The Priority Center
Ending the Generational Cycle of Trauma
Impact Report 2020-2021
thepioritycenter.org

The Priority Center
Ending the Generational Cycle of Trauma

Dear Friends,

This last year at The Priority Center has been one of our best yet. Under some of the most pressing circumstances, we were able to continue providing support services to our clients who are members of the Orange County community. We are immensely proud of all that we have accomplished during the 2020-2021 fiscal year and are excited to share some of the highlights with you.

While this past year has not been easy on anyone, here at The Priority Center we continued to serve our clients during an unprecedented countrywide mental health crisis and the global COVID-19 pandemic. We were able to reach more families and individuals in crisis through our Crisis Stabilization and Basic Needs Programs. We brought more joy to families during the holiday season through Families Helping Families than any other year in history, and sent children to school with all of the supplies they need to be successful through Project Backpack. We cared for the most vulnerable in our community with compassion and sensitivity through our partnership with the County of Orange Social Services Agency as a part of our Child Abuse Service Team (CAST) Program. And we worked hard to provide families with the tools that they need to build strong, happy, and healthy homes - through our Home Visiting, School Readiness, and Outreach & Engagement Programs.

As the world continued to change, our stellar team navigated the challenges swiftly and continued providing in-person services wherever possible. While also caring for our clients in new innovative ways remotely - holding client visits over Zoom, Facetime, Microsoft teams, mobile phones or tablets. Together we collaborated with our incredible community partners and client to make people in need our priority.

We could not have done any of it without the support of our generous donors and partners in the community. As we look ahead to this coming year, we are optimistic that we will continue to increase our reach and impact in the community. We remain committed to the mission to end the generational cycle of trauma and are looking forward to another phenomenal year at The Priority Center.

With a grateful heart and sincere appreciation,

Hogiadi Kurniwan
2020-2021 Board Chair

Lisa Fujimoto
Executive Director & CEO

Our mission is to deliver **life-changing programs** to **assist people in crisis** by giving them the tools and **support** necessary to **end the generational cycle of trauma.** This includes the prevention of child abuse and neglect, through **early intervention** and **mental health services** and **advocacy.**

TABLE OF CONTENTS

Programs & Services 4

Intervention 4

Prevention 7

Advocacy 8

Moments of Impact 10

Impactful Outreach 12

Community Partners 14

A Year In Review 15

Fundraising Events 16

Fundraising Activities 17

Community Events 18

Donors 19

Financials 24

Board of Directors 25

PROGRAMS & SERVICES

The Priority Center's unique programs are designed to address the specific needs of each family we serve and ensure that children are living in violence-free homes. During the COVID-19 pandemic, many children and families in our community have faced more challenges than ever before. Despite the challenges of the outside world, over the last year the Priority Center's programs were able to meet the moment by providing crucial support to families with the greatest need. The organization was able to continue achieving program goals by directly serving those in need, engaging individuals through impactful work, and educating families. All services provided through the Priority Center's programs are at no cost, serving across diverse populations at risk throughout Orange County.

INTERVENTION *(Child Abuse Services Team, Children's In-Home Crisis Stabilization, Adult In-Home Crisis Stabilization, Basic Needs)*

Through the four Intervention Programs, The Priority Center is able to provide support and services to families and individuals in times of crisis.

Child Abuse Services Team (CAST): Through a multi-disciplinary collaboration of private and public agencies, the Priority Center serves children who are victims of abuse to reduce the trauma they experience while their sexual abuse, sex trafficking, or who have witnessed a violent crime is being investigated. CAST provides a safe and secure environment for these children during this difficult process of forensic interview, possible medical examination and therapeutic support. Our advocates assist children throughout the entire process by providing the necessary support and comfort.

Children's In-Home Crisis Stabilization: The Children's In-Home Crisis Stabilization Program serves children through age 18 experiencing a mental health crisis who are referred by a collaborative partner or in the community. The Center offers field-based crisis support services in a three-week program that includes short term in-home therapy and case management with a focus on maintaining family stabilization and preventing hospitalization. Through this approach, we are able to intervene in a crisis before the situation escalates to out of home placement.

PROGRAMS & SERVICES continued

Adult In-Home Crisis Stabilization: Adults experiencing a mental health crisis may also receive therapeutic stabilization services through the Priority Center's three-week Adult In-Home Crisis Stabilization Program. Using a field-based approach, and a treatment team consisting of a therapist, case manager, and peer mentor, this helps to diffuse the crisis and assist adults in finding a healthy and supportive lifestyle that can prevent future interventions. This crisis intervention program aides with stabilizing the individual so that they may connect to appropriate resources, with the ultimate goal being long-term stabilization.

"I have never wanted to go to therapy, but the Adult Crisis Program helped me when I needed it the most. Going through this program has let me see that there is help available to me. Now I feel more comfortable accessing the care I need. I would not have been able to take the steps to care for my mental health if it wasn't for this program."

– Client

"When I was in crisis, it was nice that I was able to receive care in-person. I was unable to see people for an extended period of time due to COVID-19. Thanks to my care team I no longer feel hopeless and alone."

– Client

PROGRAMS & SERVICES continued

Basic Needs: The Basic Needs program provides at risk families with essential goods and household items. Through Orange County Healthcare contracts and private in-kind donations, the Priority Center is able to provide families with everyday essentials including food, diapers, furniture, car seats, cribs, and beds. The Center receives over 100 referrals each month to assist families at risk for being separated. This program services Orange, Riverside, San Bernardino, Los Angeles and San Diego counties.

"I am incredibly grateful for The Priority Center. My kids finally have beds to sleep in and we can all rest easy knowing that they have all of the basic necessities taken care of."

– Client

"Thank you for providing my family with all of the necessities for our baby. Without The Priority Center, we would not have been able to purchase a car seat or diapers – I do not know what we would have done."

– Client

PROGRAMS & SERVICES continued

PREVENTION *(Infant and Toddler Home Visiting Program, CalWORKS Home Visiting Program, School Readiness, Outreach & Engagement)*

The Priority Center's Prevention programs have been designed to educate and inform children and families in need, thereby minimizing the likelihood of crisis intervention in the future and building healthy habits within the client's own home.

Infant and Toddler In-Home Visitation: The Priority Center works with high-risk families to strengthen bonding, promote positive behavior and improve relationships within the family unit. Families are referred through the Center's partner agencies and organizations and are supported through a hands-on approach to strengthen their family life.

CalWORKs Home Visiting Program: Through the Center's partnership with CalWORKs, we provide monthly home visits for 24 months approved by the Orange County Social Service Agency. The program aims to support at-risk families with positive health, development and well-being outcomes for pregnant and parenting for individuals, families and infants born into poverty.

School Readiness: The School Readiness Program is designed to assist families of young children with the transition to school. Over 12 weeks we educate parents on developmental milestones and signs of healthy growth and development. The program celebrates learning and education by mentoring parents to become teachers in their own home.

Outreach and Engagement: Educational and skill building presentations are hosted by the Center's Outreach and Engagement Program. Topics are presented across a wide range of subjects including growth and development, bullying, anger and stress management, healthy communities, healthy relationships and overall support for social and emotional health.

PROGRAMS & SERVICES continued

ADVOCACY *(Connected Care, Project Backpack, Families Helping Families)*

Through the Advocacy Programs of the Priority Center, the Center is able to continue providing families with the resources they need to continue on their journey successfully.

Connected Care: The Connected Care Program is designed to complement and be a continuation of the Center's short-term intervention/crisis programs. Almost serving as an aftercare program, The Priority Center provides ongoing supportive services without cost to recently exiting crisis clients who have participated in our intervention/crisis programs. By continuing to support clients with resources and education, Connected Care aims to help them break the cycle of crisis and trauma – preventing the client from re-entering the crisis programs again. This program is completely privately funded by donations from the community.

"Thanks to the Connected Care Program, I was able to access supportive care available to me in the community. I no longer feel hopeless or like my life is in crisis. I feel cared for and supported."

– Client

PROGRAMS & SERVICES continued

Project Backpack: During the Back to School season, The Priority Center partners with a network of supporters, corporation, and churches - including Karina's Backpack Project, to provide our children with the school supplies and backpacks needed to achieve success and start the school year with a smile.

"My child was able to start the new school year with all of the school supplies and essentials needed to be successful."

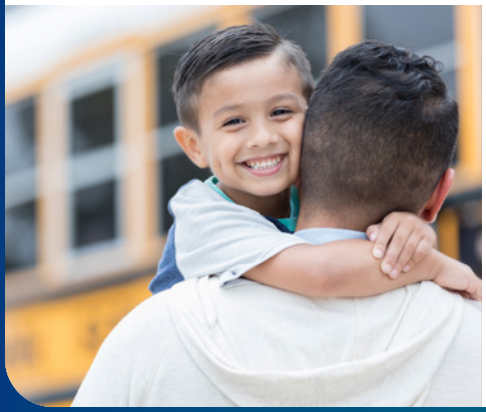
– Client

Families Helping Families: The holiday season can be an especially challenging time for the families. The Priority Center's Families Helping Families Program is aimed at easing the stress families may have around the holiday season. Working in conjunction with the Center's generous donors to fulfill the wish lists of over 300 children and families we serve – helping to make the holiday season merry and bright. For most families, the gifts provided by the Priority Center's Families Helping Families Program are the only gifts they will receive this holiday season. Most families have to decide to pay for rent and food, and do not have the funds for gifts during this pandemic season.

MOMENTS OF IMPACT

Research shows that zip codes, family income and parent education levels determine a child's risk of abuse. The Priority Center works to ensure that the environment children grow up in are safe no matter what home life situations are in place. The dollars, hours and hundreds of people that came together to make this possible are more than a number. They truly represent symbols of hope to each client of The Priority Center. Our heroic supporters like you helped us achieve these important impacts this year.

93% of families served by The Priority Center are low income. Poverty is a key predictor of child maltreatment, especially child neglect. These children are nearly **50 times more likely to be educationally neglected** and over 20 times more likely to be seriously injured. This doesn't have to happen. Prevention is the key and it does work. We know. We see it work every day. In the 2020/2021 fiscal year, we provided **5,807 children, parents, and individuals** with the knowledge, resources, and support needed to manage crises, thrive and be successful. Our programs did **13,856 home/virtual visits to 2,332 individuals/families.** Our Outreach/Engagement program provided an additional **338 clients** with home/field based case management support. **2,252 hours** of mental health therapy and counseling were delivered **reaching 1,429 people.**



523 low income children improved school readiness skills and received developmental health screenings. **1,102 parents** strengthened social connections, improved understanding of developmental milestones and learned about health and nutrition giving their children a strong academic start. **835 children** came to CAST to be interviewed and of that 152 were repeat visits. **CAST is accredited by the National Children's Alliance** and is recognized as the national model for their program. **439 clients** were served in the Connected Care Program. **96 partner/collaborative organizations** worked together to meet our priority of ending the generational cycle of trauma.

IMPACTFUL OUTREACH

HOME/VIRTUAL CASE MANAGEMENT/PARENTING VISITS	
Infant	2,582 (260 families/523 children)
Toddler	1,716 (131 families/289 children)
HVP	2,092 (163 families/169 children)
Children's Crisis	2,341 (783 clients)
Adult Crisis	1,122 (292 clients)
School Readiness	1,282 (276 clients)
O&E	2,718 (453 participants)
Total	**13,856 (1,905 families /2,332 Individuals)**

PARENTS SERVED	
Infant	458
Toddler	230
HVP	231
Children's Crisis	1,174
School Readiness	414
Total	**2,901**

CHILDREN SERVED	
Infant	523
Toddler	289
HVP	169
Children's Crisis	783
School Readiness	302
CAST	835
Total	**1,736**

COUNSELING/THERAPY CLIENTS	
Adult Crisis	494
Children Crisis	783
O&E	152
Total	**1,429**

DIRECT SERVICE HOURS – CRISIS PROGRAMS (Therapy, case management, collateral)	
Children's Crisis	12,636
Adult Crisis	7,115
Total	**19,751**

IMPACTFUL OUTREACH continued

COUNSELING/THERAPY SESSIONS	
Adult Crisis	557
Children Crisis	783
O&E	912
Total	**2,252**

COMMUNITY TRAININGS/EDUCATIONAL/SKILLS CLASSES	
School Readiness	155
Outreach/Engagement	269
Total	**424**

COMMUNITY TRAININGS/EDUCATIONAL/PARENTING CLASSES & WORKSHOPS	
School Readiness	610
Outreach & Engagement	13
Total	**623**

DELIVERED GOODS	
Basic Needs	
Families Helped	759
Total Goods Delivered	**7,669**

EVENTS	
Hosted by The Priority Center/Contractor*	2,502
Participated (Hosted in community)	252

**Contractor includes our three subcontracted agencies – they work under our agreement as an extension of us.*

SOCIOECONOMIC STATUS	LOW	MODERATE
Infant	98%	2%
Toddler	80%	17%
HVP	97%	3%

**Total for all programs is 93% low income*

OUTREACH CONTACTS
41,158 – goal was 25,000

CONNECTED CARE
439 Unique clients served

IMPACTFUL OUTREACH continued

COMMUNITY PARTNERS

211 OC
AOT
APAIT
All 4 Kids
Be Well
Beach Cities Quilters Guild
Buchanan Street Partners
Buena Park Collaborative
Cal Optima
Capistrano USD
Casa Teresa
Centralia USD
Child Guidance Center
Children's Bureau
CHIRLA
CHOC
City of Santa Ana
Clinic in the Park
Collaboration to Assist Motel Families
Connect OC
Council on Aging
County of Orange Social Services Agency (SSA)
CSU Costa Mesa/College Hospital
CSU Santa Ana
Delta Kappa Gamma
Didi Hirsch
Discovery Cube
Easter Seals
Eastside Church
Exchange Club of Newport Harbor
Exodus
Families Forward
FDP Charitable Foundations
Fieldstone Leadership
First 5 Orange County
Flying Geese Quilters Guild
Fullerton USD
Garden Grove Collaborative
Help Me Grow?
Hoag Hospital
Human Options
Illumination Foundation
In-N-Out Burger Foundation
In Memory of Frankie Fukuda
Jamboree Housing
Karina's Backpack Project
Laguna Playhouse
Lestonnac Free Clinic
Magnolia School
Make-A-Wish Foundation
Mary's Path
Mental Health America OC (MHAOC)
Mind OC
Mira Loma Family Resource Center
Mix Academy
MOMS OC
NAMI
National Charity League
Nicholas Academic Centers (NAC)
Norooz Clinic
North Cities Quilters Guild
Oak View School District
OC Health Care Agency
OC Links
OC Neighborhood
OC Regional Center
OCAPICA
Olive Crest
OMID
One OC
Orange County Crisis Assessment Team
Orange Senior Center
Orange County Veterans & Military Families Collaborative (OCVMFC)
Orange County Scroll Saw Association
Orange County Wellness Centers
Orange County Woodworkers Association
Pacificore Construction, Inc
Pathways
Patricia Poss Bridge Club Friends
Petro Diamond
Phoenix House
Pretend City
Project Access
Resource Network
Roosters Foundation
Saddleback USD
Santa Ana USD
Second Harvest Food Bank
Silver Tree House
Standup4Kids
The Diaper Bank
The Raise Foundation
Tierney Center
Tustin Family and Youth Center
UCI
Waymakers
Western Youth Services
X Y Z Telephone Pioneers

A YEAR IN REVIEW

Whether in person or virtually, you went above and beyond to support our special events, fundraising activities, family activities and holiday drive. Thank you for being incredible heroes in the story to prevent child abuse and ending the generational cycle of trauma in Orange County.

FUNDRAISING EVENTS

19TH ANNUAL GOLF CLASSIC TOURNAMENT

Our 19th Annual Golf Classic Tournament was held in early November 2020 at Monarch Beach Resort and Golf Links in Dana Point. This event marked our first in-person event since the beginning of the pandemic lockdown, and what an event it was! While masked and social distanced, guests enjoyed the day outdoors with friends and colleagues, partook in delicious food and drinks, entered contests and games, and of course, played GOLF with a stunning ocean backdrop--all in support of The Priority Center's life-changing programs in pursuit of ending the generational cycle of trauma. At the end of the day, one golfer proclaimed, "It was so fun to be out golfing and supporting their work in the midst of such uncertainty." Raising nearly $30,000 for Priority Center programs, we are grateful to those who helped us to hit a hole in one for the children and families we serve.

22ND ANNUAL SUPERHEROES GALA

In April 2021 we hosted our 22nd Annual Superheroes Gala virtually. It was a power-packed event featuring incredible silent and live auctions and breakout rooms with mixologist Pasha and comedian Adam Grabowski. Our auctions boasted 80 amazing items, from superhero-themed gift baskets and wine tasting experiences, to signed Anaheim Ducks memorabilia and breathtaking getaways to Maui and South Africa. The highlight of the evening was presenting The Capital Group Companies and The Priority Center Ragnar Relay Team with the Champions of Change Award for all their amazing support of The Priority Center. Finally, our remarkable community of supporters "Bid from The Heart" and helped to make the entire evening a success by raising nearly $180,000 for our programs.

FUNDRAISING ACTIVITIES

ATHLETIC CHALLENGE

Although COVID-19 impacted The Priority Center's traditional fundraising activities, such as the SoCal Ragnar Relay Race, this didn't stop our committed supporters from stepping up to the challenge this year in a new way. A team of volunteer fundraisers, including board members Alex Musetti, Marc Reich, Susan Crockett, and Jeffrey Shepard, and corporate partner Branded Group, organized a peer-to-peer Athletic Challenge in lieu of the canceled Ragnar Relay Race. These five all-stars completed thousands of push-ups and ran countless miles for The Priority Center, with their combined effort raising over $44,000!

AN AFTERNOON OF DESIGN WITH BARCLAY BUTERA

The Priority Center's Women of Priority Committee hosted its first-ever design event – An Afternoon of Design with Barclay Butera – in May 2021. Design enthusiasts joined us for a virtual tour of Barclay Butera's Newport Beach home and a panel discussion on design with Robert Gardinier Jr., Beverly Hills architect, and Breann Shumaker and Annette Reeves of Pirch, a home design showroom in Costa Mesa. The event included an exciting array of auction items, including a weekend stay at Lido House, an Autograph Collection hotel in Newport Beach, and an amazing medical spa and skincare package from Newport Beach Dermatology and Plastic Surgery. Attendees were given the option to enjoy home-delivered tea packages, which included tea sandwiches, summer berry scones, hand-painted French macarons and Sloane fine tea, all while helping to raise $12,300 to help change lives for The Priority Center's children and families!

COMMUNITY EVENTS

FAMILIES HELPING FAMILIES

On a beautiful Saturday in December, The Priority Center's team of employees and volunteers distributed hundreds of new toys, clothing, games, gift cards and more to some of our neediest families through our annual Families Helping Families holiday gift drive, led by board member Catherine Sorenson. Now in its 17th year, the gift distribution was held for the first time as a COVID-conscious drive-through event. Red gift bags were assembled and distributed to more than 270 families at Freddie Georges Production Group's warehouse in Huntington Beach. Thank you to our sponsors, partners, and donors for generously giving Orange County's most vulnerable children and families the gift of happiness that holiday season.

MENTAL HEALTH AMPLIFIED

As part of May's Mental Health Awareness Month, The Priority Center partnered with QSC, a global innovator of audio, video and control technologies, in co-producing a one-of-a-kind virtual benefit concert Mental Health Amplified in May 2021. QSC, a powerhouse in the audio world, develops the technology and solutions that power immersive cinema, live performance audio, themed entertainment experiences, and digital collaboration and meeting experiences across the globe. Utilizing their unique music expertise and resources, QSC led the creation and production of this 90-minute musical event celebrating the magical power of music to transform peoples' lives and to promote positive mental health. The event featured host Wes Geer and musical artists Cedrice, Lee Coulter, and Andy Vargas, who each shared how music lifted-up and transformed their own lives. The benefit concert raised $7,400 to support The Priority Center's life-changing programs.

The Priority Center
Ending the Generational Cycle of Trauma

DONORS

A heartfelt thanks to our community of supporters for believing in our mission of ending the generational cycle of trauma.

Champions of Change $25,000 +

Alton Deere, LLP
Anaheim Community Foundation
Capital Group Companies Charitable Foundation
Crean Family Foundation
Croul Family Foundation
DevTo Support Foundation
Green Foundation
Orange County Community Foundation

Executive's Circle $15,000 to $24,999

Debashis and Laurel Chowdhury
Hughes Marino, Inc.
Joe MacPherson Foundation Inc.
Martin Llanos
Catherine Sorensen
Ueberroth Family Foundation

1983 Society $10,000 to $14,999

Dhont Family Foundation
Exchange Club of Newport Harbor
Haskell & White LLP
Anne MacPherson
Pacific Life Foundation
Rite Aid Foundation
Athena Wong
Wright Ford Young & Co.

DONORS continued

Blue Ribbon
$5,000 to $9,999

American West Restaurant Group, LLC

Ameriprise Financial Services, Inc.

Aristotle Capital Management LLC

The Barry L. Hoeven Charitable Trust

Branded Group

Carl E. Wynn Foundation

City National Bank

Crescent Cares Foundation

David and Susan Crockett

Diamond Hill Capital Management

Lisa Fujimoto

George Hoag Family Foundation

Gibson, Dunn & Crutcher LLP

Ingram Micro

Insurance Industry Charitable Foundation

Layne and Suzanne Miller

Michelle Molina

Pacific Western Bank

Marc and Marianne Reich

Roosters Foundation of Orange County

Rudy's Christmas Trees, Inc.

Ugalde Family Charitable Foundation

US Storage Centers Inc

William Blair & Company

Partners of Hope
$2,500 to $4,999

Jerry Ardizzone

The Benevity Community Impact Fund

Martin Canales

One Digital

Lucy Donahue

Dunn Desantis Walt & Kendrick

Mike Etheridge

Robyn Fredricks

Gokal Law Group

Goldsmith Legacy Foundation

In-N-Out Burger Foundation

John and Nancy Kendrick

The Madison Foundation for Families

National Christian Foundation of California - Shepard Family Fund

Paycom

Colleen Rogers

Debby Rommerdahl

Wescombe Family Foundation

Priority Circle
$1,000 to $2,499

Adorn Group

Aivita Biomedical

Anna Csontos

Cal IT Group

Vanessa Dixon

First American Title Company

Paul and Kristin Godby

Abbas and Alison Gokal

Ed and Laura Inal

Insperity

Kappa Delta Alumnae of OC

Karma Karma

Don and Justine Kennedy

Gary and Ellen Koopman

Hogiadi Kurniawan and Julisa Wiharso

Jim Krasovic

Michael and Cheryl Laven

Lazard Freres & Co. LLC

Legg Mason Global Asset Management

Milestone Risk Management & Insurance Services

Dan Minahan

Bryan Murphy

Padraig Connolly

Pathway Capital Management

Petro-Diamond Inc.

Pirch

George and Nancy Ponce

Seeley Brothers

Sharpe Interior Systems, Inc.

Chad Sidles

Arthur and Sheila Swicker

Marc and Rowena Treitler

Gregory Washer

James and Katherine Watkins

Wescom Foundation

Westminster Grocery Outlet

Hilary Worchell

Varooge and Brigett Yerganian

Friends of the Children
Up to $999

Anonymous

Abbvie Employee Engagement Fund

Tandida Abel and Tandi Shain

Aubrey Adams

Carolyn Aday

Ingrid Akers

Kurt Allen

Aaron Altman

AmazonSmile Foundation

Marina Aminy

Blaine Annett

Paul Anthony

Candace Araiza

Vail Ardizzone

Britton Arey

Roger and Kari Armstrong

Vicki Arnold

Robert Asen

Aspen Systems & Associates, Inc.

Mark Astone

Noel Baker

Bank of America Charitable Foundation

Dan Barnett

Eric Barthel

Jeffrey Bates

Arthur Bayardo

Lawrence Beck

John Benedict

Tad Benedict

Robert Benson

Mary Bidell

Dan Birkhaeuser

Jeff Black

Blackbaud Giving Fund

Stuart Blair

Larry and Jennifer Blyn

Shannon Boerner

Kevin Bogart

Zora Boiteux

Jason Bonfiglio

Marianne Boules

Jim Bourne

Michael Brady

Robert Bramson

Patricia Brennan

Gary Bridge

Tim Britt

Robin Buller

Elyce Burger

Mike Butler

DONORS continued

Terrie Butorac
Charles Byerly
Richard Keys and Rebecca Callahan
Michelle Campero
Scott and Susan Carroll
Tony Carucci
Marcia Cashion
Cheryl Centonze
Central IQ, Inc.
Jaime Cerda
Carolyn Cernuda
Lauren Chalmers
Celine Chan
Charities Aid Foundation of America
Charity Storage, Inc.
Karen Choi
Annie Chung
Matt Cianciulli
Corrie Cockle
Shelley Coia
Karen Cook
Mark Cooper
Jennifer Coronado
Angela Cosme
Chris Cote
John Covert
Heidi Cowan
Kevin Cox
Annette Craig
Ernesto Crisostomo
Damian Crockett
Eric Crook
Lawrence Daerr
Matthew J. Davis
Michael DeArmey
Donald de Ciutiis
Rene Decker
Bill and Rita Delarosa
Danielle De La Torre
Chris Della Sala
Maria Theresa Delgado
Jeffrey Demere
Debbie DeMuelle
Cecilia Dennert
Louis and Lavon Dennis
Laura Derose
Nimish Desai
Angelina De Santiago
Robert Devine
Kathleen Diaz
Nan Diesen-Ng
Robyn Dixon
Jackie Domingo
Denice A. Douglas
David Duckworth
Sheila Dufresne
Danielle Dunn
Julie Duong
Robbie Dye
Grady Eakin
Joe and Gina Earnest
Barbara Elliott
Talon Ellithorpe
Alan and Kristin Epperson
Stephan Erkelens
Deborah Escobar
Jose Escobar
Marcel Esquenazi
David Evans
Kellee Everts
Jessica Fajardo
Janel Falcon
Walter Fawcett
FDP Insurance Services Inc.
Jacquelyn Ferguson
Festival of Children Foundation, Inc.
Fidelity Charitable Gift Fund
Timothy Fisher
Greg Fitzgerald
Melissa Flagg
Fletcher Jones Motorcars Management West
Garth Flint
AJ Flores
Josh Foley
Tamara Foye
Michael Freeland
James Freeman
Judy Frey
Frontstream
Acevedo Gabriela
Sathish Gajaraju
Amy Gallegos
Erika Garcia
Ruel and Holly Garcia
Maria Garcia
Christian Garibay
Christina Garkovich
Sara Garske
Ryan Gates
Justin Geer
Ghulamani Trust
Adele Gibbons
Jeff Gibson
Helen Glover
Rosemarie Godet-Selvey
Allan Goldberg
Ramon Gonzalez
Gunnar Gooding
Charlene Graulty
Gray Matt
Greater Horizons
Laura Greenia
AJ Griffin
Ashley Harden
Patrice Harmon
Erica Hay
Sharon Henwood
Victoria Hite
Elizabeth Hoban
Kelly Hoevelkamp
Larry and Bernadine Hoffman
Laura Holmes
Tina Hopka
Aimee Hostetter
Yang Hu
Christopher Humphrey
Carolyn Hwang
David and Sherie Jabczenski
Robert Jenican
Paul Jenkins
Michael Jensen
Julie Johnson
Monica Johnson
Scott Jones
Julia Joseph
Nicole Joseph
Shawn Joseph
Jennifer Juengst
Treg Julander
Alexander Kadish
Stephanie Kahl
Karen Kamel
John and Bita Karabian
Evan Keith
Annette Kennedy
Liz Kennedy
Alice Kim
Elaine Kim
Victoria Kinney
Bob Kinton
Robert and Lore Kinton
Matt Kleijn
Dan Klein
Mary Klein
KME Systems
Jane Knous
Peter Kovacs
Steve Kozack
Jean Kravitz
Michael Krever
Kroger
Carey Kuhl
Michael Kurland
Andi Kuryllo
Nancy Lamons
Shelly Lawson

DONORS continued

Ricardo Lazzari
Tina Le
Ingrid Leclair
Jenny Lee
Susan Lee
Shelley Leith
Nancy Letofsky
Jason Levey
Jodi Levine-Wright
Guy Levy
Phebe Lewis
Amy Littler
David Littler
Jacqueline Littler
Michael and Lorie Littler
Catherine Longman
Juan Lopez
Michael C. Lovullo
Ronda Lozonne
Susan Luer
James Lugo
Vincent Luu
Erika Ly
Kayley Machado
Javier Machuca
Maureen Madigan
Lois Madison
Sumit Mahendru
Greg Maliwanag
Thomas and Angela Manakides
Bruce Mandel
Keith Manning
Gracia Manopo
Steve Marchese
Kat Marotta
Steve Marsh
Darian Martinez
Maria Mata
Tom Mattley
Gloria Mattson
Jim McAleer
Benn McCallister
Kevin McCarthy
Lucinda McDermott
Jim McFaul
Richard McNeil
Jeff McNerney
Justin and Chrissie Meads
Jodie Medlock
Mohammad Memon
Sumil Menon
Laura Mercs
Robert Meyer
Kerry Meyers
Michael Casolari
Jon and Suzanne Miller
Chebel and Karen Mina
Mind OC
Keith Minnick
Esther Minow
Mark Moehlman
Synthia Molina
Brian Moore
Juliet Morales
Xochitl Morales
Margie Moreno
Craig Morris
Soua Moua
Kaz Mulcahy
Sean Murphy
Laurel Murray
Alex and Michelle Musetti
Helen Musurlian
Karina Napuri
Jennifer Navarro
Mike Neatherton
Robert Nelson
Network for Good
Quang Ngo
Dzung Nguyen
Linh Nguyen
Tommy Nguyen
Truyen Nguyen
Kathy Nichols
Pepi Nieva
Vanessa Niven
Teri Noble
Sharon T O'Brien
Nadia Olstad
Keel O'Neill
Orange County 3PL
Orange County United Way
Brenda Ordaz
Luis Ortiz
Ronald and Lynne Overton
Arvy Padolina
Kathleen Pandes
Laurie Panek
Shari Panganiban
Jayson Panopio
Frank Pappano
Michelle Patterson
PayPal Giving Fund
Linda Pedroza
Kristi Perez
Maria Perez
Andrew Phillips
Alan Plutzik
Adam Pockett
Nicolette Poivre
Pomona Pediatrics
Emma Popiolkowski
Alexandra Potts
Gregory Poyar
Bernadette Pulone
Darren Purcell
Kenneth Raaf
Dawn Railey
Yuritzy Ramirez
Evelyn Ramirez-Schultz
Renee Ray
Terri Ray
Jennifer Reiss
Matt Renault
Adam Renie
David Repper
Karen Resendiz
Randy and Debbie Riley
Cathi Rios
Heidi Ristau
Angelique Rivard
River Rock Real Estate Group
Jennifer Ro
Casey Roberts
Lynn Robertson
Mary Robinson
Jocelyne Rodriguez
James Rogers
Mayra Roman
Edward Romeo
Tamara Romero
Mills Ronald
Allen Ronk
Michele Roper
Michael Rosen
Ronda Ross
Lydia Rubio
Ivan Rudenko
Venetia Runnion
Ryan Ruppe
Vincent Beisner and Maria Ruppert
Mark Rutherford
Rebecca Ryan
Justina Ryan Baldwin
Joy Sakai
Stephanie Sanchez
Bill and Diana Sanderson
Linda Sarabia
Cheryl Sartanawicz
Maureen Sasser
Robin Sax
Janice Schmidt
Benjamin Schoofs
Bob Schubert
Jordan Scott
Benel Se
Catherine Seitz
Jim Serpa
Josellie Severino
Robert Shapiro
Jay Shepard
Almas Shewa
Edward Shin

DONORS continued

Bill Shopoff
Jeff Silverstein
Jack Sissoyev
Rick and Cheri Smetanka
Kirk Smith
Paul J. Smith
Christina Smolskis
Suzanne Snyder
Cynthia Solis
Ida Somero
Miriam Sosa
Mario and Silvia Soto
Madison and Mary Spach
Daleet Spector
Maribel Spell
James Spertus
Michael Stanley
Joel Staples
Jane Stavropoulos
Milan Steijn
Curtis and Theresa Steinhaus
Charles Sterling
Suzanne Stern
Tracy Stevens
Matthew Stewart
Veronica Stocker
Charlie Stone
Scott Strader
Cynthia Strasmann
Joe Strauss
Megan Strom
Timothy Suhling
Katie Sullivan
Roger Summers
Lucia Svrckova
Gail Swindler
Richard and Jody Swinney
Niky Syrengelas
Ildiko Takata
Gail Taylor
TellUS
Eric Themm
George Theodorou
The Smith Family
Jessamyn Tijam
TM Services
William Tooke
Bill Tornquist
TRBO Advance LLC
Hugh Trotter
Brian Trumbo
Andy Tsu
John and Maureen Tsu
George Tziokas
Victor Ulrich
United Way California Capital Region
United Way Irvine
United Way of Greater Philadelphia and Southern New Jersey
United Way of Greater Rochester
Mirella Urbina
Isabel Valdivia
Louise Valencia
Kathy Valentine
Kimberly Valley
Joel Van Boom
Ray Van Straten
Cathy Vu
Jennifer Vu
Andreas Waldukat
Rick Wandrocke
Elizabeth Warber
Wendy Warren
Lilly Weisbecker
Patricia Weiss
Russ Wertz
Matt White
Jennifer Wiegman
Ingrid Wijono
Martin Wildgoose
John Willenbring
Dacrey Williams
Britt Wilson
Valna Wilson
Martin Wing
Amy Wong
Joanna Wright
William Wyand
Jasper Yoon
YourCause, LLC
Gavin Zach
Brad Zell

Pillars of Priority

Thank you to the following donors who have contributed towards naming a room or space at The Priority Center office in Santa Ana.

Debashis and Laurel Chowdhury
Crean Family Foundation
Exchange Club of Newport Harbor
Lisa Fujimoto
Hughes Marino, Inc.
Joe MacPherson Foundation, Inc.
Colleen Rogers

Priority Giving Club

A huge thank you to our monthly recurring donors who stay true to our mission all year long.

Lisa Fujimoto
Victoria Kinney
Adam Pockett
Colleen Rogers
Edward Shin

The Priority Center's 2020-2021 Annual Report gratefully acknowledges donors who made gifts between July 1, 2020 and June 30, 2021. We have made every effort to spell names correctly and print accurate information. If any errors or omissions are noted, we apologize and ask that you notify the Development Department at info@theprioritycenter.org so our records may be corrected.

FINANCIALS

The Priority Center, Ending the Cycle of Generational Trauma, Inc. FY 2020-2021

REVENUE	
Program Support	
Government Grants & Contracts	$7,578,408
Private Charitable Support	$864,446
In-Kind Contributions	$360,629
Total Program Support	**$8,803,483**
Other Revenue	
Other Income	$404,357
Investment Income	$140
Total Other Revenue	$404,497
Total Revenue	**$9,207,980**
EXPENSES	
Programs and Services	
Mental Health	$3,428,219
Prevention	$3,579,824
Advocacy and Family Support	$660,950
Program In-Kind Support	$360,629
Total Programs and Services	**$8,029,622**
SUPPORT SERVICES	
Administration and Community Relations	$491,696
Fundraising	$399,865
Total Support Services	**$891,561**
TOTAL EXPENSES	**$8,921,183**
Change in Net Assets	$286,797

BOARD OF DIRECTORS

The Priority Center's high-quality, effective services would not be possible without the support of our generous, dedicated volunteer leaders. Time after time, these individuals have demonstrated a passionate commitment to the safety and well-being of vulnerable children and families. Thank you for helping us pave the way for a brighter future for children.

Roger Armstrong * Co-Chair
Entrepreneur

Debashis Chowdhury
President, Canterbury Consulting

Susan Crockett * Secretary
Patent Attorney/Owner, Crockett & Crockett

Vanessa Dixon
Professor of Sociology and Criminal Justice, California State University, Long Beach

Alan Epperson * Past Chair
Senior Vice President, Private Client Advisor, Bank of America

Paul Godby
Vice President, The Capital Group Companies

Abbas Gokal
Attorney at Law, Gokal Law Offices

Ed Inal
Chief Operating Officer
Aivita Biomedical

Donald Kennedy
Senior Vice President, First American Title Company

Hogiadi Kurniawan * Board Chair
Audit Senior Manager,
Haskell & White LLP

* Executive Committee Members

Thomas Manakides
Partner, Gibson, Dunn & Crutcher LLP

Alex Musetti
Vice President, Hughes Marino, Inc.

Marc Reich *Treasurer
Founder, Managing Partner, Reich Radcliffe & Hoover LLP

Colleen Rogers
Principal Operator, Keller Williams

Jeffrey Shepard
Senior Vice President,
Hughes Marino, Inc.

Catherine Sorensen
Philanthropist and Community Volunteer

Madison Spach
Partner, Spach, Capaldi & Waggaman, LLP

Richard Swinney
Attorney

Kimberly Valley
Vice President Compliance Officer
City National Bank

Gregory Washer
Entrepreneur

Athena Wong
Vice President, Human Resources, Agility Fuel Solutions

Bill Tornquist,
Chief Program Officer

Lisa Fujimoto,
Chief Executive Officer

Linda Sarabia,
Controller

Evelyn Ramirez-Schultz,
Director of Development

Isabel Valdivia,
Director of Human Resources

"Working hard for something we don't care about is called stress; working hard for something we love is called passion."

"Leadership is not about being in charge. Leadership is about taking care of those in your charge."

- Simon Sinek

The Priority Center

Ending the Generational Cycle of Trauma

Impact Report 2020-2021

1940 E. Deere Avenue, Suite 100,
Santa Ana CA 92705

Phone 714.543.4333
Fax 714.543.4398

ThePriorityCenter.org