



The Priority Center
Ending the Generational Cycle of Trauma

BOARD OF DIRECTORS MEETING

January 21, 2025

Meeting begins promptly at 3:00 pm
at Webb's Distillery & Brewery





Meeting of the Board of Directors Agenda

Tuesday, January 21, 2025, 3:00 pm-4:30 pm
Webb's Distillery & Brewery – 7 Journey, Aliso Viejo, CA

AGENDA:

- **Chairman's Welcome & Introduction – Colleen Rogers, Chair**
 - Board of Director's meeting dates FY 2024-2025
 - Birthdays
- **Executive Director Report – Kathy McCarrell**
 - State of the Union - First 50 Days
 - Where We Have Been and Where We Are
 - Vision Moving Forward
- **Finance Report – Paul Godby & Deborah Fasola**
 - Profit and Loss Report
 - Balance Sheet
 - FY 2025 – Revenue / Cash Flow Forecast – 01.02.2025
 - TPC Funding Needs
- **Fund Development Report – Marc Reich**
 - Events -June 1, 2025
 - Coastal Food & Wine Event
 - Sponsorships
 - Target List
 - Grants & Corporate Relations Report
 - January Grant Activity Summary
 - Corporate Prospects
- **Consent Calendar / New Business – Colleen Rogers**
 - Approval of November 2024 Minutes
- **Adjournment followed by Social Hour**

Board of Directors

- ☐ Colleen Rogers
- ☐ Paul Godby
- ☐ Marc Reich
- ☐ Richard Swinney
- ☐ Kimberly Valley
- ☐ Andrew Phillips
- ☐ Athena Wong
- ☐ Casey Roberts
- ☐ Catherine Sorensen
- ☐ Debashis Chowdhury
- ☐ Ed Inal
- ☐ Gregory Washer
- ☐ Hogi Kurniawan
- ☐ John Hoefer
- ☐ Jeremy Webb
- ☐ Madison Spach
- ☐ Mark McConnell
- ☐ Rachel Ng
- ☐ Roger Armstrong
- ☐ Susan Crockett
- ☐ Vanessa Dixon



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Welcome & Introduction

Colleen Rogers, Board Chair



Dates for the FY 2024-2025 Board of Director's Meetings

- Tuesday, March 18th, 2025
- ***ANNUAL BOARD OF DIRECTOR'S MEETING ***
Tuesday, May 20th, 2025

In addition, please find the Board of Directors FY2024-25 calendar at the end of this packet.

Happy Birthday

- **February**
 - Sue Crockett – February 5
 - Marc Reich – February 23
- **March**
 - Paul Godby – March 2
 - Catherine Sorenson – March 6



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Executive Director Report

Kathy McCarrell, Interim CEO



Interim Chief Executive Officer Report

Summary: The past 7 weeks since my return to The Priority Center have been incredibly rewarding. I am deeply grateful to the Executive Board and the board members I've had the privilege of connecting with for your invaluable expertise, collaborative support, and genuine warmth. The staff have been exceptionally welcoming and supportive. While we face some challenges, we remain a respected organization with a \$9 million budget, impacting over 34,000 individuals annually with exceptional programs that leave an indelible mark in the lives of those we touch.

Staffing and Programs- We currently have 95 employees

- Our Chief Program Officer, Shireen Varga resigned in December to take a job in Sacramento as the Executive Director of a non-profit organization. She is excited about the opportunity as it is next step in her career.
- I am pleased to announce that Bill Tornquist, our former Chief Program Officer, has been hired to take on the position previously held by Shireen. This news was met with great enthusiasm by both our staff and contract administrators at the County, as Bill is highly respected by both groups. Bill will begin his new role on February 10th, working remotely from Colorado, with the exception of one week per month when he will be on-site at our offices (at his own expense). While Shireen was a well-liked supervisor and her resignation raised some concerns, I am relieved to report that, upon learning of Bill's return, we did not experience any turnover among our program staff.
- Our Basic Needs contract has been extended for an additional 2 years which will take it to 2028. In addition, additional funds were provided mid-year to the contract and we've been notified that an additional amount will be added before the end of this contract year. This program has performed exceptionally well, distributing about \$500,000 worth of furniture, cribs, car seats, refrigerators etc. and grocery gift cards for people on the edge of poverty throughout OC.
- Adult Crisis Mental Health program- We have been able to promote a Program Supervisor into a Program Director role and hire a new highly qualified replacement despite being a contract that is scheduled to end July 30. Staffing now looks very stable for this program.
- Children's Crisis Mental Health program- We have been able to hire two new therapists this month for this program which has greatly assisted the current staff with the 24 hour on-call responsibilities.
- I contacted all of our County contract monitors to introduce myself. They all expressed appreciation for the fact that I have previous contract experience combined with the fact that we rehired Bill boosted their confidence in us.

New Potential Funding Sources

- As a result of Proposition 1 and the restructuring of the Mental Health Services Act, significant funding has been redirected to the State through the California Department of Health Care Services. Several new funding opportunities are now available to support the population we serve. We are well-positioned to apply for these funds and are currently in the process of preparing a grant application to the state (Due March 7). One particular funding source, called *Path Cited*, aligns well with our goals, and we are optimistic about our chances of receiving it. Funding decisions will likely be announced by May, but funds will not be distributed until September or October, we plan to request between \$300,000 and \$500,000. The good news is that if



awarded, this funding will be allocated annually without the need for re-application. This grant will allow for us to add additional wrap around services to the families we serve as well as new ones that qualify for CalOptima.

Lease Termination

- We are scheduled to vacate our current location by May 8th. We are currently looking at space in another suite in the same complex which will cost approx. \$10,000 per month rather than the current \$ 43,000 monthly. In addition, have been offered 3,000 square feet co-located with other non-profits in a building owned by Big Brothers Big Sisters (nearby) for a cost of approximately \$3,000 per month.
- We have begun preparations for the move. Unfortunately, we were unable to find a buyer for our work cubicles (we have 90 of them), and there are costs associated with dismantling and removing them. The good news is that we have partnered with Goodwill and the United Way, who have graciously agreed to accept the donation of all the cubicles we are not taking with us to our new location. They will handle the breakdown, pickup, and transportation of the cubicles, saving us considerable costs.

Cost Savings

- A key priority of mine has been to look for ways to cut our expenses and work leaner. We have been able to cut approximately \$158,000 worth of expenses (including 3 staff members who were great to have but not absolutely essential, including my assistant Sonia). We are re-bidding all of our contracts and have closed a storage space we operated for \$900 per month which held more cubicles. We are currently in contract negotiations to lower the costs of our contractors, i.e., copier company (\$30,000 per year) and IT support (\$50,000 per year). A few years ago, TPC accepted the donation of a Time Share (2 weeks) in Palm Springs. We have been paying \$2,500 per year for maintenance dues (and I don't think it was every used) and we are interested in giving it/selling it to anyone interested in order to get out from under the maintenance costs.

Key Challenges

- Our programs and staffing are now stable, allowing us to reach more families than ever before. However, our biggest challenge at the moment is cash flow for the remainder of the year. Two key factors contributing to this are the decision to move our major fundraiser from March to June, which has created a funding gap in April and May, and the lack of reserve funds to bridge the fluctuations between fundraising events and government payment cycles. We urgently need to get out from under the incredibly high rent payment. To ensure our financial stability and maintain responsible fiscal management, we need to partner together with the board to create an infusion of unrestricted funds.

Holiday Event - Families Helping Families 670 children received gifts in 275 families



"Kindness to children, love to children, goodness to children-these are the only investments that never fail"

Henry David Thoreau



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Finance Report

Paul Godby

Chair, Finance Committee

&

Deborah Fasola

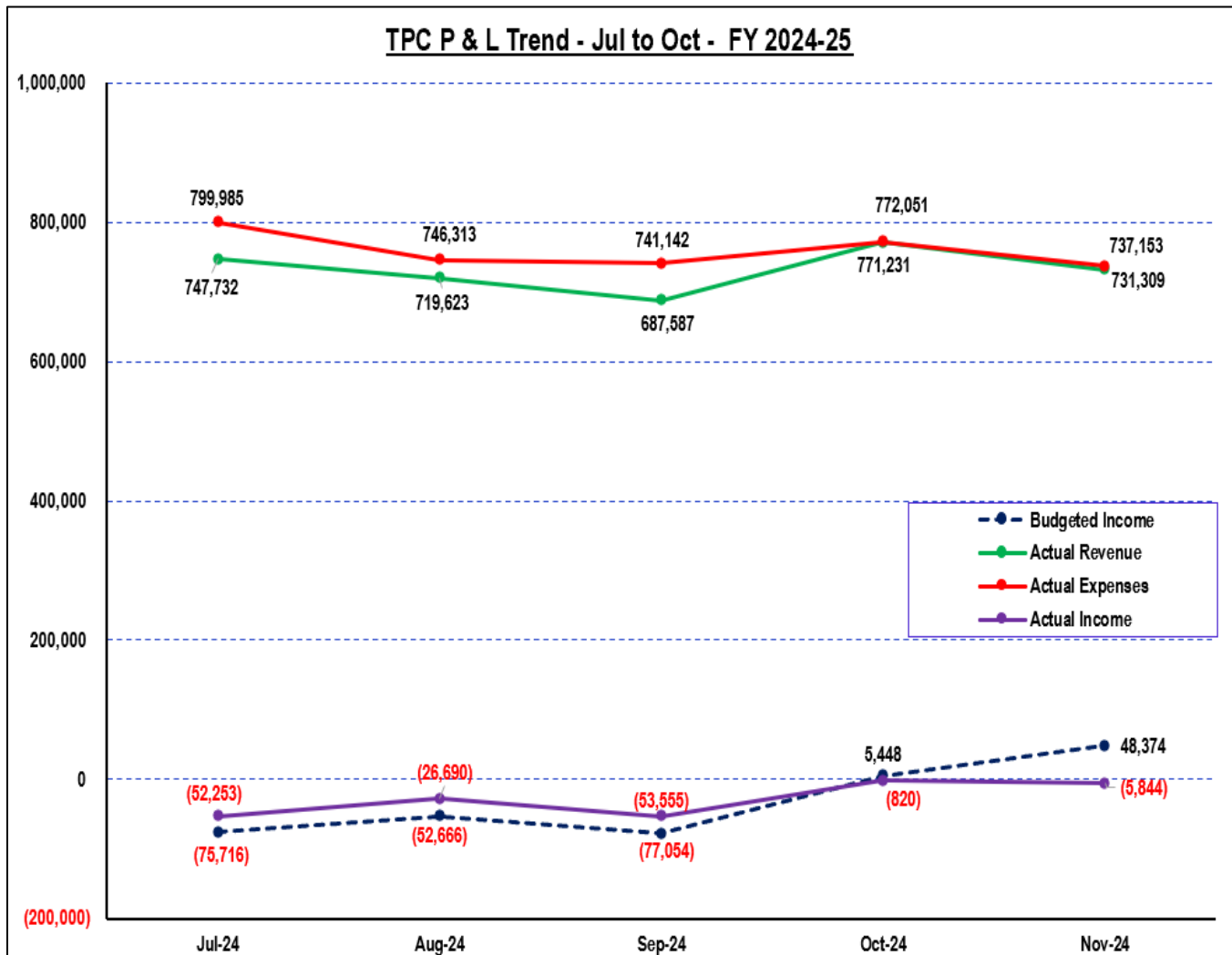
Chief Accounting Director



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	Nov '24	Nov '24	Nov '24	YTD	YTD	YTD	YTD	FY 2024-25	% to goal
	Actual	Budget	Variance	Actual	Budget	Variance	Variance %	Annual Budget	
Ordinary Revenue/Expense									
Revenue									
Private Fundraising	78,869	120,000	(41,131)	232,314	235,000	1,680	1%	924,700	25%
Events	0	7,500	(7,500)	0	7,500	(7,500)	-100%	384,800	0%
Program	652,440	713,561	(61,121)	3,423,630	3,737,699	(314,069)	-8%	8,888,539	39%
Misc. Income	0	67	(67)	1,540	333	1,207	362%	800	192%
Total Revenue	731,309	841,127	(109,819)	3,657,482	3,980,532	(318,683)	-8%	10,198,839	36%
Expenses									
Non-Program Specific	680,297	751,413	71,116	3,555,846	3,960,420	404,574	10%	9,359,756	38%
Program Specific	56,856	41,340	(15,516)	240,797	206,726	(34,072)	-16%	496,074	49%
Total Expense	737,153	792,753	55,600	3,796,643	4,167,146	370,502	9%	9,855,830	39%
Net Ordinary Income	(5,844)	48,374	(54,219)	(139,162)	(186,614)	(47,452)	25%	343,009	-41%





The Priority Center Ending the Generational Cycle of Trauma, Inc.		
Balance Sheet		
As of November 30, 2024		
	Total	
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	387.39	
1020 Pacific Western Bank Accounts	-27,074.35	
1030 Wells Fargo Investment	0.00	
1040 American Business Bank	771,371.82	
1050 Wells Fargo	0.00	
1060 Paypal	0.00	
Total Bank Accounts	\$ 744,684.86	
Accounts Receivable		
1200 Accounts Receivable	1,418,831.65	
Total Accounts Receivable	\$1,418,831.65	
Other Current Assets		
1230 Prepaid Expenses	133,590.27	
13510 Suspense	8,160.88	
13600 Flex Spending Account Funds	-7,666.07	
1499 Undeposited Funds	0.00	
1900 Right to Use Lease	1,656,776.00	
Total Other Current Assets	\$1,790,861.08	
Total Current Assets	\$3,954,377.59	
Fixed Assets		
2080 Furniture, Fixtures & Computers	417,569.27	
2100 Accumulated Depreciation	-387,635.21	
Total Fixed Assets	\$ 29,934.06	
Other Assets		
1875 - Security Deposit	60,983.96	
Total Other Assets	\$ 60,983.96	
TOTAL ASSETS	\$4,045,295.61	



Balance Sheet Continued

LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
21110 *Accounts Payable	84,900.86	
Total Accounts Payable	\$ 84,900.86	
Credit Cards		
7126 Wells Fargo Credit Card	236.89	
Total Credit Cards	\$ 236.89	
Other Current Liabilities		
1905 Right to Use Lease Liability	1,762,769.00	
22001 Legal Settlement	25,000.00	
22110 Accrued Liabilities	507,771.70	
22210 Deferred Revenue	569,567.06	
22320 Unearned Revenue	0.00	
22400 Other Current Liabilities	0.00	
3050 wage garnishments	0.00	
3105 Donations Payable	0.00	
8072 Auto,Miles & Program Expenses	0.00	
Total Other Current Liabilities	\$2,865,107.76	
Total Current Liabilities	\$2,950,245.51	
Long-Term Liabilities		
22300 Long Term Liability	0.00	
Total Long-Term Liabilities	\$ 0.00	
Total Liabilities	\$2,950,245.51	
Equity		
31100 Unrestricted Net Assets	1,502,594.52	
32100 Temporarily Restrict Net Assets	284,497.80	
3900 Net Assets	-560,637.24	
4200 Fund Balance	0.00	
4250 Endowment Fund (deleted)	3,951.00	
5900-UR WF Unrealized Gains/Losses	0.00	
Net Income	-135,355.98	
Total Equity	\$1,095,050.10	
TOTAL LIABILITIES AND EQUITY	\$4,045,295.61	



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FY 2025 – Revenue /Cash Flow Forecast 01.02.2025

FY 2025 - REVENUE / CASH FLOW FORECAST -01.02.25 (Based on FD revised budget)							
Staggered Cash Flow: * Doesn't include payback of AIHCS provisional payment of \$200K							
	December / Cash in hand	January	February	March	April	May	June
Income Forecast =		\$ 615,360	\$ 728,000	\$ 740,000	\$ 770,500	\$ 783,000	\$ 863,000
Expenses Forecast =	\$ (60,000)	\$ 1,094,438	\$ 823,738	\$ 822,875	\$ 885,262	\$ 811,125	\$ 851,864
Forecast Cash flow	\$ 623,187	\$ 98,196	\$ 2,458	\$ (80,417)	\$ (195,179)	\$ (223,304)	\$ (212,168)
Restricted Funds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Final Cash flow =	\$ 623,187	\$ 98,196	\$ 2,458	\$ (80,417)	\$ (195,179)	\$ (223,304)	\$ (212,168)
Detailed Income & Expense Forecast:							
INCOME Forecast: (* Items in Purple are modified to reflect Actuals)							
	Category	January	February	March	April	May	June
Programs	Contract Income	615,360	650,000	650,000	650,000	650,000	630,000
	TCM						\$ 20,000
Fund Development	Grants Restricted for programs						
	Foundation Grants	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 30,000	\$ 35,000
	Corporations	\$ -	\$ -		\$ 10,000	\$ 10,000	\$ -
	Organizations	\$ 25,000	\$ 3,000	\$ 5,000	\$ 3,000	\$ 3,000	\$ 3,000
	Individual	\$ 3,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
	Major Gifts	\$ 20,000	\$ 20,000	\$ 20,000	\$ 25,000	\$ 20,000	\$ 20,000
	Pillars of Priority	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -
	Brighter Futures EOY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Coastal Event	\$ 30,000	\$ 30,000	\$ 40,000	\$ 55,000	\$ 60,000	\$ 150,000
	Beneficiary Events	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -
	Fund Dev Sub - Total	\$ 98,000	\$ 78,000	\$ 90,000	\$ 120,500	\$ 133,000	\$ 213,000
INCOME Monthly Total =		\$ 713,360	\$ 728,000	\$ 740,000	\$ 770,500	\$ 783,000	\$ 863,000
EXPENSES Forecast:							
	Category	January	February	March	April	May	June
PAYROLL	Employee Benefits & Taxes	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000
	Salaries & Wages	\$ 795,000	\$ 540,000	\$ 568,000	\$ 568,000	\$ 568,000	\$ 568,000
	Insurance (Do/Liab) & Legal	\$ 5,000	\$ 5,000	\$ 5,000	\$ 15,587	\$ 5,000	\$ 3,739
	Subcontractors/Consultants	\$ 42,313	\$ 42,313	\$ 21,000	\$ 13,000	\$ 13,000	\$ 13,000
	Payroll Monthly sub-total	\$ 897,313	\$ 642,313	\$ 649,000	\$ 651,587	\$ 641,000	\$ 639,739
PROGRAM	Recurring A/P =	\$ 110,000	\$ 110,000	\$ 110,000	\$ 120,000	\$ 120,000	\$ 120,000
	Audit Fees =	23,250	8,750			-	-
	Coastal Event Expenses =	\$ 13,500	\$ 12,000	\$ 13,500	\$ 13,000	\$ 34,750	\$ 76,750
	Other FD Expenses =	\$ 5,375	\$ 5,675	\$ 5,375	\$ 5,675	\$ 5,375	\$ 5,375
	Monthly sub-total =	\$ 152,125	\$ 136,425	\$ 128,875	\$ 138,675	\$ 160,125	\$ 202,125
Property	Rent + Utilities + Telephone	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 10,000	\$ 10,000
	Moving cost =				\$ 50,000		
EXPENSES Monthly Total =		\$ 1,094,438	\$ 823,738	\$ 822,875	\$ 885,262	\$ 811,125	\$ 851,864
Profit / Loss:							
Cash Deficit / surplus =		(381,078)	(95,738)	(82,875)	(114,762)	(28,125)	11,136



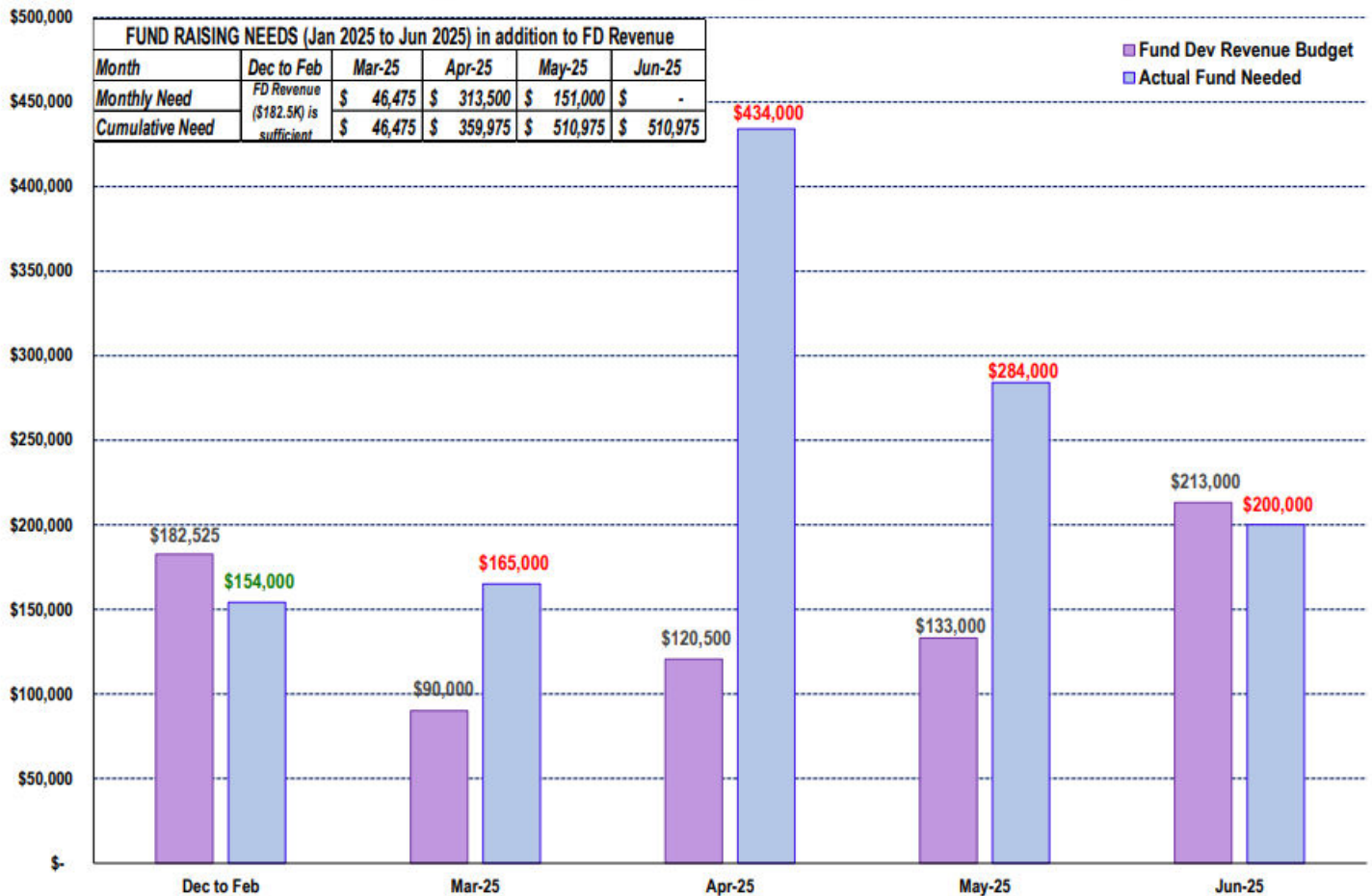
TPC FUNDS NEEDED – Jan to Jun 2025 (Simplified):

Month	TPC Fund Needed for Salaries & operational expenses	Fund Development Revenue Target	Additional Amount needed on top of FD Target
January 2025	Sufficient with contract	\$148,000	Nil
February 2025	Income & Fund Dev Revenue	\$ 78,000	Nil
March 2025	\$165,000	\$ 90,000	\$ 46,475
April 2025	\$434,000	\$120,500	\$ 313,000
May 2025	\$284,000	\$133,000	\$ 151,000
June 2025	\$200,000	\$ 213,000	Nil

- **High Fund need in April 2025:** Gala was originally planned in April 2025 and is now replaced by Coastal wine event in June 2025, so the loss of income of Gala in April & payments for the coastal event shoots up the fund needed in April 2025 and flows over to May 2025 too.
- **Golf event cancelled –** loss of \$60,000 revenue.



TPC FY2024-25 - Comparison of FD Revenue Budget Vs Actual Fund needed for Payrolls



Postpone Bill Payments to give time for contract income to come in.

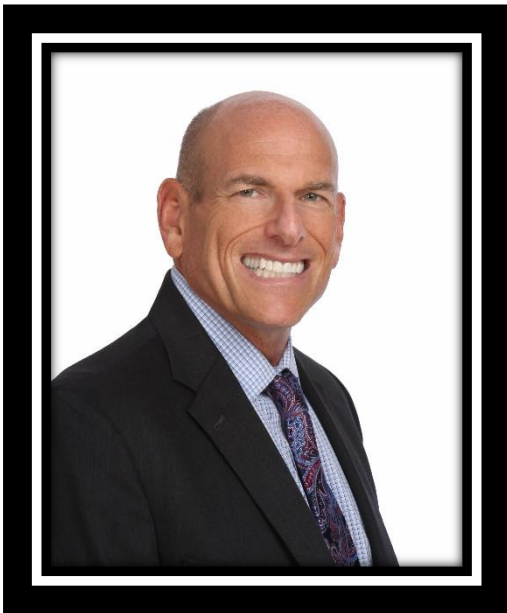
- Moved Gala from April to June Coastal Food & Wine Event
- No Golf revenue
- Turnover of CEO & CDO – fund development department

Assuming \$150,000 revenue on the day of Coastal Food & Wine event.



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Fund Development

Marc Reich

*Chair, Fund Development
Committee*



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Coastal Food and Wine Festival					
Sponsorships					
		# of Tickets	Total \$	Pledged vs Purchased	Notes
\$50,000					
\$25,000					
\$10,000	ABB	10	\$ 10,000.00	Purchased	
	John Hoefer	10	\$ 10,000.00	Purchased	
	Mary Murfey	10	\$ 10,000.00	Purchased	via Kristin Martin
	Debashis Chowdhury	10	\$ 10,000.00	pledge	
	Debashis Chowdhury	10	\$ 10,000.00	pledge	
	Kristin Martin	10	\$ 10,000.00	pledge	
\$5,000	Capital Group	10	\$ 5,000.00	Purchased	
	Wright Ford Young	10	\$ 5,200.00	Purchased	redirect from golf.
	OneDigital	10	\$ 5,000.00	Purchased	\$3200 from golf - paying difference in January
	Kristin Martin	10	\$ 5,000.00	pledge	
	Fidelity	10	\$ 5,000.00	pledge	via Colleen Rogers
	Keller Williams	10	\$ 5,000.00	pledge	via Colleen Rogers
	Honor Escrow	10	\$ 5,000.00	pledge	via Colleen Rogers
	Debashis Chowdhury	10	\$ 5,000.00	pledge	
	Debashis Chowdhury	10	\$ 5,000.00	pledge	
	Debashis Chowdhury	10	\$ 5,000.00	pledge	
Individual Tickets Sold	Michael Palkovic	4	\$ 1,700.00	Purchased	redirect from golf
	Park Paradise L.L.C.	2	\$ 1,000.00	Purchased	via Kristin Martin
	1st Century Bank	4	\$ 2,000.00	Purchased	via Colleen Rogers
		170	\$ 114,900.00		



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Coastal Food and Wine Festival Target List

Name	Prospective Ask	Sponsorship level	Accepted or Declined	Notes
Honda	\$50,000	Presenting Sponsor		Currently working on grant application.
Kaiser	\$50,000	Presenting Sponsor		Need an invite.
Mazda	\$50,000	Presenting Sponsor		
Richard Swinney	\$25,000	Platinum Sponsor		Exchange club previously purchased \$10k table in addition to \$25k unrestricted
ABC7	\$10,000	Gold Sponsor		Teresa Samaniego - retiring. Sponsored 22/23
Anaheim Ducks Hockey Club, LLC	\$10,000	Gold Sponsor		Gala FY23 Sponsor
Anne MacPherson	\$10,000	Gold Sponsor		Gala FY22 sponsor
Astrid Bassett	\$10,000	Gold Sponsor		Lifetime donor over \$45k. \$5k sponsor for FY23 Gala
Bryan Howard	\$10,000	Gold Sponsor		Previously sponsored golf for \$5k for several years
Catherine Sorensen	\$10,000	Gold Sponsor		
Cisco Systems, Inc	\$10,000	Gold Sponsor		Casey Roberts
Crockett & Crockett	\$10,000	Gold Sponsor		Sue Crockett
Crown Holdings	\$10,000	Gold Sponsor		Ed Inal
CSULB	\$10,000	Gold Sponsor		Vanessa Dixon
First American Title Corp.	\$10,000	Gold Sponsor		Don Kennedy
Gibson, Dunn & Crutcher LLP	\$10,000	Gold Sponsor		Thomas Manakides
Gokal Law Offices	\$10,000	Gold Sponsor		Abbas Gokal. Marc to reach out.
GoldenTree Asset Management	\$10,000	Gold Sponsor		FY24 Sponsor
Greg Washer	\$10,000	Gold Sponsor		
Haskell & White LLP	\$10,000	Gold Sponsor		Hogiadi Kurniawan
Hexagon Agility	\$10,000	Gold Sponsor		Athena Wong
Hughes Marino	\$10,000	Gold Sponsor		Alex Musetti
McDermott + Bull	\$10,000	Gold Sponsor		Mark McConnell



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Name	Prospective Ask	Sponsorship level	Accepted or Declined	Notes
Paul Godby	\$10,000	Gold Sponsor		
Reich Radcliffe & Hoover LLP	\$10,000	Gold Sponsor		Marc Reich
Roger Armstrong	\$10,000	Gold Sponsor		
Spach, Capaldi & Waggaman, LLP	\$10,000	Gold Sponsor		Madison Spach
The Phillips Group, Inc.	\$10,000	Gold Sponsor		Andrew Phillips
Webb Family Found'n	\$10,000	Gold Sponsor		FY24 Sponsor
Amundi Pioneer Asset Mgt, USA	\$10,000	Gold Sponsor		Gala FY22 sponsor
Diamond Hill	\$10,000	Gold Sponsor		FY24 Sponsor
Principal Global Investors	\$10,000	Gold Sponsor		Gala FY22 sponsor
Takeya USA	\$10,000	Gold Sponsor		pickelball sponsor FY23
Andersen Commercial Plubming	\$5,000	Silver Sponsor		FY24 Golf sponsor
Ankura Consulting Group LLC	\$5,000	Silver Sponsor		Gala FY23 Sponsor
Aristotle Cap Mgmt	\$5,000	Silver Sponsor		FY24 Sponsor
Banc of California	\$5,000	Silver Sponsor		Gala FY22 sponsor
Cal Coast Commercial Flooring	\$5,000	Silver Sponsor		FY22 Golf sponsor
City national bank	\$5,000	Silver Sponsor		previous golf and gala sponsors
EnTrust Global	\$5,000	Silver Sponsor		FY24 Sponsor
Experian	\$5,000	Silver Sponsor		FY24 Sponsor
FGPG	\$5,000	Silver Sponsor		FY24 Sponsor
First Found'n	\$5,000	Silver Sponsor		FY24 Sponsor
Littler	\$5,000	Silver Sponsor		FY24 Sponsor. Sue to reach out.
Pacific Western Bank	\$5,000	Silver Sponsor		Gala FY22 sponsor
Tarsadia Foundation	\$5,000	Silver Sponsor		Gala FY22 sponsor
TCW Group	\$5,000	Silver Sponsor		FY24 Sponsor
William Blair & Co	\$5,000	Silver Sponsor		FY24 Sponsor
William Ross Family Foundation	\$5,000	Silver Sponsor		Gala FY22 sponsor
Control Air Enterprises LLC	\$5,000	Silver Sponsor		Golf FY24 sponsor



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Name	Prospective Ask	Sponsorship level	Accepted or Declined	Notes
Davison & Moore	\$5,000	Silver Sponsor		Golf FY24 sponsor
Interior Electric, Inc.	\$5,000	Silver Sponsor		Golf FY 22 sponsor
Seeley Brothers	\$5,000	Silver Sponsor		previous golf sponsor
Trammell Crow Company	\$5,000	Silver Sponsor		pickelball sponsor FY23
Wescombe Family Foundation	\$5,000	Silver Sponsor		gala Fy23 sponsor
Enterprise Bank & Trust	\$2,500			Women of Priority 24 sponsor
XA Investments	\$2,500			pickelball sponsor FY23
Alera Group	\$2,000			FY24 Sponsor
Baron Capital	\$2,000			FY24 Sponsor
McManigal, Theresa & Mark	\$2,000			Gala FY23 Sponsor



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Grants & Corporate Relations



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January Grant Update

Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
Jul-24								
07/16/24	AmFund	Brighter Futures	Declined					
07/15/24	Margaret E. Oser	Brighter Futures	Funded			\$ 30,000.00	\$25,000.00	
07/19/24	The Beim Foundation	Brighter Futures	Declined			\$ 15,000.00		
07/31/24	O'Reilly Automotive Foundation Grant	Brighter Futures	Declined			\$ 5,000.00		
07/31/24	Green Foundation	Brighter Futures	Funded			\$ 30,000.00	\$25,000.00	
Aug-24								
08/01/24	Dermody Properties	Brighter Futures	Declined		12/3/2024	\$ 3,000.00		
08/02/24	Impact 100 OC	Brighter Futures	Declined		11/22/2024	\$ 74,000.00		
08/09/24	Rite aid	Brighter Futures	Funded			\$ 10,000.00	\$10,000.00	
08/12/24	Memorial Care Community Benefit Grant	Brighter Futures	Submitted					
	UniHealth report	Brighter Futures	Submitted					
08/16/24	Anaheim Ducks Foundation	Brighter Futures	Declined		11/6/2024	\$ 20,000.00	\$ -	
8/21/2024	Variety Children's charity of so cal	Brighter Futures	Submitted			\$ 10,000.00		
8/30/2024	Anaheim Community Foundation	Brighter Futures	Declined			\$ 2,500.00		
	Glen and Dorothy Stillwell	Brighter Futures	Funded			\$ 15,000.00	\$15,000.00	
Sep-24								



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Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
09/30/24	Margaret E. Oser	Brighter Futures	Funded			\$ 25,000.00	\$25,000.00	
09/15/24	Sundt Foundation	Brighter Futures	Declined			\$ 5,000.00		
09/13/24	DevTo Support Foundation	Brighter Futures	Funded			\$ 30,000.00	\$10,000.00	
09/27/24	Croul Family Foundation	Brighter Futures	Funded					
09/12/24	O.L. Halsell Foundation	Brighter Futures	Submitted			\$ 5,000.00		
09/01/24	The Ueberroth Family Foundation LOI	Brighter Futures	Declined			\$ 20,000.00		
Oct-24								
10/31/24	Nordstrom Cares	Brighter Futures	Declined			\$ 20,000.00		
10/07/24	Green Foundation	Brighter Futures	Funded			\$ 20,000.00	\$25,000.00	
10/31/24	Henry L. Guenther Foundation	Brighter Futures	Submitted		January	\$ 10,000.00		
10/31/24	Dudley T. Dougherty Foundation	Brighter Futures	Declined			\$ 5,000.00		
Nov-24								
11/10/24	Max & Victoria Dreyfus Foundation	General Operations	Submitted	11/8/2024	4/1/2025	\$ 10,000.00		
11/29/24	Anaheim CDBG	Brighter Futures	Submitted	11/27/2024	Feb	\$ 15,000.00		
11/30/24	Honda Report		Submitted	email				
Rolling	Costco	Brighter Futures	Submitted	11/8/2024	Feb	\$ 5,000.00		
Rolling	Brutten Family Foundation	Brighter Futures	Submitted	11/8/2024	April	\$ 5,000.00		
Rolling	When Georgia Smiled Foundation	Brighter Futures	Submitted	11/22/2024	Feb	\$ 5,000.00		
Rolling	Geico	Event	Submitted	11/21/2024	Feb	\$ 5,000.00		
Dec-24								



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Ending the Generational Cycle of Trauma

Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
Rolling	Kroger	Special Event	Submitted	12/5/2024	Feb	\$ 7,500.00		
12/20/2024	Union Bank	Brighter Futures	Submitted	12/20/2025	March	\$ 7,500.00		
Rolling	Albertsons	Brighter Futures	Submitted	12/30/2025	March	\$ 5,000.00		
Jan-25								
Rolling	PNC	Brighter Futures	Ready for submission			\$ 10,000.00		
Rolling	Walmart	Brighter Futures	Financial approval in progress			\$ 5,000.00		
Rolling	Honda Event Sponsorship	Event	In-progress			\$ 50,000.00		
1/20/2024	Marisla Foundation	Brighter Futures	In-progress		4/1/2025	\$ 25,000.00		
1/31/2025	Alta Good Deeds	Brighter Futures	Researching			\$ 5,000.00		
Feb-25								
2/1/2024	Decorative Arts Society	Brighter Futures	Researching			\$ 20,000.00		
2/1/2024	William H. Hannon Foundation	Brighter Futures	Researching			\$ 20,000.00		
2/4/2024	S. Mark Taper Foundation (LOI)	Brighter Futures	Researching			\$ 15,000.00		
2/14/2024	Ronald W. Naito	Brighter Futures	Researching			\$ 25,000.00		
2/15/2024	The Sisters of St. Joseph Healthcare Foundation	Brighter Futures	Researching			\$ 25,000.00		Basic needs tour?
2/16/2024	Clyde F. Newton Charitable Trust	Brighter Futures	Researching			\$ 20,000.00		
2/16/2024	Bank of America Foundation	Brighter Futures	Researching			\$ 25,000.00		



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Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
2/20/2024	Carrie Estelle Doheny foundation	Brighter Futures	Researching			\$ 25,000.00		
Mar-25								
03/01/24	The Ueberroth Family Foundation LOI	Brighter Futures	Researching			TBD		
3/1/2024	Grace Helen Spearman Charitable Foundation	Brighter Futures	Researching			\$ 10,000.00		
3/15/2024	DHCS Path Cited	Brighter Futures	Researching			TBD		
3/15/2024	Sundt Foundation	Brighter Futures	Researching			\$ 7,500.00		
3/15/2024	Del E. Webb Foundation LOI	Brighter Futures	Researching			\$ 25,000.00		
3/15/2024	Warne Foundation	Brighter Futures	Researching			\$ 25,000.00		
Apr-25								
4/1/2025	TJMAXX	Brighter Futures				\$ 10,000.00		
4/2/2025	In-N-Out Burger Foundation	Brighter Futures				\$ 15,000.00		
4/3/2025	Bess Spiva Timmons Foundation	Brighter Futures				\$ 10,000.00		
4/4/2025	James C. Stewart Charitable Foundation	Brighter Futures				\$ 10,000.00		
4/5/2025	IMA Foundation	Brighter Futures				\$ 10,000.00		
4/6/2025	Croul Family Foundation LOI	Brighter Futures				\$ 40,000.00		
4/7/2025	The Lawrence Foundation	Brighter Futures				\$ 7,500.00		
4/8/2025	Charles Lafitte Foundation	Brighter Futures				\$ 10,000.00		



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Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
4/9/2025	George Hoag Family Foundation	Brighter Futures				\$ 25,000.00		
May and June								
	Ameriprise Financial	Brighter Futures						
	Union Pacific	Brighter Futures						
	Stanley E. Hanson Foundation	Brighter Futures						
	McBeth Foundation	Brighter Futures						
	American Business Bank FLH	Brighter Futures						
	DevTo Support Foundation	Brighter Futures						
	Moreno Family Foundation	Brighter Futures						
	Edwards Lifesciences Foundation	Brighter Futures						
	Umpqua Community Bank	Brighter Futures						
	Larry & Helen Hoag	Brighter Futures						
	American Business Bank	Brighter Futures						
	The Ceres Foundation	Brighter Futures						
Researching/Ongoing Funders								
	Insurance Industry Charitable Foundation (Insuring the Children.							Kathy did they reach out to you?



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Ending the Generational Cycle of Trauma

Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
	Emergency Services state							
	Department of Justice							
	VOCA							
	Social Services							
	State Prop 1 Funding							
	All cities CDBG/public service funding							
	Orange County United Way							No current opportunities out, Tomi is looking always.
	Stuart Foundation							We need an invite.
	Roosters Foundation of Orange County							We used to be funded by them under CAST, Tomi is going to reconnect
	OC Community Foundation							Always on our radar.
	The Annenberg Foundation							They have halted their grant program, they will be back in some capacity though.
	BCM Foundation							We need a connection.
	Gesner-Johnson Foundation							Does anyone have a connection?
	Hannon Foundation							Does anyone have a connection?



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Ending the Generational Cycle of Trauma

Due Date	Funder	Program	Progress	Date Submitted	Pending Results Date	Amount Requested	Amount Awarded	Notes
	James and Deborah Burrows Foundation							Does anyone have a connection?
	Jerry and Adi Greenberg							Tomi still looking for contact information to make a phone call.
	Kaiser Event Sponsorship							Does anyone have a connection?
	R.C. Baker Foundation							We need an invite.
	SoCal Edison							Does anyone have a connection?
	The Bagne Foundation							Tomi filled out an interest form, we need an invite. Does anyone have a connection
	Wells fargo							We need an invite. - Tomi and Shahana attending a meet the funder event in Feb.
	Broadcom							
	Rivian Car Dealership							
	Mazda Foundation							
	Molina Health							
	California Wellness							
	pacific life foundation							
	pacific care							



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Corporate Prospects				
Company Name	Contact name	Title	Email	Phone Number
Allergan				
Applied Medical				
Axonics				
BJ's Restaurants				
Boot Barn				
Canon				
CommerceWest Bank	Ivo Tjan	CEO		
Evolus, Inc.				
Fletcher Jones				
Fluor				
Glaukos				
Inari Medical				
Indie Semiconductor				
Infinity Bank	Victor Guerrero	CEO		
Kura Sushi				
Lantronix				
Masimo				
Mazda				
Medtronic				
Pacific Premier Bank	Courtney Williams	EVP, CRA Officer		
Parker Hannifin				
Rivian				
Siemens				
Skyworks Solutions				
Taco Bell				
Tarsus Pharmaceuticals				
Terumo				
Teva Pharmaceuticals				
The Irvine Company				
TravisMathew				
Virgin Galactic				



The Priority Center

Ending the Generational Cycle of Trauma



Consent Calendar and New Business

Colleen Rogers
Board Chair

- Call for approval of November 21, 2024, minutes

Board of Directors – Minutes
November 19th, 2024 at 3pm at Webb’s Distillery & Brewery

Attendance Summary – 13 of 21 Board members present, 7 absent, 5 Staff members

Board Member Attendees:

☒ Colleen Rogers	☒ Andrew Phillips	☒ Jeremy Webb
☒ Paul Godby	☐ Athena Wong	☒ John Hoefer
☒ Kimberly Valley	☐ Casey Roberts	☒ Madison Spach
☐ Richard Swinney	☒ Debashis Chowdhury	☒ Marc Reich
☒ Catherine Sorensen	☒ Ed Inal	☒ Mark McConnell
☒ Susan Crocket	☐ Gregory Washer	☐ Rachel Ng
☐ Vanessa Dixon	☐ Hogi Kurniawan	☐ Roger Armstrong

Staff: Isabel Valdivia, Chief People Officer, Deborah Fasola, Chief Accounting Officer, Shireen Varga, Chief Program Officer, Shahana Shah, Chief Development Officer, and Sonia Guzman, Executive Assistant.

Guest: Kristin Martin, Event Planner for Coastal Food and Wine Festival

CALL TO ORDER

The meeting was called to order by Colleen Rogers, Chair, at 3:05pm.

Guest Kristin Martin, provided information regarding the Coastal Food and Wine Festival event.

EXECUTIVE REPORTS

FINANCE REPORT

Paul Godby, Chair of the Finance Committee

- Profit and Loss Report July through June 2025
- Contract Income Billing & Receivables Timeline. All contracts received through August 2024
 - Total Outstanding September Contract Income \$507,254
 - Grand Total Outstanding Contract Income \$ 470,174
- Restricted Funds – 11/18/2024
- FY 2025 - Cash Flow Forecast – 11.07.2024
- The Priority Center’s Strengths, Weakness, Opportunities, and Threats Analysis presented.
- Fund Development FY24-25 budget presented.

FUND DEVELOPMENT REPORT

Marc Reich, Chair of the Fund Development Committee and Shahana Shah

Fund Development Report FY 2024-2025: 07/01/2024-10/31/2024

- Events
 - Families Helping Families updates

- Ducky Derby event is cancelled
- Beneficiary Events
- Staffing
 - Office Manager position on hold due to finances
- Marketing
 - Durable Connect – One pager, annual sponsor packet and a new program brochure
 - Social Media/ Emails
 - Sue Crocket offered to recover lost information from previous employee.
- Grants Updates
 - Awarded \$122,125

HUMAN RESOURCES REPORT

Isabel Valdivia, Chief People Officer

- Organization Chart Update
- 14 Open position for the month of November 2024

PROGRAM UPDATES

Shireen Varga, Chief Program Officer

- Contracts Status Summary
 - Most program contracts through 6/30/2026
 - Adult in-Home Crisis Stabilization Program – Awaiting budget mod from HCA
 - Children In-Home Crisis Stabilization Program – HCS approved \$198,000 in contingency funding for salaries and benefits, to be divided between the remainder of this fiscal year.

CONSENT CALENDAR / NEW BUSINESS – COLLEEN ROGERS

- Marc Reich made motion for the approval of opening a PayPal account in conditional to keep the necessary precautions to maintain it safe from any fraudulent activity. Madison Spach seconded the motion. There were no objections. Motion was passed unanimously.
- Catherine Sorensen made motion to approve the minutes for the Board of Director's meeting held on November 6th, 2024. Madison Spach seconded the motion. There were no objections. The motion was passed unanimously.

NEXT MEETING

Date: Tuesday, January 21st, 2025

Time: 3:00pm

Location: TBD

There being no additional business in the open portion of the meeting, the meeting was adjourned by the Chair, Colleen Rogers, at 4:15pm.



Board of Directors – Minutes
November 19th, 2024 at 3pm at Webb's Distillery & Brewery

Marc Reich, Secretary of the Board of Directors

Minutes Approved -

_____, moved, and _____,
seconded, approval of these July 16th, 2024 minutes. The minutes were unanimously approved.

Marc Reich, Secretary of the Board of Directors