nominees and Finalists, who share our passion for supporting the community and working for systemic change.

In 2013, Los Angeles was named as one of the U.S. urban areas with an initial focus of New Skills at Work, our firm's five-year, \$250 million global workforce readiness and demand driven training initiative. This is the largest ever private-sector effort aimed at addressing the "skills gap" that exists across many industries, such as healthcare and advanced manufacturing, where not enough trained workers have the specific skills to fill the jobs available.

In addition to New Skills at Work, our firm has donated or sold at a substantial discount more than 2,200 homes to nonprofits or municipalities to help stabilize communities, including over 970 homes in California since 2009.



Nonprofit & Corporate Citizenship Awards **2014** **FINALISTS**

• Nonprofit Team of the Year

HOMELESS NOT TOOTHLESS
DR. JAY GROSSMAN (TEAM LEADER)



Dr. Jay Grossman is the CEO and founder of Homeless Not Toothless, which is a 20-year old non-profit that he started after he got out of the Navy and wanted to provide free dental services to homeless Veterans. Presently, he has donated over \$2 million in pro-bono services and has built his Homeless Not Toothless team dramatically - growing the group of volun-

teers to well over 100 people, including utilizing students at UCLA dental school and Western University college of Dentistry. Dr. Grossman sees roughly one homeless/non-paying patient a day, and, once a month he supervises UCLA dental students in his office whereby in one day the team provides roughly \$20,000 in free services.

The mission of Dr. Grossman and his team is to raise the pride and dignity of the homeless through quality dental services. Dr. Grossman himself contributes at least \$100,000 a year personally, and then the team fundraises to build on that foundation. Last year, the team raised over \$500,000 in donations and in-kind help.

WESTERN LA COUNTY COUNCIL, BOY SCOUTS
JAMES RUSHTON (TEAM LEADER)



LED by James Rushton, the Western LA County Council of the Boy Scouts of America team of Scouting professionals assists the 13,000 youth served by the Council annually. Additionally, the team leads and trains dozens of volunteers in scouting units throughout the region. Many of these professionals also volunteer with local Scout units. The Council's staff and unit volunteers donate thousands of hours of service annually, year after year, guiding the future leaders of our community, leading and assisting them at weekly pack and troop meetings, Eagle Scout and other volunteer projects, teaching them about leadership, citizenship and the other tenets and purposes.

Additionally, the team's Scoutreach program for at-risk and under privileged youth has been instrumental in developing positive role models in challenging circumstances, providing an invaluable alternative to street gang involvement. Currently, over 2000 youth participate in Scoutreach at forty locations throughout the San Fernando Valley.

CITY YEAR LOS ANGELES
MARY JANE STEVENSON
(TEAM LEADER)



As Executive Director of City Year Los Angeles, an education-focused nonprofit, Mary Jane Stevenson functions at the intersection of education, philanthropy, business, and public service. Stevenson oversees a staff of 51 employees along with 283 AmeriCorps members who serve daily in Los Angeles' toughest schools. City Year recruits recent high school and college graduates (ages 17 to 24) for a year of full-time service. These young AmeriCorps members work in 22 schools as tutors, mentors, and role models for students who need extra attention. Currently 283 corps members are working with 5,400 students from the poorest neighborhoods in the Los Angeles Unified District.

In targeting the continuum of elementary, middle, and high schools that form the city's highest-dropout feeder patterns, City Year corps members offer focused intervention to the students who are most at-risk of dropping out. Beginning their service before the first bell rings and staying until the last child leaves the after-school program, corps members focus their service on the "ABC's:" Attendance, Behavior, and Course Performance.

Pillsbury congratulates Firm Chair **Jim Rishwain** on his nomination at the 4th Annual Nonprofit & Corporate Citizen Awards!

Jim has exhibited a longstanding commitment to area nonprofits in general, and to **CASA of Los Angeles** and its efforts to improve the lives of foster children, in particular.

Congratulations to all of the other nominees and finalists for their important work toward the betterment of our communities.



Pillsbury has a long history of aligning our business interests with the well-being of our people, our clients, our communities and our environment. Put simply—good citizenship is good business. We also believe that diversity enhances creativity and performance, that we have a responsibility to give back to our communities through volunteerism and pro bono legal services, and that the planet's resources are precious and should be used with care.

To learn more, visit us at pillsburylaw.com.



Nonprofit & Corporate Citizenship Awards **2014** Honoree

LEADERSHIP EXCELLENCE - NONPROFIT

JOE AND ALI TORRE
JOE TORRE SAFE
AT HOME FOUNDATION

THOUGH a confident and successful figure in Major League Baseball, Joe Torre is still troubled by the fear and helplessness he experienced throughout his childhood while growing up in Brooklyn. His father was both a physically abusive husband and an emotionally abusive father. Although the children in the family were spared physical violence, Joe's mother, Margaret, bore the brunt of his father's rage. With guidance and support, Joe has come to terms with his childhood and the effects of the abuse, feeling strongly about wanting to help children suffering as he did.

In 2002 Joe Torre and his wife, Ali (Alice), established the Joe Torre Safe At Home Foundation. Currently celebrating the Foundation's 12th Anniversary, Safe At Home is committed to ending the cycle of violence and helping children who have been victims (or witnesses) to this abuse. Since its inception, Joe has served as Chairman of the Board of Directors with Ali serving as President of the Board. Additionally, Ali currently is functioning as the Foundation's Interim Executive Director.

To date, the Foundation has educated over 40,000 students in violence prevention (e.g. cyber bullying, school violence, community violence, relationship violence, and the core of our work domestic violence), and provides over 8,000 students each year with curriculum and counseling services.

The Torres are actively involved in all aspects of Safe At Home's daily operations and have been the guiding force in creating the programs, curriculum, and services the Joe Torre Safe At Home Foundation provides children and their families. In addition to launching and leading this nonprofit organization, the Torres continue to direct all fundraising and special event activities resulting in the raising of millions on behalf of the Foundation.

Joe and Ali set out to change the way children were educated and became aware of the violence surrounding their lives. By doing so, they are



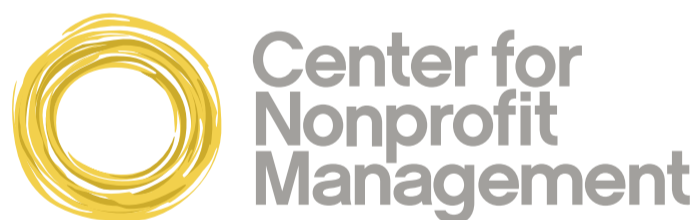
empowering the next generation in this way, while we all move closer to a future that is free of abuse and its devastating effects - to a time when every child knows that she/he has the right to feel safe - at home, in school, on the playing field, and in the community.

Congratulations
Remi De La Rocha
 Nominee - Nonprofit Leadership Excellence
 We are proud of our deserving alumnus

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Nonprofit & Corporate Citizenship Awards **2014** **FINALISTS**

• Leadership Excellence - Nonprofit

MEGAN CHERNIN
 CHAIR & CEO
 THE LOS ANGELES FUND
 FOR PUBLIC EDUCATION



IN 2011, Education Activist, Megan Chernin and Superintendent Dr. John Deasy founded the Los Angeles Fund for Public Education to establish a way to invest in results-oriented programs designed to ensure that every student in the nation's second largest school system has the chance to succeed.

Under Chernin's leadership, the LA Fund is creating change and enriching

the lives of students throughout the Los Angeles Region. Chernin and her team build innovative partnerships to create solutions that will improve the educational and social outcomes for students in the Los Angeles Unified School District. Through collaboration and creativity the LA Fund inspires action and achieves impact. From ensuring that thousands of students have access to a healthy breakfast every morning to hosting the nation's largest anti-bullying campaign, to creating partnerships that reimagine creativity and arts in every classroom through innovative arts integration programming, to building a database that allows LAUSD teachers to access millions of dollars in grant funding.....change is happening because of Chernin and the LA Fund.

SETH EKLUND
 EXECUTIVE DIRECTOR
 P.F. BRESEE FOUNDATION



THE Bresee Foundation's Executive Director (ED), Seth Eklund, displays leadership excellence through his over 17 years of dedication to Bresee, innovation in advancing its mission, and creativity in bringing new resources. Bresee's primary mission is to provide comprehensive after-school programs and family services that equip 1,000 of the most at-risk young people in central Los Angeles to pursue their education, achieve their full potential, and serve others.

Eklund began working at Bresee in 1996 and became ED in 2009. He leads Bresee's 40 staff members, over 500 volunteers, 11 board members and 15 interns to collaborate and serve over 1,700 of low-income youth and family members in central Los Angeles annually. His dedication sets a culture of long-term commitment for staff, resulting in 40% of staff being former Bresee clients, 89% of full-time staff serving for over 5 years, and 50% serving for over ten years. Under Eklund's direction, Bresee has also expanded to offer wraparound family services and gang prevention services.

STEPHEN PECK
 PRESIDENT & CEO
 US VETS



STEPHEN Peck is the President and CEO of United States Veterans Initiative (U.S.VETS). In this role, he is responsible for creating, planning, implementing, and integrating the strategic direction of U.S.VETS. Under his stewardship, U.S.VETS maintains programs at 11 sites in six states and the District of Columbia housing more than 3,000 veterans every day.

Peck's lifelong commitment to the wellbeing of our nation's veterans and his leadership, vision and contributions to the field has made a positive difference in the lives of over 100,000 veterans and their families. Under his leadership, the organization has become a nationally recognized leader in program development and service delivery with a history of innovation.

Accomplishments in recent years include the development of a model dual-diagnosis program to address comorbid mental illness and substance abuse among veterans in conjunction with the VA and creation of ADVANCE, the first-of-its-kind program addressing military sexual trauma in female veterans.

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Nonprofit & Corporate Citizenship Awards 2014 Honoree

PROJECT COLLABORATION OF THE YEAR

211 LOS ANGELES COUNTY

211 LA County is one of the largest and most effective resource lines in the nation, providing access to comprehensive social services and disaster support for more than a half million L.A. County residents in over 140 languages. Its mission is to provide easy-to-use, caring, professional guidance, advocacy, and 24/7 telephone access to a comprehensive range of human services to the people of L.A. County.

With one phone call, clients are directly screened by 211 LA's Community Resource Advisors (CRAs) and connected with the services they need for themselves or their children, including shelters, meals, autism diagnosis, veterans' services, utilities assistance, substance abuse programs, health care, mental health services, and access to jobs. 211 LA County's innovative programs are examples of the best practices in assessing, coordinating and integrating the health and human services needed by the most underserved and vulnerable populations of one of the most culturally diverse counties in the country.

In the event of a disaster or terrorist act, 211 LA County is also the public's primary interactive disaster preparedness and information resource, relieving pressure on 911 phone lines in times of distress. 211 LA's Advisors offer disaster-resource information that includes shelter, food, water, school closure, utility outages, road-closure, evacuation and fire-status information; and provide rumor control. 211 LA County—available 24 hours a day, 7 days a week—is a member of the Los Angeles County alert-notification system for early warning status updates.

One particular collaborative project of note is 211 LA County's work with veterans. 211 LA County participates in a partnership network of veteran-focused county organizations who together leverage resources, coordinate service delivery, and provide follow-up support to veterans and military families. Because 211 LA County receives 15,000 to 20,000 calls every year from military households (of whom roughly 10% are seeking emergency housing support services), it is well positioned to play a central role in this partnership.

211 LA County is an independent nonprofit primarily funded with County of Los Angeles monies, with supplemental funding from First 5 LA and the United Way. It also receives project-specific funding from a variety of funders to implement its innovative and collaborative projects.



Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Project Collaboration of the Year

BETTER BUSINESS BUREAU (SERVING LOS ANGELES AND SILICON VALLEY)



The Better Business Bureau (BBB) serving Los Angeles County and Silicon Valley, as led by its CEO Steve McFarland, is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. BBB provides objective advice, free BBB Business Reviews and charity BBB Wise Giving Reports and also provides educational information on topics affecting marketplace trust. To further promote trust, BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints.

In early 2014, McFarland researched the growing number of BBB complaints against Discount Gold Brokers of Los Angeles. The BBB brought its information to the Los Angeles District Attorney's office and through the collaboration, led to the recent arrest of the proprietors, putting an end to devastating unethical business practices victimizing many seniors and their families.

PARA LOS NIÑOS



Best Start is a place-based initiative and the strategic vision funded by First 5 LA to improve the lives of young children and their. In 2009, F5LA announced its partnership with Para Los Niños as the lead agency for the first and pilot *Best Start* community, Best Start Metro LA. This collaboration is a successful and unique partnership that encompasses and engages the diverse cultural community of Metro LA and uses innovative approaches to effect community change that improves the lives of children and their families.

Best Start provides the opportunity for communities to create partnerships that are representative of the people living, working and experiencing life within the community. The six integrated programs of Para Los Niños focus on all areas of a child's development, considering the "whole child"—the academic, psychological, cultural and physical — because children live and learn within the context of family, and a family lives and learns within the context of its community.

TOUR DE PIER



The Tour de Pier is a unique cancer fundraising event that brings one of the hottest indoor fitness activities — stationary cycling — to iconic locations from coast to coast. In 2013, in its first year, the event raised over \$340,000 to support several local and national cancer charities. Over 200 spin bikes were placed fronting the Manhattan Beach pier. Over 740 participants and over 2,000 attendees help make this an iconic event that has spurred new events in Greenwich, CT and Chelsea Piers, NY. With the second annual event taking place this past May, the Tour de Pier raised over \$290,000 toward its goal of \$500,000 in year two. It is the collective collaboration of the charities, sponsors, the city and community that makes this event special.

The funds are raised through individual fundraising and corporate sponsorships. The funds from the Manhattan Beach event go to support the Hirshberg Foundation for Pancreatic Cancer, Livestrong and Cancer Support Community of Redondo Beach.

playing
together



Making a Meaningful Difference
One Child at a Time.



Nonprofit & Corporate Citizenship Awards 2014 Honoree

SOCIAL ENTERPRISE OF THE YEAR

THE MOVEMBER FOUNDATION

THE Movember Foundation is the leading global organization changing the face of men's health. It all started with a self-styled "moustache farmer" named Adam Garone. He calls himself a moustache farmer because he has raised millions of them. It began back in 2003, when his brother challenged him to grow a moustache for the month of November, renaming it Movember. From 30 guys growing moustaches for 30 days of fun, Garone was inspired to create, along with 3 others, a charitable movement that currently has 4 million supporters globally who have raised nearly half a billion dollars — all through growing and supporting a moustache for the month of "Movember." Garone now oversees a passionate global team that runs official campaigns in 21 countries, which have funded 770 collaborative programs for prostate cancer, testicular cancer, and men's mental health.

At its core, Movember is a social movement. The Movember Foundation's success is due to the 4 million men growing (and women supporting) a moustache for 30 days while getting friends and family to donate to their efforts. The Movember moustache concept also helps to break down the barriers to getting men more actively talking about their health issues, with each one sparking thousands of conversations.

The Movember Foundation's ongoing success can largely be attributed to the strong community it has built. Movember was named the most-talked about charity in 2013 by the *Third Sector Charity Brand Index*. They have adopted technology and offer an entire experience around raising funds for the cause.



Upon registration, each participant is assigned a Mo Space, a page where you can update your progress, make donations and interact with community. Bringing in the competitive element, you can challenge others, earn badges, network and share your progress through your personal social media channels, encouraging others to join in.

They also launched a mobile app for Android or iOS device, where participants can register, track donations, and take photos of their moustache growth all from their mobile phone.

Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Social Enterprise of the Year

DOWN SYNDROME ASSOCIATION OF LOS ANGELES

The primary mission of the Down Syndrome Association of Los Angeles is to enhance the welfare of people with Down Syndrome and their families through the development and promotion of education, counseling, employment and recreational programs. We strive to increase public awareness, understanding and acceptance of Down Syndrome.

The organization is a lifeline for new parents of children with Down Syndrome. When they are facing dramatic and unexpected changes to their lives, DSALA connects them to other families, and to community organizations that provide support, as well as vital information on educational, medical and community services. Peer Counseling Service offers comfort and optimism to approximately 80 new families annually. From its modest beginnings almost 40 years ago with only 15 families, staff and volunteers at DSALA served close to 1800 families in 2013. Funded solely through donations and fundraising events, the organization has sustained itself through the countless hours of volunteer support, including those of families who join the ongoing and growing community network.

TEAM AMVETS



Every year the Veterans Administration provides housing opportunities to homeless Veterans. However, this is only the first step in helping Veterans create a new life. This is where the Team AMVETS Welcome Home Program steps in to assist. The goal of the Team AMVETS Welcome Home Program is to work in conjunction with the VA to provide the furnishing and housing amenity needs of these formerly homeless veterans. The Team gathers, delivers, assembles and installs the needed furnishings thereby transforming a barren housing unit into a true home for the deserving Veterans.

Team AMVETS furnishings can include sofas, chairs, tables, beds, linens, appliances, and other household items including cookware dishes and silverware; everything a family needs to get a fresh start. In addition, the team provides a \$25 grocery gift card and \$100 gift card to any Team AMVETS Thrift Store. The staff of the Welcome Home Program, working in conjunction with the VA, takes into consideration the individual needs of each Veteran and his or her family.

XPRIZE FOUNDATION, INC.



The XPRIZE Foundation was founded in 1995 with the mission to bring about radical breakthroughs for the benefit of humanity through high profile, monetary prize competitions. The innovation that comes through these competitions inspires the formation of new industries, revitalizes markets, and helps to "make the impossible possible."

Since 2004, individuals, companies, and organizations across all industries have participated in XPRIZE challenges. The first XPRIZE — the Ansari XPRIZE for Suborbital Spaceflight — challenged participants to build and fly a three-passenger vehicle 100 kilometers into space twice within two weeks. The competition motivated 26 teams from seven nations to invest more than \$100 million. In October 2004, Mojave Aerospace Ventures won the \$10 million prize with their spacecraft SpaceShipOne. Currently, XPRIZE is running competitions in Lunar Exploration, Artificial Intelligence, Healthy Oceans, and Mobile Health Care and is developing XPRIZES in Education and Energy. XPRIZE competitions, and the innovative ideas and technologies that come through them, have broad-reaching, positive impacts for people across the world.



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CORPORATE PARTNER OF THE YEAR

ERNST & YOUNG LLP

YOUNG people face historic increases in joblessness, an unemployment rate that is three times higher than that of adults, and a rapidly shifting economy. The Network for Teaching Entrepreneurship (NFTE), a global non-profit organization, believes that entrepreneurship education for all youth will grow the global economy and provide opportunities for today's young people to own their future.

As a part of Ernst & Young's (EY's) commitment to entrepreneurship and education, EY joined forces with NFTE to provide programs that inspire young people from low-income communities to stay in school, to recognize business opportunities and to plan for successful futures. To date, NFTE has worked with nearly 500,000 young people from low-income communities in programs across the US and around the world.

NFTE Greater Los Angeles receives its funding through corporate partners (such as EY), grants, board dues and via local fundraising efforts. EY established a scholarship fund in honor of the more than 8,000 US EY Entrepreneur Of The Year award winners over the program's 25-year history. EY committed to \$300,000 of matching funds for all donations from Entrepreneur Of The Year Alumni and EY employees through June 30, 2014. The fund rewards top NFTE students with college scholarships and supports high school entrepreneurship classes across the country through NFTE's Adopt-A-Class program. These investments will significantly advance NFTE's long-term goals for supporting the entrepreneurial endeavors of low-income youth.

By identifying strong non-profit partners such as NFTE, who have a global footprint and who share the same values as EY, in terms of engaging and developing entrepreneurs, EY as a corporate partner has been able to con-



nect with promising youth entrepreneurs from low-income communities so they can help them build their skills and unlock their entrepreneurial capabilities. They also offer exciting, rewarding skills-based volunteerism opportunities to EY people.

EY supports NFTE's long-term goals creating entrepreneurial endeavors for low-income youth, and as such has contributed to the overall success of NFTE Greater Los Angeles in a number of ways. In Fiscal 2014, Greater Los Angeles EY people have already committed \$54,000 and 600 hours to NFTE.

Nonprofit & Corporate Citizenship Awards 2014 FINALISTS

• Corporate Partner of the Year

J.P. MORGAN PRIVATE BANK



SINCE 2013, J.P. Morgan Private Bank has been instrumental in the success of LACMA's major annual art acquisition event, Collectors Committee. As LACMA's longest running annual fundraiser, Collectors Committee has played an essential role in acquiring significant works of art for the museum since 1986. Now entering its 29th year, the event has raised more

than \$28 million towards 193 acquisitions.

Through financial support and the participation of multiple executives including banker Lee Hutter, J.P. Morgan helped the museum set a new record for funds raised and works acquired through Collectors Committee this year. Given that one of the major markers of success for an internationally renowned art museum is the size and quality of its permanent collection, the acquisitions made at this event are invaluable to LACMA's mission. In addition to financial support, J.P. Morgan creatively and generously enhanced the 2013 Collector's Committee acquisitions through the gift of two works from the JPMorgan Chase Art Collection, one of the world's most established corporate collections.

KELLOGG GARDEN PRODUCTS



KELLOGG Garden Products' focus on giving back and strategically leveraging connections of individuals who have a common interest has made for a natural corporate partnership with a non-profit called Plant With Purpose. Plant With Purpose works with small-scale farming families around the world to help them meet immediate needs for food and income, while also helping them change their futures by restoring their land. Through an integrated approach, Plant With Purpose combines reforestation, agriculture training, microfinance, and church mobilization to change circumstances, allowing for families to provide for their children, and live with hope and dignity.

Kellogg Garden Products is one of Plant With Purpose's most valued corporate partners. Focusing their efforts on the poorest country in the Western Hemisphere, Kellogg has financially invested in Fond-Verrettes and Grand Colline, Haiti. Plant With Purpose Haiti's holistic, integrated program is changing lives. Thanks to Kellogg's investment, 30 "innovator farmers" received training last year on agricultural research and new techniques they can share with other local farmers.

NORTHWESTERN MUTUAL LOS ANGELES



IN 2013, the Los Angeles office of Northwestern Mutual began actively supporting two non-profit organizations Starlight Children's Foundation and Alex's Lemonade Stand Foundation. Starlight Children's Foundation partners with experts to improve the life and health of kids and families around the world, while Alex's Lemonade Stand raises money and awareness of childhood cancer causes, primarily research into new treatments and cures. The staff at Northwestern Mutual united behind the common goal of finding a cure for childhood cancer and family services for those impacted by childhood cancer. The company's mission was twofold – to inspire those they help to realize their dreams; and to further develop the sense of community and volunteerism within the organization.

Northwestern Mutual was able to achieve these goals through both fundraising and events for families. The company fundraised over \$150,000 in 2013/2014. As a result, the company treated over 200 Starlight family members to "Great Escape" adventure days and placed three "Fun Center" mobile entertainment units in the pediatric wards of local hospitals.

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Nonprofit & Corporate Citizenship Awards **2014** Honoree



LEADERSHIP EXCELLENCE - CORPORATE

STEPHEN HENNING

FOUNDING PARTNER

WOOD, SMITH, HENNING & BERMAN LLP

WOOD, Smith, Henning & Berman is a 145 plus attorney law firm with 15 offices. Based in Los Angeles, WSHB's clients range from local entrepreneurs to middle-market companies to Fortune 500 businesses. While WSHB's industry experience is vast, including real estate, entertainment, manufacturing, insurance and more, WSHB is committed to giving back. The firm's charitable philosophy dates back to its inception. As WSHB grew and flourished, so has its charitable embrace in all of the communities it serves every day.

In addition to representing some of the nation's top homebuilders, founding partner Stephen Henning and WSHB are both nationally recognized for work in construction, environmental, business litigation, transportation, intellectual property, general liability and land use issues. In addition to his extensive legal practice, this extremely skilled litigator finds time to volunteer and serve the Los Angeles community. Henning is Chairman of the Board of Directors for the March of Dimes, Los Angeles Chapter and a member of the Board of Directors for the California State Board. Henning also serves on the Board of Directors for the Alzheimer's Association and is Co-chair of Development and Marketing for the Association. He is a founding Board member and past President of the Construction Defect Community Charitable Foundation. He is also President of the Board of Governors for Levitt & Quinn, a public aid law providing legal services to people in need in Los Angeles County.

Henning is the leader of WSHB's charitable philosophy. He not only volunteers and spends countless hours with the causes close to his heart, he mentors and guides the firm's employees as they adopt their own non-profit endeavors.

Henning chaired the March of Dimes special event called the Signature Chefs Auction for two years in a row. The first year he almost doubled the funds raised from the prior year, and the second year the event saw a 55% increase over the prior year. Now as board chair for the March of Dimes, he oversees one of the largest walks in Los Angeles County and four special events which raise both critical funding and awareness for the mission statement - that every baby born should be born healthy.



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Nonprofit & Corporate Citizenship Awards **2014** **FINALISTS**

• Leadership Excellence - Corporate

MAYER DAHAN
FOUNDER
 DAHAN PROPERTIES/DREAM BUILDERS PROJECT



MAYER Dahan is the Founder and CEO of Dahan Properties, his for-profit company that financially backs the Dream Builders Project, a non-profit that Dahan also created. Dahan Properties consistently donates a portion of its profits to the Dream Builder's Project.

The Dream Builders Project's mission is to serve as a "charity for charities." The organization scouts, evaluates

and supports other organizations by volunteerism, outreach and financial contributions. Late last year, the DBP held its first "Flash Mob Feed the Homeless" event that spontaneously gathered over 50 people to pack goody bags to distribute to over 100 less fortunate individuals throughout Los Angeles. Immediately after, they coordinated a clothing drive that directly benefitted St. Joseph Center in Venice. This past March, the DBP held its inaugural fundraiser called "A Brighter Future for Children." The DBP chose The Audrey Hepburn CARES Center at Children's Hospital Los Angeles as beneficiary and acquired over \$200,000 in donations, services and gifts.

MARK STAGEN
FOUNDER & CEO
 EMERALD HEALTH SERVICES,
 YOUTH BUSINESS ALLIANCE



MARK Stagen is the founder and CEO of Emerald Health Services, one of the nation's fastest growing healthcare staffing firms. Stagen founded Emerald in 2002 and the firm provides Travel Nurses to healthcare facilities throughout the nation employing over 650 healthcare professionals. Stagen also founded Youth Business Alliance in 2012 and has built the organization with countless

hours of his own time and personal financial resources. The Youth Business Alliance (YBA) is a private sector organization, funded by area businesses, that focuses on bringing critical 21st century business skills and perspectives into the classroom by leveraging business partnerships and resources from the community. Under Stagen's stewardship, YBA runs an after school program called "Introduction to Business & Careers." The program focuses on bringing business executives into the classroom setting to educate, inspire and motivate students to get more interested and involved in business and professional careers. Through YBA, Stagen has impacted the lives of over 125 students in only two years.

BOOKER T. WHITE
HEAD OF MUSIC PRODUCTION
 BTW PRODUCTIONS



BOOKER White is a tremendous leader in the music industry and in inspirational figure in the community as well. As Head of Music Production for BTW Productions and Chairman of the Board for the non-profit Education Through Music – Los Angeles, White is perhaps one of the busiest people in LA's music industry.

White is a dedicated steward and leader for Education

Through Music – Los Angeles, which he first joined as Board Member in 2007. He became Chairman in 2010.

ETM-LA partners with inner-city schools with the mission to provide and promote music in disadvantaged schools as part of the core curriculum for every child to enhance students' academic achievement and creative and overall development. The organization's primary activity is forming long-term partnerships with area schools to help districts and school principals establish and sustain school-wide music education programs that serve every student. Under White's leadership as chairman, ETM-LA's programs have flourished and expanded each year – from serving 3000 in 2010 to approximately 6000 children this year.



Akin Gump Strauss Hauer & Feld LLP congratulates the distinguished nominees and finalists for the **2014 Nonprofit & Corporate Citizenship Awards**.

We are proud of our deserving colleague **C.N. Franklin Reddick III**, nominated for his work as board chair of **KIPP (Knowledge is Power Program) LA Schools**.

We value our longstanding partnership with KIPP LA Schools and its mission to raise the quality of education in Los Angeles.

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Nonprofit & Corporate Citizenship Awards **2014** Honoree

VOLUNTEER OF THE YEAR

STANFORD & ADRIENNE RUBIN

THE outstanding work Stan and Adrienne Rubin continue to do for the betterment of the Los Angeles Community is inextricably linked. Together, this dynamic duo has supported the Arthritis Foundation since 1965, and their drive and enthusiasm for the cause is contagious.

Stan Rubin's work as partner (former managing partner) at Loeb and Loeb centers on estate, tax planning, trust and probate administration matters for individuals of substantial net worth. He has held a variety of volunteer leadership positions with the Arthritis Foundation at both the local and national level. Among other positions he served as Chairman of the Southern California Chapter Board of Directors, on the California Executive Committee and as Chairman of the National Arthritis Foundation.

For many years Adrienne Rubin was the driving force behind the Arthritis Foundation's telethons. She worked tirelessly staying up day and night, answering phones and securing donations. She also served as the dinner Chair for the Arthritis Foundation's annual Dinner Dance. Adrienne has been the heart and soul of the Arthritis Foundation in a number of ways. In recent years she has focused her energy on the Arthritis Foundation Bike Tour, an 8-day bike ride from San Francisco to Los Angeles. This spry 72 year old has ridden the 525-mile bike tour trek for the past four years raising almost \$100,000. She is a true inspiration as part cheerleader, part motivational speaker, she reminds every one of the importance of finding a cure, often times while riding in pain herself.

In their early years of volunteering for the Foundation, the Rubins knew of the disease in terms of other people. They were steadfast in their commitment to enlist the help of others including close friend, Jane Wyman to the cause that had become their life mission to support. They were on the forefront of advocating for a disease once considered to be an old person's disease that in fact impacts 300,000 children. Later, Stan himself was diag-



nosed with osteoarthritis, the most crippling form of arthritis, which required him to undergo several hip replacement surgeries. Together they have raised over \$50 million dollars for those suffering with Arthritis in the Greater Los Angeles area.

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Award Winner - Project Collaboration of the Year



Thank you for your vision and passion for making a positive impact on the families that call 2-1-1 each day for help.

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Nonprofit & Corporate Citizenship Awards **2014** FINALISTS

• Volunteer of the Year

ROBIN GREENBERG
PAST PRESIDENT
 BEVERLY HILLS GREATER LOS ANGELES ASSOCIATION OF REALTORS



When Robin Greenberg became president of the Beverly Hills Greater Los Angeles Association of Realtors in 2010, she instituted a C.A.R.E. Project, which stands for compassion, acceptance, respect, empowerment. The goal of the project was to enable the Realtor community to help make a difference one month at a time and to leave a lasting impact on both the realtors and the community they serve.

Greenberg sought out 12 charities that feed and house the homeless so that each month, a different charity would benefit from Realtors and their staffs would visit the charity, prepare meals, distribute donations and interact with the homeless. Greenberg even personally delivered and placed a big C.A.R.E. box in the lobby of every single real estate office in the territory of Beverly Hills Greater Los Angeles Association of Realtors (well over 100 offices). After her year of presidency ended, she continued running the C.A.R.E. Project and continues to do so to this day.

EDWARD D. LODGEN, ESQ.
PARTNER
 ROBINS, KAPLAN, MILLER & CIRESI LLP



Ed Lodgen has been an attorney at Robins, Kaplan, Miller & Ciresi L.L.P. for over 17 years and a partner since 2007. While maintaining his own legal practice, his desire to help others is evident in his role as the pro bono coordinator of the Los Angeles office.

With long-standing commitment and dedication, Lodgen serves as the Chair of the Board of Trustees

for Camp Ronald McDonald for Good Times, a non-profit, medically supervised camp for children with cancer and their families. More than 23 years ago, Lodgen volunteered as a counselor at Camp during a summer break from law school. Since that time, he continues to volunteer and support the Camp's many activities and fundraising events. He also serves as the Camp's representative on the Board of Directors of the Ronald McDonald House Charities of Southern California. His commitment and passion continue to inspire others to volunteer and take on leadership roles throughout the organization.

STACY D. PHILLIPS
CERTIFIED LAW SPECIALIST, AUTHOR, FOUNDER & MANAGING PRINCIPAL
 PHILLIPS LERNER, A LAW CORPORATION

Even as a young lawyer, Stacy Phillips began her philanthropic efforts making small donations to various organizations. Similarly, as the firm grew so did her participation in various groups both financially as well as with increased direct participation. Then in 1999, she decided to undertake a new initiative that Phillips Lerner would create to directly support the children and families of Los Angeles. The firm established the Adopt-A-Center program. She also established the Stacy D. Phillips Endowment Scholarship at the Mirman School for gifted students. The scholarship provides funds to an underprivileged female student from a single-parent home.

In a career filled with extraordinary accolades and accomplishments for both her clients and herself, Phillips and her firm are most proud of their work through their Adopt-A-Center Program. Each year through the Adopt-A-Center Program, the firm selects a deserving Los Angeles-based local community organization. The firm has enjoyed assisting 13 unique organizations since the program's inception.

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Nonprofit & Corporate Citizenship Awards **2014** Honoree

CORPORATE SOCIAL RESPONSIBILITY AWARD

LOS ANGELES DODGERS

THE Los Angeles Dodgers are a member of the larger civic community dedicated to leaving a positive imprint on Los Angeles. The Dodgers and their foundation focus their partnerships, programs, alumni/player relations and charitable giving in the areas of sports/recreation, education/literacy, health/wellness and with military/first responders. The Dodgers' mission is to connect with youth throughout greater Los Angeles and inspire them to play, learn, live and serve—and in so doing, help support and develop joyful, healthy, educated and civically-minded fans.

The dedicated Dodgers Community Relations team has expanded the Dodger tradition of service by creating new cornerstone programs like Kids4Dodger Baseball, Athletics, the Community of Schools program that aids and support the eight elementary schools, three feeder middle schools and high school immediately surrounding Dodger stadium, as well the Fresh Start Back-to-School Fair in partnership with SEIU that provides backpack, schools supplies and other services to kids in urban communities. The Dodgers have also brought back signature programs like the Annual Turkey Give Away, Holiday Christmas Party at the Stadium, Alumni Visits and Ticket Donation Program.

In addition, the Dodgers support a hundreds of non-profit organizations and local charities such as Vision to Learn, the Los Angeles Police Foundation, Mayor's Partnership Schools, West Angeles CDC, Operation Gratitude, Venice, LA Theater Academy, Southern California Jewish Hall of Fame, Boys and Girls Club, YMCA, El Centro De Pueblo, Northeast Little League, Homeboy Industries, Union Rescue Mission, SFV Rescue Mission, Hollenbeck Police Council, Rotary Club and Salvation Army to name a few.

Since new ownership came to the Dodgers in 2012, the Dodgers and



their foundation have redefined its role in the Los Angeles community, remaining focused on helping traditionally underserved youth yet in a coordinated, thoughtful and strategic manner.

Through a number of fan fundraisers, player contributions, fundraising events and various individual and corporate sponsorships, the Dodgers through its foundation receive contributions to support cornerstone programs such as the Dodger Dreamfields, signature partnerships like Vision to Learn and the Jackie Robinson Foundation, as well as grant making programs to local non-profits.

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Nonprofit & Corporate Citizenship

nominees, finalists and honorees

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Nonprofit & Corporate Citizenship Awards **2014** FINALISTS

• Corporate Social Responsibility Award

KROQ-FM



As an institution of popular Los Angeles radio, KROQ-FM has long recognized its capability to help non-

profit organizations in local neighborhoods. In the past, its financial contributions have even helped keep some local charities open and running. Proceeds from the station's three marquee events (KROQ's April Foolishness, Weenie Roast and Almost Acoustic Christmas) benefit charities that are close to the organization's hearts.

KROQ's 25th annual Almost Acoustic Christmas benefits Para Los Niños and Al Wooten Jr. Heritage Center. Para Los Niños is a non-profit family service agency designed to raise at-risk children out of poverty and into brighter futures through positive educational opportunities and support. The Al Wooten Jr. Heritage Center provides a safe after-school environment for hundreds of boys and girls in South Central Los Angeles. KROQ helped finance a computer lab for the Al Wooten Jr. Heritage Center. Proceeds from Kevin & Bean's April Foolishness have been donated to the Wounded Warrior Project, Cedars-Sinai NICU and most recently The Fisher House.

SIDLEY AUSTIN LLP



Sidley Austin LLP is a global law firm with more than 1800 lawyers. The Los Angeles office, led by Office Managing Partner Michael Kelley, has 240 employees with 141 lawyers. The office has made pro bono work and community outreach an integral element of its culture.

The office contributed more than 11,000 hours of legal counsel in 2013 in support of numerous organizations including the ACLU, Los Angeles Center for Law and Justice, Bet Tzedek, Latino Justice PLRDEF, Skid Row Housing Trust and Public Counsel. In addition, employees of the firm regularly contribute time, money and goods for organizations such as the LA Regional Food Bank, LA Public Library book drive, the Revlon Run-Walk for Women and Public Counsel's Run for Justice. With respect to the latter, Sidley has raised more money than any firm for the last three consecutive years, and was the first business to do so.

UNION BANK



The American Heart Association (AHA) and Union Bank have formed a long-standing relationship and have been working together for 27 years in an effort to build healthier lives, free of cardiovascular diseases and stroke. Union Bank made a three-year, \$1.1 million sponsorship agreement from 2010-2013. During that time, they became the number one Nationally Ranked Heart Walk Team for 2012 and 2013—the second and third time the bank has earned this distinction.

Bank employees, family, friends and customers collectively raised more than \$580,000 during the 2013 Heart Walk campaign. In addition, they have extended their Heart Walk participation nationwide in cities such as New York, Chicago and Atlanta. The success of the 2010-2013 partnership led to a new and exciting \$1.9M sponsorship for 2014-2016 across multiple markets. Over the last six years alone, Union Bank and its employees have donated more than \$4 million in support of the AHA's critical research, education and prevention programs.

42 JACKIE ROBINSON

"A LIFE IS NOT IMPORTANT EXCEPT IN THE IMPACT IT HAS ON OTHER LIVES."

-JACKIE ROBINSON

Nonprofit & Corporate Citizenship Awards **2014** Honoree

IN-KIND SUPPORTER OF THE YEAR

DANIEL GRUNFELD *PARTNER AND LEADER OF WEST COAST LITIGATION PRACTICE* MORGAN, LEWIS & BOCKIUS LLP



DANIEL Grunfeld is a partner and leader of the Morgan Lewis West Coast Litigation Practice. He focuses his practice on commercial litigation and counsels clients in industries including healthcare, entertainment, energy, and hospitality. He advises clients on litigation, trial, and settlement strategy and has served as lead counsel in numerous high-profile litigation matters. Grunfeld dedicates a portion of his practice to the development of strategies and opportunities in the areas of life sciences, green technology and alternative energy, and nonprofits. His extensive pro bono practice complements his fee-generating practice and is characterized by his willingness to undertake large and complex "impact" litigation on behalf of extremely large classes of disadvantaged persons.

His entire career has been marked by outstanding achievement and an abiding commitment to his community and to proactive corporate social responsibility. Before joining Morgan Lewis, he served for nine years as President and Chief Executive Officer of Public Counsel, the largest pro bono public interest law firm in the nation, during which time the firm more than doubled in size and expanded its scope nationally and internationally. He currently sits on Public Counsel's board, co-chairs the planned giving committee, and sits on the strategic planning committee. From 2007 to 2009, he served as a member of Los Angeles Mayor Antonio Villaraigosa's Executive Team, where he prioritized and implemented the mayor's policy agenda in sectors such as energy and environment, economic development, homelessness prevention, and job creation.

In addition to many years of service to various public service organizations, one of the most significant examples of his ongoing contributions to non-profit organizations occurred this year. Grunfeld continued working with Public Counsel after his tenure as President and CEO ended in 2007, and in April of this year they achieved a major victory for Los Angeles County's poor and homeless. Working pro bono as lead counsel with Public Counsel and a team of 21 other lawyers representing a coalition of advocates for Los Angeles' most vulnerable citizens, Grunfeld settled a class action lawsuit that stands to benefit more than 100,000 of the county's poor and homeless. Pending court approval, the settlement will lead to important reforms in the county's General Relief program.

Congratulations
to this year's recipients!

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NAI Capital Congratulates
Patricia Kennedy on her
Nomination for
Los Angeles Business
Journal's Nonprofit &
Corporate Citizenship
Awards



Patricia Kennedy
Step Up 4 Vets
Founder & President

Step Up 4 Vets is a national nonprofit organization created to assist our veterans as they return to their families, communities and civilian lives secure in the knowledge that they are not alone and will never be forgotten.

Our respect for their service and sacrifice is in our commitment to their future. For more information please contact www.StepUp4Vets.org.

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Nonprofit & Corporate Citizenship Awards **2014** **FINALISTS**

• In-Kind Supporter of the Year

LESTER O. BROWN
PERKINS COIE LLP



PERKINS Coie, LLP is an international law firm with nineteen offices spanning the globe. Les Brown is a partner in Perkins' Insurance Coverage Litigation and Environment, Energy & Resources practice groups. In addition, he has worked directly on and supervised firm colleagues on two large pieces of impact litigation undertaken on a pro bono basis through Bet Tzedek Legal

Services. Bet Tzedek is an organization that helps those who cannot afford a private attorney and focuses on vulnerable groups, like seniors, frail elderly, adults with intellectual or developmental disabilities and their caregivers; low-wage workers; Holocaust survivors; and those caring for the children of relatives.

For a number of years, Perkins has provided financial support to Bet Tzedek, representing numerous Holocaust survivors seeking reparations. Since 2010, Perkins has contributed over 6500 hours of pro bono work to Bet Tzedek, and in 2012, Perkins made a bold and unprecedented commitment to co-counsel with Bet Tzedek on two significant impact lawsuits.

NEIL CARREY
OF COUNCIL
BAKER & HOSTETLER LLP

NEIL Carrey is an attorney who practices law on behalf of Baker & Hostetler. He is also the pro bono coordinator for the LA office and oversees the firm's quarterly donations to nonprofit recipients.

Carrey also performs a substantial amount of the pro bono work done in the LA office.

He generally spends between 20 and 30 hours per week on nonprofit and civic activities and financially supports and does pro bono work for most of the nonprofits with which he is associated. Currently he is associated with a broad spectrum of worthy organizations, including Padres Contra El Cancer, for which he is a past president, presently President Emeritus and in his 13th year as a Board Member. He is also a past president and is in his 17th year as a Board Member for the Santa Monica Police Activities League, for which he also helped create and run a scholarship program.

MIKE CHEN
PARTNER
KAUFMAN, SCHMID, VILLALUNA,
CHEN & MULLEN LLP



MIKE C. Chen is the Partner-in-charge at Kaufman, Schmid, Villaluna, Chen & Mullen, LLP, where he specializes in Accounting & Auditing and Business Advisory Services. Chen has experience spanning over a decade in both public and private accounting.

Chen and his firm have provided a unique level of support to the Gumball Foundation, a non-

profit that seeks to foster the next generation of creative social entrepreneurs equipping them with the tools and equipment to start healthy vending micro-ventures, partnering up with small businesses and corporate offices. Chen and the firm provide professional support and expertise with financial compliance, counsel, filling all required forms to be in compliance with the State of California the IRS and Guidestar in order for the Foundation to be transparent and credible to all who need to see what it has been able to do with minimal funding. As a result of this help, Gumball Foundation no longer needs a fiscal sponsor and has been awarded its own 501(C)(3) designation.

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Nonprofit & Corporate Citizenship Awards **2014** NOMINEES

24 Hour HomeCare**360 Degree Solutions/
Weingart Center Association****Affordable Healthcare Review****Akin Gump Strauss****Hauer & Feld**

Frank Reddick
Partner

**AltaMed Health
Services Corporation**

Remi De La Rocha
Director of Provider Network
Management

**Alzheimer's Association,
California Southland Chapter**

Susan Galeas
President & CEO

**Art Center College of Design/
The Design Accelerator****Atkinson, Andelson, Loya,
Ruud & Romo**

James Romo
Managing Partner

Bolton & Company**Break the Cycle**

Darlene Kiyan
Executive Director

Cats at the Studio

Elyse Mayberry
Founder

Centro Latino for Literacy

Mari Riddle
President & CEO

Christian Outreach In Action**Chroman Law**

Steven Chroman

Clifford Beers Housing, Inc.

Christian Ahumada
Executive Director

**Education Through Music-
Los Angeles**

Victoria Lanier
Executive Director

**Glendale Adventist
Medical Center**

Bruce Nelson
Director of Community

**Glendale Community
Free Health Clinic**

Arbi Ghazarian, M.D.

Golden Road Brewing**Greater Los Angeles Association
of Legal Administrators****Hackman Capital Partners**

Michael Hackman
Founder & CEO

Hands for Hope

Lydia Floyd
Executive Director

Happy Trails for Kids

Susan Abrams
President

Heal One World**Holland & Knight**

Karl Lott
Partner & Senior Counsel

Homeboy Industries

Thomas Vozzo
Chief Executive Officer

Housing Corporation of America

Nuri Amanatullah
Field Service Coordinator
Nicole Weinstock
Resident Service Manager

Congratulations

to

Five Acres and CEO, Chanel Boutakidis

Los Angeles Business Journal
Nonprofit & Corporate
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"Organization of the Year"

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Charles Belk
Producer/Owner

Independent Film & Television Alliance
Robert Newman
Vice President of Finance & Accounting

Jewish Big Brothers Big Sisters of Los Angeles
Randy Schwab
CEO

Jewish Vocational Services

Klar & Associates
Deborah Klar
Principal Attorney

Long Beach Rescue Mission

NewFilmmakers Los Angeles

NorthStar Moving Company
Laura McHolm
Co-Founder & CMO

Operation USA
Richard Walden
CEO/President/Founder

Pillsbury Winthrop Shaw Pittman
James Rishwain, Jr.
Firm Chair

Powered By Youth Foundation

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RBC Wealth Management
Donald Schwarz
Senior Vice President

Relativity Media

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Senior Star Power
Jackie Goldberg
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Marisol Camelo
President

Step Up 4 Vets
Patricia Kennedy
Founder & President

The Guardians of the Los Angeles Jewish Home
Megan Schnaid
Manager

The Institute of Advanced Laser Dentistry
Dr. Robert Greg II
Dr. Delwin McCarthy
Co-Founders

The Posse Foundation
Tamara Craver
Director

Union Rescue Mission
Reverend Andy Bales
CEO

Walmart
Kim Sentovich
Senior Vice President, Pacific Division

Wood, Smith, Henning & Berman
Daniel Berman
Founding & Managing Partner

Woodbury University
Ken Jones
Vice President, Finance & Administration

Young Warriors
Jason Hill
Founder & CEO

Morgan Lewis

We proudly salute our partner
Daniel Grunfeld
and all of the 2014
**Nonprofit & Corporate
Citizenship Award**
nominees for their
dedication to serving the
needs of our community.



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NONPROFIT & CORPORATE CITIZENSHIP AWARDS 2014 **EVENT SCENE**



Honorees accept their awards (clockwise from top left): Jonathan Weedman of Wells Fargo, Renata Simril of the Los Angeles Dodgers, Adam Garone of the Movember Foundation, Leroy Hughes of Ernst & Young, Stephen Henning of Wood, Smith, Henning & Berman, Daniel Grunfeld of Morgan, Lewis & Bockius, Stanford Rubin of Loeb & Loeb/Arthritis Foundation, Vince Bryson of Ronald McDonald House Charities of Southern California, Matt Toledo of the Los Angeles Business Journal, Maribel Marin of 211 Los Angeles County, Adrienne Rubin of the Arthritis Foundation, Claire Wineland of Claire's Place Foundation, Isabelle Fox of Mending Kids International, Ali Torre of the Joe Torre Safe at Home Foundation, and Patricia Giggans of Peace Over Violence - Denim Day Team.



Clockwise from above: More than 500 attendees were on hand for the Business Journal's Nonprofit & Corporate Citizenship Awards reception and luncheon at the LA Hotel Downtown; Jonathan Weedman of presenting sponsor Wells Fargo; honoree Claire Wineland of Claire's Place Foundation.





LOS ANGELES BUSINESS JOURNAL

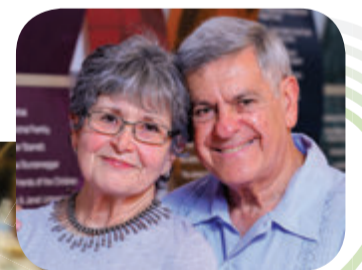
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NONPROFIT & CORPORATE CITIZENSHIP AWARDS 2014 EVENT SCENE



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Fisher House
Cedars-Sinai NICU
Heal The Bay
The Surfrider Foundation**

**WE VALUE OUR PARTNERSHIP WITH
THESE ORGANIZATIONS. HUGE THANKS TO THE
LOS ANGELES BUSINESS JOURNAL FOR THE RECOGNITION.**