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NOVEMBER 2024

THE PRIORITY CENTER



# NEWSLETTER

## Brighter Futures

*Help Make the Holidays Brighter for Families in Need*



### ADOPT A FAMILY IN NEED THIS HOLIDAY SEASON

Join The Priority Center's Brighter Futures program and make a significant impact in the lives of families facing hardship in Orange County.

#### Ways to Get Involved:

- Adopt a Family: Become a "Santa" and fulfill holiday wish lists and spread joy to families.
- Corporate Giving: Support families in crisis with a company donation.
- CSR Volunteer Service Days: Engage your team with holiday volunteer activities.
- Employee Giving Match: Double employee donations with a match.
- **#GIVINGTUESDAY - Dec 3**  
Make a gift online to support TPC on this global day of giving

All donations are tax-deductible

#### Bring Holiday Joy This Year

We invite you to become a "Santa" by adopting a family in need this holiday season. Your generosity will bring joy and relief to families who often struggle to provide even the most basic gifts.

**Click "Become a Santa" to adopt a family in need now.**



[Become A Santa!](#)



To learn about corporate sponsorship opportunities, please contact Shahana Shah at [sshah@theprioritycenter.org](mailto:sshah@theprioritycenter.org)

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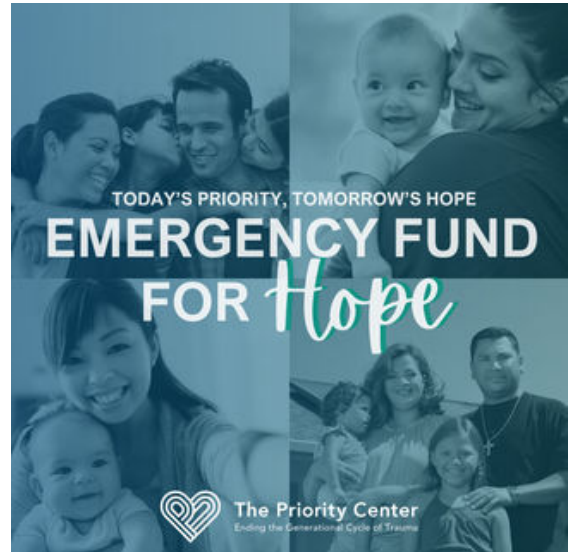
## SUPPORT OUR EMERGENCY FUND

The passage of Prop 1 has created an urgent crisis for The Priority Center, redirecting 30% of critical mental health program funding to state initiatives. As a result, our \$2.2 million Adult In-Home Crisis Stabilization Program, which has saved countless lives in Orange County, will be lost.

This shift in funding has created a significant gap in our budget, and we need the community's support to continue delivering other essential services.

By donating to our Emergency Fund for Hope campaign, you can help us sustain our remaining life-saving programs, which support over 6,700 children and families annually. Your contribution is vital to ensuring these programs continue to make a lasting impact.

Join us in this life-saving effort. Together, we can continue to care for our vulnerable adult community when they need us most.



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**Please watch the video below to learn more from our President and Executive Director, Lisa Fujimoto.**



Lisa Fujimoto, CEO

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## WELCOME TO THE TEAM

### **Mark McConnell** **Board Member**

We are thrilled to welcome Mark McConnell, Senior Managing Director at McDermott + Bull, as the newest member of our board. With over 25 years of leadership experience, Mark's expertise and dedication make him a valuable addition to our organization. We are honored to have him on board and look forward to the positive impact he will bring to our mission.

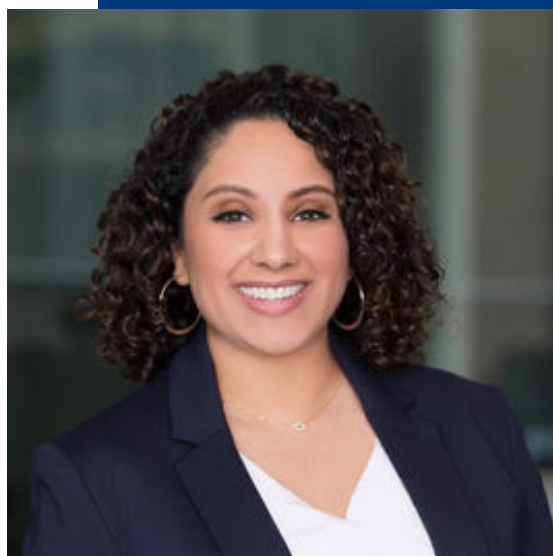


### **Deborah Fasola** **Chief Accounting Officer**

We're excited to announce Deborah Fasola as our new Chief Accounting Officer. With extensive experience managing financial integrity across diverse industries—including automotive, construction, and nonprofits—Deborah brings strong expertise in finance, budgeting, and strategy. Her critical thinking and ability to thrive in challenging situations make her a valuable addition to our team!

### **Shahana Shah** **Chief Development Officer**

We are excited to welcome Shahana Shah as our Chief Development Officer at The Priority Center. With over 15 years of nonprofit experience, including her impactful work at the Tiger Woods Foundation, Shahana brings a strong background in fundraising, strategic partnerships, and equity-focused initiatives. Her passion for creating lasting change in her Orange County community aligns perfectly with our mission to support those in crisis and break cycles of trauma.



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## PROGRAM HIGHLIGHT

### SFYC: Services for Families with Young Children

The Services for Families with Young Children (SFYC) program helps families create safe and nurturing home environments while providing guidance on their child's development or behavior. SFYC identifies developmental delays and behavioral issues as early as possible, connecting families with appropriate services and support.

#### Core Program Elements

- Child Screening and Evaluation
- Trained staff conduct in-home or virtual screenings to assess a child's development and behavior, identifying any early delays or issues.
- Individualized Service Planning
- Based on the screening results, the team collaborates with the family to develop a personalized service plan, which may include referrals to early intervention programs or other services.
- Short-term Parenting Support
- One-on-one parenting support is provided through the evidence-based Triple P (Positive Parenting Program) to help parents build positive parenting skills and create a nurturing home environment.
- Community Training
- SFYC staff offer training to community organizations, schools, and shelters to help them recognize early signs of emotional and behavioral issues in children, encouraging early intervention.



[Click here to learn more about our life changing programs](#)



### Stay Connected

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