

BRANDED CONTENT



CORPORATE PHILANTHROPY &

Giving GUIDE

Fostering Community Support in the San Fernando Valley

KAISER PERMANENTE SERVES as a trusted health partner in the San Fernando Valley. Since 1945, the Panorama City and Woodland Hills Medical Centers—along with a network of Medical Office Buildings—have provided high-quality, affordable care across the region. Beyond clinical services, Kaiser Permanente is committed to addressing social drivers of health and promoting long-term well-being.

LEADERSHIP ROOTED IN COMPASSION

Guided by leaders like Camille Applin-Jones (Panorama City) and Murtaza Sanwari (Woodland Hills), teams of medical directors and administrative officers work daily to fulfill Kaiser Permanente's mission: improving the health of members and the communities they serve.

INVESTING IN COMMUNITY HEALTH

In 2024, Kaiser Permanente invested over \$1.2 billion in Southern California communities. These investments are guided by partnerships with community-based organizations, safety net clinics, schools, faith groups, cities, service providers, county departments, and health systems. In addition to grants, Kaiser Permanente offers technical assistance, training, volunteers, and collaborates on tailored solutions to meet local needs.

INCREASING ACCESS TO CARE & COVERAGE

Kaiser Permanente's Community Health Care Program provides a coverage subsidy for people with low incomes who have no access to a comprehensive employer-sponsored health plan, do not qualify for Covered California, and earn slightly too much to qualify for Medi-Cal. The goal of the program is to improve the health of individuals and communities by expanding health coverage and access to more people. To reach people in need of health care coverage, Kaiser Permanente awarded funding to organizations who have trained health navigators fluent in multiple languages providing appropriate health care enrollment services.



CREATING ECONOMIC OPPORTUNITIES

The Summer Youth Employment Program introduces 170 underserved high school students in Los Angeles County to health care careers through hands-on experience and workshops. The Hippocrates Circle Program engages 273 LAUSD 7th and 8th graders, connecting them with physicians who reflect their backgrounds and encouraging interest in medical professions.

ADDRESSING HOUSING INSECURITY

Medical Respite programs provide short-term housing and care for unhoused individuals recovering after hospital stays—those too ill for the streets but not sick enough to remain hospitalized. Kaiser Permanente supports over 30 programs, including Harbor Care in Mission Hills, and helped launch a national certification program to ensure consistent, high-quality care. This initiative is led by the National Institute for Medical Respite Care in partnership with Kaiser Permanente.

SUPPORTING MENTAL HEALTH

Kaiser Permanente offers individual and group therapy, medication management, and digital self-care tools like Calm and myStrength. They also provide 24/7 crisis support via the National Suicide and Crisis Lifeline, along with mental health classes

and workshops to educate and empower the community.

VOLUNTEERISM AND ENGAGEMENT

Kaiser Permanente promotes volunteerism through partnerships with organizations like Hope the Mission, which combats poverty, hunger, and homelessness. Volunteers help with meal service, garden planting, and donation drives for clothing and toiletries.

LOOKING AHEAD

As Kaiser Permanente moves into 2026, priorities include supporting Medi-Cal recipients, charity care, health professions education, and research. Future goals focus on expanding initiatives around economic opportunity, housing, nutritious food, thriving schools, mental health, and strengthening the medical and social safety net.

Through these efforts, Kaiser Permanente remains a pillar of support in the San Fernando Valley—demonstrating that its commitment to health extends far beyond clinical care. With a holistic, compassionate approach, Kaiser Permanente continues to be a true partner in community well-being.

To learn more, visit about.kp.org/community-health.



Happy, healthy neighbors. That's our mission.

Kaiser Permanente is a proud supporter of healthier communities for all.

At Kaiser Permanente, we continuously strive to improve the conditions for health and equity in our communities. That's why we're excited to be a part of the San Fernando Valley. Our doors, hearts and minds are always open to help you thrive.

Learn more at about.kp.org/community-health



BOYS & GIRLS CLUB
OF THE WEST VALLEY

7245 Remmet Avenue, Canoga Park
(818) 610-1054 | theclub@bgcww.org
BGCWV.org
Established in 1992

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MISSION STATEMENT

To inspire and enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible adults.

SERVICE AREA

BGCWV serves 3,000 kids across the West San Fernando Valley. We have three sites in Canoga Park, one site in Chatsworth, three sites in Reseda, two sites in West Hills, one site in Winnetka, and three sites in Woodland Hills.

FAST FACTS

Charity Navigator Rating
BGCWV holds a four star rating from Charity Navigator

Percentage of total revenue that goes to cause (after operation expenses) 86%

GREATEST IMPACT IN 2025

BGCWV expanded programs. A new afterschool program at Haynes Elementary and expanded programs at Justice Street Elementary. The Psychomotor program serves 477 students every week, helping them develop their skills and love for physical activity.

FUNDRAISING EVENTS

We host seven signature events each year.
• December: **Not So Silent Night**

- February: **Youth of the Year**
- March: **Tee Off Fore Kids Golf Classic**
- May: **Table Talk Tea**
- June: **Future Ready Graduation and Great Futures Start Here Luncheon**
- November: **Cooper Literacy Event**

GIVING OPPORTUNITIES

The Club has a number of opportunities for giving. We have a robust individual and corporate giving program. We offer a number of events throughout the year you can sponsor. The most meaningful gifts are unrestricted gifts which allow us to ensure the areas of greatest need are met across all of our programs and activities.

VOLUNTEER OPPORTUNITIES

The Club welcomes volunteers for direct services with youth, special projects of support, and is seeking individuals interested in the highest level of service as a Board Member.

To learn more, go to bgcww.org/volunteer.

GOAL FOR 2026

- Serve more kids in the West San Fernando Valley.
- Improve the Club experience for all youth.
- Invest in our team to ensure they provide good mentorship through our enrichment programs.



BGC Advocacy Days in Sacramento: Keenend (BGCWV Staff), Moises (BGCWV member), Senator Caroline Menjivar, Haruki (BGCWV member), Geovanny (BGCWV CEO).



Richardson-25-4094: 2025 BGCWV Youth of the Year Finalists: Katie, Larissa, and Josselyn.

The VALLEY Needs Club Kids

Club Kids Need *You*.

Every day, young people across the West Valley find safety, mentorship, and opportunity at a Boys & Girls Club of the West Valley site. From homework help to enrichment in the arts, sports, and leadership programs.

Our Club opens doors to brighter futures with your involvement. We thank our 2025 Corporate Champions.

Visit www.bgcwv.org/cgp/ to learn how you can join this group of leaders in our community.

Join us in creating **GREAT FUTURES** at bgcwv.org/donate/





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cancersupportsgv.org
Established in 1990

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Ronald Valenta, *Philanthropist*
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Kristin Windell, *Philanthropist*

MISSION STATEMENT

Cancer Support Community Greater San Gabriel Valley is a safe space for all who are impacted by cancer to connect, share knowledge, and embrace hope. We walk alongside our participants and their medical team, providing evidence-based knowledge and professionally led psychosocial emotional support and activities as a proven method to enhance medical outcomes. We welcome patients, caregivers, survivors, families, and those experiencing loss with kindness and understanding, ensuring

that our community-funded programs, activities, and services are provided to all, always at no cost – ever.

SERVICE AREA

Greater San Gabriel Valley

FAST FACT

Percentage of total revenue that goes to cause (after operation expenses) 83%

FUNDRAISING EVENTS

- 35th Annual Angel Gala
- 14th Annual San Marino Motor

Classic – Symphony of Cars Gala
• 2nd Annual Sip, Savor, Support

GIVING OPPORTUNITIES

- 2024 End of Year Appeal
- 2025 Summer Appeal

VOLUNTEER OPPORTUNITIES

- Administrative Support
- General Office Support
- Hand-Delivery Support
- Program Support
- Outreach Support
- Special Events



The Angel Gala Committee poses for a photo at the 35th Annual Angel Gala. The Gala raised a record-breaking \$650,000.



Offering *free* support
and programs to
anyone impacted
by cancer.
Make a donation
in honor of
a loved one today.

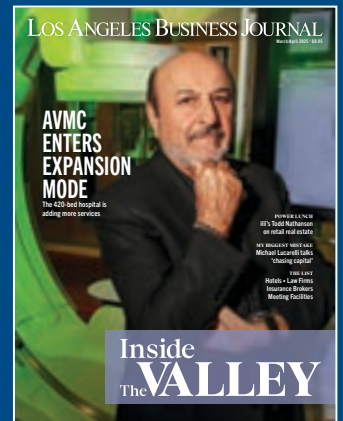
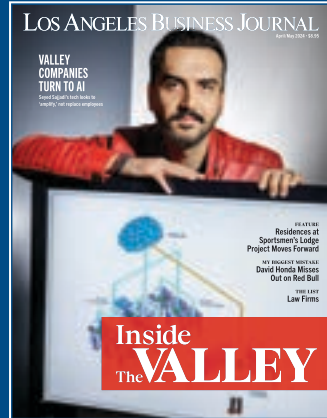
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Established in 1976

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LEADERSHIP

Executive Leadership

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MISSION STATEMENT

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

SERVICE AREA

CCRC serves Northern Los Angeles County and the entirety of San Bernardino County (22,500 square miles).

FAST FACT

Percentage of total revenue that goes to cause (after operation expenses) 92%

FUNDRAISING EVENTS

Every child deserves a happy holiday. From October through December, fundraising events go towards CCRC's Adopt a Family campaign which gives gifts, books, food, and other essential items to children and families who need it most.

CCRC's Backpack and School Supply Drive starts in June, and organizations are invited to collect much needed school supplies.

Consider donating new items or contributing to any of our campaigns through the CCRC website.

The agency collects and distributes critically needed items such as hygiene products, diapers, formula, age-appropriate books and more. Contact CCRC to host a bin at your location.

GIVING OPPORTUNITIES

The agency welcomes direct one-time or recurring donations, as well as partnership opportunities such as cause marketing, donation drives, and gift matching.

VOLUNTEER OPPORTUNITIES

CCRC welcomes volunteer groups and individuals to participate in our signature Play Day events held throughout the year.

GOALS FOR 2026

- Connect children and families to the right services at the right time.
- Build the capacity of the people, organizations and groups that impact child, family and community success.
- Increase and align public investments for whole child/whole family services.



CCRC Board of Directors Meeting August 2025.



Help CCRC Fill the Fridge for children and families

Child Care Resource Center's (CCRC) **Fill the Fridge** campaign adds refrigerated items to our already successful food and basic needs distribution program.

Items include dairy and eggs, fresh fruits and vegetables, frozen, and shelf stable items, diapers, wipes and other family necessities.

Help us fill the fridge at:
www.ccrcca.org/fill-the-fridge/





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Retired (LA Times
Valley & Ventura Editions)
Taylor Vernon
Attorney
Alma Adelina Lopez,
M.D.
Kaiser Permanente

MISSION STATEMENT

With dignity and respect, MEND's mission is to meet the immediate needs of individuals and families and strengthen their capacity to thrive.

SERVICE AREA

San Fernando Valley (directly) and LA County (through our food pantry partners who receive food from MEND)

FAST FACTS

Charity Navigator Rating:

Four Stars

GuideStar Rating:

Platinum

Percentage of total revenue that goes to cause (after operation expenses) 90.6%

GREATEST IMPACT IN 2025

As of September 30, 2025:

- Distributed 2.5 million pounds of food
- Served 26,303 unique low-income or homeless people

- Provided 712 unique individuals with one-on-one help to find a job, improve their health or access mental health services.

FUNDRAISING EVENTS

- **Spring Donor Get Together** Reception, May 3
- **Back to School Stars** backpack distribution, July 19
- **MEND Day**, August 16
- **Community Summer Wellness Fair**, August 30
- **Dignity Awards Gala**, October 16
- **Season of Thanks & Giving** – November Harvest Distribution, November 15
- **Forever Fabulous Feast** – Brunch for poor seniors, December 9
- **A Seat at the Table** – Brunch for the Homeless, December 11
- **A Season of Thanks & Giving** Holiday Distribution – December 20

GIVING OPPORTUNITIES

Food retailers have reported having less excess inventory to donate

to food banks like our Community Nourishment Program. We have been supplementing the shortage by purchasing food to ensure that people who come to us do not struggle further with food insecurity. This is an area of biggest need.

Funding for Gateways to Employment services offer job development & placement support to people who experience barriers to employment, including seniors seeking to return to work because their retirement is inadequate, and others who are hard-to-place in conventional employment due to language, skill or work experience deficits.

Support for our First Step services for people who are homeless, which provides curated food bags packed with nutritious & high protein food, clean clothing, and other resources like sleeping bags and blankets. The service also offers referrals to other agencies offering help that our clients need.



The Impact You Help Make Every Year.

- 34,000 unique people served
- 3.5 million lbs. of good nutritious food to vulnerable people
- 1,000 people find jobs, improve their health, and build better lives.

Your generosity turns struggle into stability.





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Michele Stroman McGuire,
Community Volunteer, Artist

Bill Van Laningham, *Philanthropist*

MISSION STATEMENT

Tierra champions inclusion and value for all people with disabilities through creative pathways to employment, education, and the arts.

SERVICE AREA

The Greater Los Angeles Area, with a focus on the San Fernando, Santa Clarita and San Gabriel Valleys as well as parts of San Bernardino County.

FAST FACT

Charity Navigator Rating
Four Stars



Tierra del Sol Artists at West Hollywood Gallery Group Show.

VOLUNTEER OPPORTUNITIES

Gardening on Tierra's Campus in Sunland. Volunteering at Tierra's Treasures, Thrift Shop in Burbank, Assisting artists with special projects in Studios or volunteering at Gallery Openings.

GIVING OPPORTUNITIES

Visit tierradelsol.org/donate



Tierra champions inclusion and value for all people with disabilities through creative pathways to employment, education, and the arts. Tierra has decades of experience with job training, placement, and long-term employment supports.

We are here to help you meet your diversity, equity, and inclusion goals.



tierradelsol.org

US Charitable Giving Grew to \$593 Billion in 2024

THE LATEST EDITION of Giving USA:

The Annual Report on Philanthropy, the longest-running and most comprehensive report on the sources and uses of charitable giving in America, has been published. It is published by Giving USA Foundation, a public service initiative of The Giving Institute. It is researched and written by the Indiana University Lilly Family School of Philanthropy at IU Indianapolis.

For the first time in three years, total giving outpaced inflation as inflation rates moderated from those seen in recent years.

Growth in total giving in 2024 was similar to the 40-year averages – 5.5% in current dollars (2.7% adjusted for inflation) – signaling a positive year aligned with long-term trends.

“Total giving in 2024 reached record levels in current dollars and grew at a rate consistent with long-term trends—clear evidence of Americans’ enduring generosity and the value they place on nonprofit work,” said Wendy McGrady, chair of Giving USA Foundation and President and COO of The Curtis Group. “Even as many organizations face ongoing uncertainty, this year’s Giving USA data offers a strong baseline for understanding where philanthropy stands today—and how donors continue to show up for the causes they care about. We will keep listening to the field, but one truth remains: generosity is alive and well in America.”

“We see the strength and resilience of charitable giving in a year like 2024, as growth in total giving returned. The role of the individual donor cannot be overstated. Individuals were responsible for the largest share of all donations made last year and they continue to play a central role in our nation’s philanthropic sector,” said Amir Pasic, Ph.D., the Eugene R. Tempel dean of the Indiana University Lilly Family School of Philanthropy.

Other observations:

- Giving by individuals, corporations



and foundations all increased in current dollars amid a strong economy. Adjusted for inflation, giving by individuals and corporations grew.

- Individual giving – which comprises two-thirds of all giving – was boosted by the rising stock market and personal income.

- Strong GDP and corporate pre-tax profits extended the recent gains in corporate giving. Corporate giving reached its highest level on record in both current and inflation-adjusted dollars.

- The strong stock market contributed to increased foundation asset values, with foundation grantmaking surpassing the \$100 billion mark for the third straight year. Bequest giving, which often fluctuates from one year to the next, decreased slightly.

“Overall, it was solid year in economic terms, with most of the economic indicators that affect giving showing broad growth. Financial and economic security drives increases in giving – people give

when they feel financially and economically secure – and that occurred in 2024,” said Una Osili, Ph.D., associate dean for research and international programs at the Indiana University Lilly Family School of Philanthropy. “While inflation moderated, it remained higher than the rates to which Americans previously had been accustomed. Its lingering impact may have continued to affect everyday donors’ giving.”

Among the categories of nonprofits that receive charitable giving, four of nine subsectors reached their all-time highs in 2024, even when adjusted for inflation: education; health; arts, culture and humanities; and environment/animals.

Some of the highest growth in giving was seen in the public-society benefit, international and education subsectors, each of which rebounded from declines in 2023.

For more details on Giving USA, visit givingusa.org.

Affluent Americans Increase Donations by 30 Percent

Volunteering makes a post-pandemic comeback; those who volunteer give twice as much

AFFLUENT AMERICANS are giving more and giving with purpose, even as fewer are giving. The newly released 2025 Bank of America Study of Philanthropy, conducted in partnership with the Indiana University Lilly Family School of Philanthropy, found that total charitable contributions from affluent donors have surged more than 30% since 2015. In 2024, their giving was 10 times higher than the latest available levels for the general population. Yet participation in giving is narrowing: 81% of affluent households made charitable donations in 2024, down from 91% in 2015.

“This year’s study highlights a desire among affluent Americans to make a real difference — often in their own backyards — by combining financial contributions and active engagement,” said Katy Knox, president of Bank of America Private Bank. “It’s inspiring to see so many individuals committed to positive change.”

The biennial study offers an in-depth look at the evolving philanthropic landscape among affluent households. This year’s report found volunteering is making a comeback, rising from 30% in 2020 to 43% in 2024. Volunteers aren’t just giving their time. They give more, with average donations more than double those of non-volunteers.

“Through this study, we illuminate how affluent donors, advisors and non-profit organizations navigate today’s changing philanthropy landscape,” said Amir Pasic, Eugene R. Tempel dean at the Indiana University Lilly Family School of Philanthropy. “In particular, personal connection and in-depth knowledge are central to the higher levels of engagement with their giving and with nonprofits that we see among more generous donors.”

Notable themes from the study



include:

- **Donors prioritize causes close to home.** On average, affluent donors gave to five organizations in 2024, with 79% supporting their local communities. The causes to which the largest percentages of donors gave were basic needs (43%) and religious services/development (38%).

- **A household-centered approach to giving.** 46% of affluent households reported making charitable decisions jointly with their spouse or partner, while an additional 11% said they collaborate on some giving decisions. However, only 13% of donors report involving children, grandchildren or younger relatives.

- **Religious organizations attract the highest share of dollars.** 39% of affluent dollars donated were given to religious organizations, followed by causes focused on basic needs (16%) and higher education (14%).

- **Strategic giving vehicles are on the rise.** In 2024, 18% of charitable gifts were made through giving vehicles,

up from 11% nine years earlier. 24% of affluent households have a giving vehicle, and 48% of affluent households with a net worth between \$5 million and \$20 million have or plan to establish a giving vehicle within the next three years.

- **Giving with intention.** Over 40% of affluent donors have a giving strategy, 45% have a giving budget and 20% actively monitor the impact of their gifts. 62% of those who consider themselves “philanthropic experts” evaluate the impact of their gifts.

- **Expert givers give more.** On average, those who identify as expert givers give more than six times more than those who identify as novices.

- **Affluent donors have a variety of philanthropic identities.** The study highlights five unique donor profiles: steadfast supporters, devout donors, entrepreneurs, changemakers and philanthropic experts.

Learn more at bofa.com.