



The
Priority
Center

Ending the Generational
Cycle of Trauma



Impact Report

2021-2022

theprioritycenter.org



The Priority Center

Ending the Generational
Cycle of Trauma

Dear friends of The Priority Center,

For nearly four decades, The Priority Center has had an incredible story to tell about the prevention and intervention of child abuse, and the advocacy and strengthening of families in Orange County.

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

– Henry David Thoreau

As we reached deep and far to impact Orange County's neediest clients who often are voiceless, we focused our efforts on the escalated needs from the pandemic: social isolation, poverty, depression, lack of resources, suicidal ideation, and loss of hope. The Priority Center shined with beacons of hope for the more than 8,400 total clients served this past year, up from 6,837 served during the previous fiscal year. A hope brought by our stellar staff and incredible board of directors, raising the awareness of the work The Priority Center does in our community. As the need is at an all-time high, so is the importance – and need – of additional financial support to continue this essential work.

The Priority Center remains a trusted leader, partner, and collaborator in turning around this unnecessary suffering through primary prevention. Our efforts are to strengthen individuals and vulnerable families into healthy, strong communities. The amazing work of The Priority Center and the impact it has on the local community inspires us to be involved and to be part of an organization that provides opportunities for families and children to better their lives. We offer programs and create an environment where families and children can thrive.

Warmest Regards,



Lisa Fujimoto
Executive Director & CEO



Roger Armstrong
2021-2022 Chair





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**—including prevention of child abuse and neglect, through **early intervention** and **mental health services** and **advocacy**.

Table of Contents

Programs & Services	4	Financials	18
<i>Intervention</i>	4	Community Engagement ...	20
<i>Prevention</i>	7	Donors	22
<i>Advocacy</i>	10	Partnerships	26
Fundraising Events	12	Board of Directors	27
By the Numbers	16		

Programs and Services

The Priority Center's unique programs address the specific needs of the families we serve to ensure that children live in violence-free homes. Unfortunately, the effects of the COVID-19 pandemic still linger, and along with rampant inflation, many children and families in our community are facing more challenges than ever. Despite the many challenges of the past year, The Priority Center's programs continued providing crucial support to families with the greatest needs. We continued 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 nine life-changing programs continue at no cost, serving diverse, at-risk populations.

Intervention

Through four intervention programs, The Priority Center provides necessary 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 either victims of abuse or have witnessed a violent crime. In CAST's safe and secure environment, our volunteer Child Advocates provide children with the necessary comfort and therapeutic support during the crucial and challenging multi-interview and medical examination processes.



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 by a member in the community. The Priority Center offers field-based crisis support through a three-week program that includes short-term in-home therapy and case management, focusing on maintaining family stabilization and preventing hospitalization. Through this approach, we can intervene in a crisis before the situation escalates to out-of-home placement.

Our program received a referral for a 15-year-old teenage boy presenting defiant and aggressive behavior towards his mother, poor communication, relational problems with peers, and destruction of property. In addition, the mother was a single parent and had cognitive delays due to a long history of substance use.

Together, the family and the treatment team focused on improving communication skills between both mother and son, provided education to the mother regarding basic parenting skills and provided the parent with her own resources to seek treatment and support for her individual struggles.

During treatment, the teen shared that he appreciated the time his mother participated in his treatment. As a result, their relationship significantly improved, and the confrontational behaviors decreased dramatically. The mother was grateful for the tools and skills she had learned, and felt confident to continue implementing these new strategies even after our services had ended. Our team also communicated and coordinated with a long-term therapist to promote even more success in the long run.



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, the program helps to diffuse the crisis and assist adults in finding a healthy and supportive lifestyle. In addition to crisis stabilization, the program aids the individual to connect them to appropriate resources, with the ultimate goal of long-term stabilization.

Basic Needs

The Basic Needs program provides more than 100 at-risk families with essential goods and household items per month. Through Orange County Healthcare contracts and private in-kind donations, The Priority Center provides families everyday essentials, including food, diapers, furniture, car seats, cribs, and beds. This program assists families at risk of separation in Orange, Riverside, San Bernardino, Los Angeles, and San Diego counties.

A young couple was experiencing economic hardship due to pandemic-related loss of employment. The struggling mother of two worked hard to help provide for her children, but the continued unemployment made things extremely challenging. With only the woman's fiancé working, their lower income made it nearly impossible to purchase the essentials for their children after paying the rent.

Thanks to the Basic Needs Program, the family received assistance in getting clothing, hygiene products, and sheets and towels. Lastly, The Priority Center provided linkages to services that helped the family financially until their employment was stabilized.



Prevention

The Priority Center's prevention programs educate and advise children and families in need. This assistance helps minimize the likelihood of crisis intervention in the future and builds healthy habits within the client's 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. The Priority Center refers families through partner agencies and organizations utilizing a hands-on approach to bolster their family life.

Finding it difficult to meet the needs of her three-year-old child on her own, Maria joined the Infant/Toddler program. The loss of Maria's father left a teenage sibling in Maria's care as well, and the single mother found it even more difficult to pay her bills and put food on the table.

Maria's caseworker was able to provide her with linkages to food banks, CalFresh, rental assistance, and utility assistance. These connections allowed Maria to catch up on rent and bills, and to put food on her family's table. Maria's caseworker helped her acquire parenting skills that left Maria more loving, firm, and consistent with her children. Maria now enjoys a much stronger bond with her children.



CalWORKs Home Visiting Program

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

School Readiness

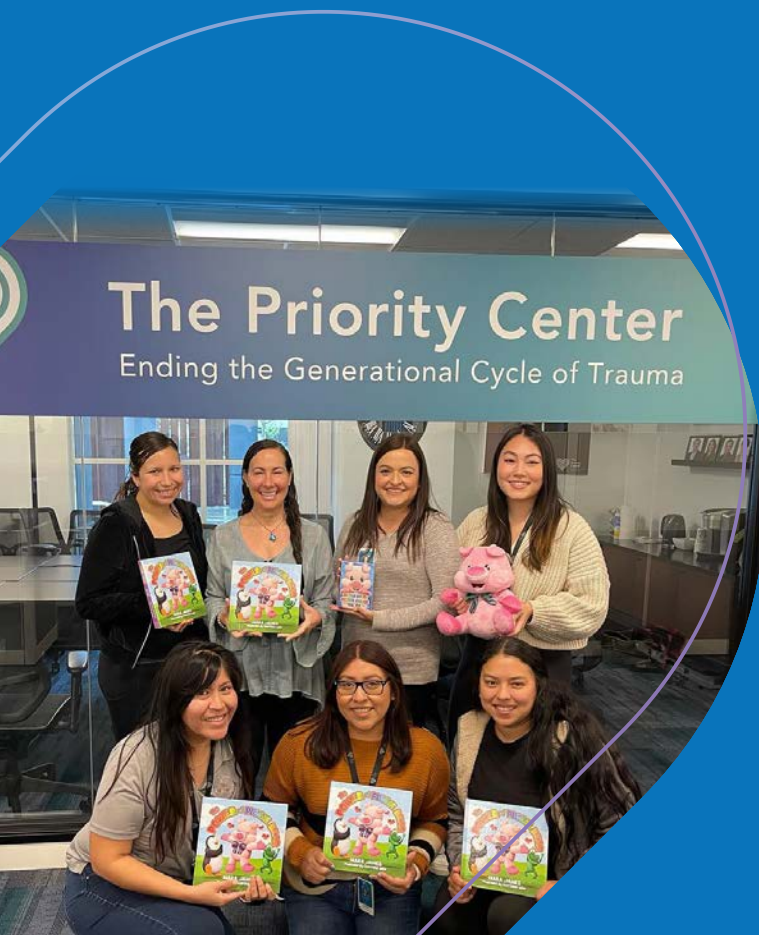
The School Readiness Program helps families of young children with the transition to school. Over 12 weeks, we educate parents on developmental milestones and healthy growth and development signs. In addition, the program celebrates learning and education by mentoring parents to become teachers in their own homes.

The Priority Center's Infant and Toddler Program referred a four-year-old boy to School Readiness after the child's mother had expressed interest in tracking his speech development. The child, who only had about 10 words and displayed difficulty in forming sentences, was also displaying outwardly aggressive behavior towards others and signs of self-harm.

After initial assessments demonstrated concern with the patient's development according to age range, mental health workers referred the mother and child to CalOptima Behavior Health Line for further evaluations.

As a result, the child was diagnosed with moderate Autism, and the mother received education under the Triple P (Positive Parenting Program) framework in order to implement positive parenting techniques.

The mother was grateful to learn techniques to promote her son's development further and gain greater parenting skills. Upon being diagnosed with Autism, the child began receiving ABA therapy.



Outreach and Engagement

The Priority Center's Outreach and Engagement Program hosted educational and skill-building presentations. Topics presented included growth and development, bullying, anger and stress management, healthy communities, healthy relationships, and overall support for social and emotional health.

The Outreach and Engagement program often collaborated with other like-minded organizations to increase its impact.

For example, Angels Youth Clinic was a great collaboration where The Priority Center's O&E program took the lead in organizing activities and providing promotional items. O&E also worked with collaborators Orange County Asian Pacific Islander Community Alliance (OCAPICA), Western Youth, and The Phoenix House to provide stress management and coping workshops to the 150+ youth of multiple ethnicities and backgrounds that were in attendance. The attendees ranged from 8-12 years of age, with 81% male.

While the workshops were well-attended, many attendees also enjoyed the group activities, proving the event to be a great way to introduce mental health in a less stigmatizing, fun way!



Advocacy

Through The Priority Center's advocacy program, families gain the resources they need to continue on their journey successfully.

Connected Care

The Connected Care Program complements and continues The Priority Center's short-term intervention/crisis programs. Serving as an aftercare program, The Priority Center provides ongoing supportive services, for no fee, to recently exited adult clients of our three-week crisis program. 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 100% privately funded by the community through corporate, foundation, and individual donations.

Jane came to Connected Care through our Adult In-Home Crisis Stabilization team. She had been struggling with her mental health for a long time and was having suicidal thoughts.

Jane had been abusing her prescription medications for almost 10 years. Having suffered a brain injury, Jane had been struggling with memory loss and disorientation making it challenging for her to function normally, even with the most minor tasks around her house.

Connected Care helped to facilitate and assist with basic tasks. Jane now has a neurologist, is sober, and is in the process of finding new housing. Our next mission is to find her a caretaker to assist with her daily life.

"I felt like I could no longer do this alone and I'm so grateful for such caring people. I don't know where I would be without this program."





Family Support Events

Ready, Set, Learn: Back-to-School Drive

Every year, The Priority Center provides over 300 backpacks to the under-served families supported by The Center's programs. We partner with businesses, churches, service groups, and Karina's Backpack Project, to ensure kids start the school year off successfully.

Families Helping Families

The holiday season can be incredibly challenging for impoverished families. Families Helping Families is The Priority Center's annual "adopt-a-family" program that benefits those supported by our programs. The program finds compassionate donors to fulfill our children's holiday wish lists and provides their parents with gift cards to purchase the family's greatest needs.



2021-2022 Fundraising Events

2021 Summer Sizzle Pickleball Tournament

On Sunday, July 25th, The Priority Center hosted its inaugural "Summer Sizzle Pickleball Tournament" at The Tennis & Pickleball Club at Newport Beach. It was a day for pickleball enthusiasts and beginners alike, with a beginner's clinic, informal play for those new to the sport, and a competitive tournament for experienced players. We had over 100 guests in attendance and raised more than \$10,000 in support of The Priority Center's programs.



Center: Board Member Marc Reich

Golf Committee Chairs L to R:

Kaz Mulcahy, Breanna Fernandez, Lucia Svrckova, Rob Buller, Kirk Smith, Evelyn Ramirez-Schultz, Sue Crockett



Pickleball Committee



2021 Annual Golf Classic Tournament

We celebrated our 20th Annual Golf Classic Tournament, presented by Wright Ford Young and Co., in November 2021, at the private Dove Canyon Golf Club in Trabuco Canyon. It was a fantastic day on the links, where guests enjoyed the cool crisp Fall air with friends and colleagues. Players enjoyed delicious breakfast burritos donated by Tacos & Co, contests and games, and a shotgun tournament, all in support of The Priority Center's life-changing programs. Raising more than \$83,000 for The Priority Center's programs, we are so grateful for those who helped us hit a hole in one for the children and families we serve.



Far Left: Board Member Debashis Chowdhury



*Tablescape Committee L to R:
Breanna Fernandez, Jennifer Reiss,
Nicole Madison, Evelyn Ramirez-Schultz,
Rowena Treitler, Almas Shewa*



2022 Women of Priority - TableScapes

The Priority Center's Women of Priority Committee hosted its first in-person event on Friday, May 20th, 2022, at the Inn at the Mission San Juan Capistrano. Tablescapes – An Afternoon of Style & Tabletops, featured an upscale Shopping Boutique, a silent auction, and countless “ooh and ahh” reactions from the elegant tabletop designs. Guests enjoyed beautifully curated Tablescape designs by Karen Tallichet and her partner Laura Lee, who displayed a Spring themed table, Estelle Nguyen, who featured curated items from Paris, France, and Juaneie Munoz, who created a minimal yet elegant spring tablescape. The Inn at the Mission also incorporated the rich history of San Juan Capistrano throughout their Tablescape. It was an incredible afternoon where guests help raised over \$40,000 to benefit our CAST Advocates Program.



*L to R: Susan Carroll,
Susan Crockett, Suzanne Miller*

2022 Annual Gala - A Night in Havana

In April 2022, we hosted our 23rd Annual Gala – A Night in Havana, presented by The Crean Foundation at the Balboa Bay Resort in Newport Beach. Sponsors, supporters, and friends of The Priority Center gathered for a fantastic evening of food, fun, and fundraising for the first time in two years. Guests enjoyed a cocktail hour, silent auction, Cuban-inspired dinner, live auction, and a live performance by Santana lead singer Andy Vargas and his band. In addition, we recognized our Champion of Change Honorees, Jeff Shepard, Alex Musetti, Karina's Backpack Project, and the Croul Family Foundation for their incredible support of The Priority Center's mission. The overwhelming support of our guests resulted in netting more than \$200,000 for children and families in crisis served by The Priority Center's life-changing programs.



L to R: The Priority Center CEO, Lisa Fujimoto, Champion of Change Awardee, Alex Musetti, Board Member Marc Reich



The Priority Center CEO, Lisa Fujimoto, with ABC7 Broadcast Journalist and Master of Ceremonies, Eric Resendiz



The Priority Center Board of Directors

By the Numbers

The Priority Center, Ending the Generational Cycle of Trauma, Inc. FY 2021-2022

2,545
Community Events
focusing on **mental**
health awareness
and **education**

Counseling Clients

AIHCS	505
CIHCS	586
O&E	334
TOTAL	1,425

Counseling/Therapy Sessions

AIHCS	1,271
CIHCS	697
O&E	2,004
TOTAL	3,972

Community Training/ Educational Skills & Classes

School Readiness	254
O&E	223
TOTAL	477

Delivered Goods

Basic Needs	8,064
-------------	-------

Events

O&E	2,191
School Readiness	354
TOTAL	2,545

Case Management/ Parenting Visits (In-person/virtual)

Infant-Toddler	2,128
HVP	1,394
CIHCS	999
AIHCS	668
School Readiness	1,831
O&E	2,160
TOTAL	9,180

Outreach Contacts

O&E Only	33,694 (goal was 25,000)
----------	--------------------------

Socioeconomic Status (Low Income)

HVP	90%
Infant-Toddler	92%

**Delivered Goods
through Basic Needs**
(Beds, car seats, diapers,
strollers, food, clothing)

8,064

477

**Community Training
and Educational Skills
Classes** conducted

**Outreach for mental
health awareness**

33,964
individuals

1,425

individuals counseled,
representing **3,972 sessions**
through our Outreach &
Engagement and crisis
programs.

Parents Served

Infant Toddler	569
HVP	233
CIHCS	879
School Readiness	531
Basic Needs	1,371
TOTAL	3,032

Children Served

CAST	814
CIHCS	586
Infant-Toddler	379
HVP	155
Basic Needs	914
School Readiness	354
TOTAL	3,202

Connected Care

Number of Scheduled Calls	884
Number of Unscheduled Calls	188
Number of Scheduled Visits (all types)	50

Referral Types:

Basic Needs	26
Counseling	28
Education	5
Employment	7
Financial	21
Housing	12
Legal	9
Medical (Health/Insurance)	27
Peer Support	19
Substance Use	16
Transportation	5

Parents Served
3,032

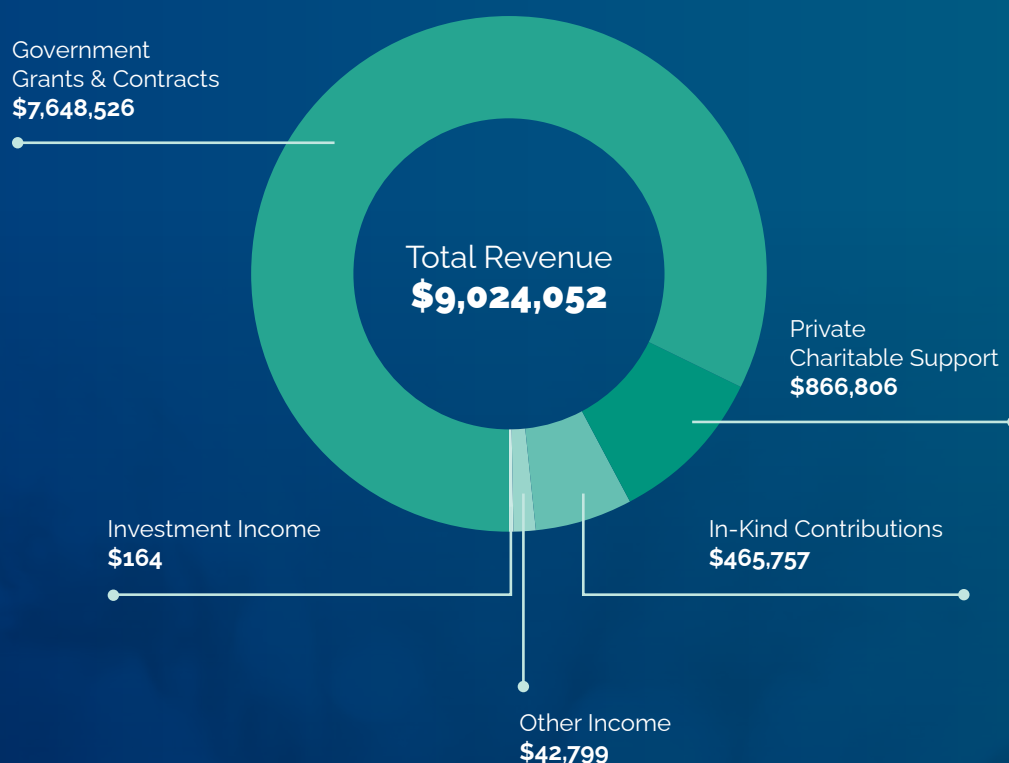
Children Served
3,202

1,122
Visits/Calls
with 175 service
referrals

9,180
Case Management/
Parenting virtual/
in-person visits

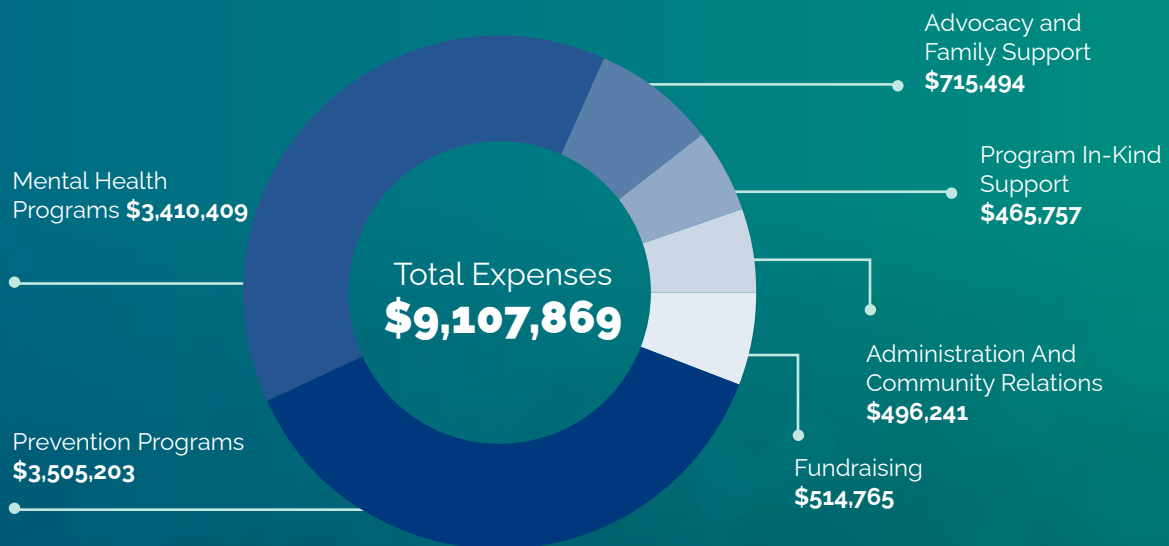
Financials

The Priority Center, Ending the Generational Cycle of Trauma, Inc. FY 2021-2022



Program Support

Government Grants & Contracts	\$7,648,526
Private Charitable Support	\$866,806
In-Kind Contributions	\$465,757
Total Program Support	\$8,981,089
Other Revenue	
Other Income	\$42,799
Investment Income	\$164
Total Other Revenue	\$42,963
Total Revenue	\$9,024,052



Expenses

Program And Services

Mental Health	\$3,410,409
Prevention	\$3,505,203
Advocacy And Family Support	\$715,494
Program In-Kind Support	\$465,757

Total Program And Services Expenses	\$8,096,863
--	--------------------

Support Services

Administration And Community Relations	\$496,241
Fundraising	\$514,765

Total Support Services	\$1,011,006
-------------------------------	--------------------

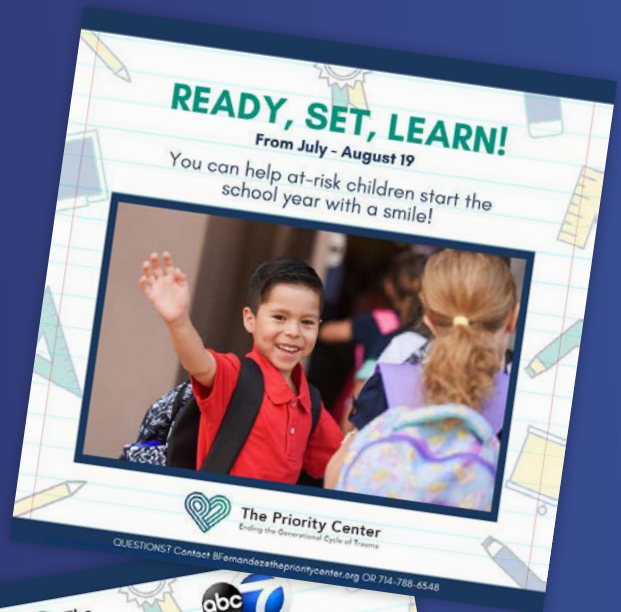
Total Expenses	\$9,107,869
-----------------------	--------------------

Change In Net Assets	(\$83,817)
----------------------	------------

2021-2022 Community Engagement

Ready, Set, Learn! (July/Aug)

The Priority Center partnered with sponsors ABC7, Karina's Backpack Project, Dreams for Schools, and Ingram Micro, for the Ready, Set, Learn! Back-to-School campaign. The campaign, which raised nearly \$8,000, helped to ensure Orange County children in need would have the necessary school supplies to help them succeed in the upcoming academic year.



I'm Here for You (September)

During National Suicide Prevention Month, The Priority Center launched the "I'm Here for You" campaign which raised \$4,000 while creating awareness, promoting education, and providing helpful tips and resources. Focusing on "See Something, Say Something" – funds went directly to support our In-Home Crisis Stabilization programs that serve children and adults who are experiencing a mental health crisis. This three-week program aids with stabilizing the individual, their family, and connecting them to appropriate resources and support.

Families Helping Families (December)

To bring some Christmas cheer, The Priority Center's annual holiday gift drive brought joy – and gifts – to struggling families in Orange County. Santa was on hand with his Christmas motorcycle and sleigh as 275 families received gifts from their wish lists. Staff, board members, and volunteers joined in on the fun.



Love Is (February)

The Priority Center raised just over \$20,000 as it joined seven other Orange County non-profit organizations on Wednesday, February 9, 2022, for the **Love Is** campaign. More than \$133,000 was raised in 24 hours to support healthy relationships for teens and young adults, exceeding the original goal of \$100,000.

Donor List

Champions of Change **\$25,000 +**

A Little Help Foundation Fund
Anonymous
Capital Group Companies
Charitable Foundation
Change A Life Foundation
The Crean Family Foundation
Croul Family Foundation
DevTo Support Foundation
Exchange Club of Newport
Harbor
George Hoag Family Foundation
Green Foundation
Anne MacPherson
Milestone Risk Management
& Insurance Services
Catherine Sorensen
Wright Ford Young & Co

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

Exchange Club of Newport
Harbor
Gokal Law Group
Milestone Risk Management
& Insurance Services
Catherine Sorenson

1983 Society **\$10,000 to \$14,999**

ABC 7
American Business Bank
Athena Wong
David and Susan Crockett
Dhont Family Foundation
Don and Justine Kennedy
Rite Aid Foundation
Warne Family Charitable
Foundation

Blue Ribbon **\$5,000 to \$9,999**

A Little Help Foundation
ALTA Good Deeds Foundation
American West Restaurant Group,
LLC
Ameriprise Financial Services, Inc.
Amundi Pioneer Asset
Management USA
Aristotle Capital Management
LLC
Meridith Baer
Banc of California
Branded Group
Marcia Chow
Debashis and Laurel Chowdhury
Classic Paving Services, Inc.
Diamond Hill Capital
Management
Doreen D. Marshall Fund
for Youth
Edwards Lifesciences Foundation
Esplanade Builders, Inc.
First American Title Company
Lisa Fujimoto
Sara Garske
Grace Helen Spearman
Charitable Foundation
Hanzel Construction
Haskell & White LLP
In-N-Out Burger
Insurance Industry Charitable
Foundation
Kappa Delta Alumnae of OC
Keller Williams Realty
LPA Design Studios
Madison Foundation for Families
MUFG Union Bank Foundation
One Digital
Pacific Premier Bank
Pacific Western Bank
Urvashi Patel

Marc and Marianne Reich
Roosters Foundation
of Orange County
Madison and Mary Spach
Takeya USA
Tarsadia Foundation
The Barry L. Hoeven Charitable
Trust
The Ugalde Family Charitable
Foundation
Wal-Mart
Jeremy Webb
William Blair & Company
William Ross Family Foundation
J. Scott Young

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

1st Century Bank CA
Ankura Irvine
Cal Coast Commercial Flooring
City National Bank
Anna-Marie Claassen
Dom Curcio
Vanessa Dixon
Corey Fox
Freddie Georges Production
Group
Dani Gold
GPS Painting
Howard Building Corporation
Interior Electric, Inc.
Julie Laughton Design Builds
Sinan Kanatzis
MicroVention, Inc.
Teri Noble
Pivot Interiors, Inc
Alexander Ramos
Colleen Rogers
Anne-Marie Schiefer
Benel Se-Liban

John Stephens
Sundt Foundation
Arthur and Sheila Swicker
Teichert Foundation
Wescombe Family Foundation
Alyson Yarberry

Priority Circle \$1,000 to \$2,499

ACI Painting
Alera Group
Dan and Lindsay Almquist
American Honda Finance Corporation
Anaheim Community Foundation
Andersen Plumbing
Britton Arey
Kristi Beard
Elena Byrne
Kristin Byrnes
Cal IT Group
Mark Carlin
Scott Carroll
CBE Office Solutions
Daniel and Elizabeth Chang
Control Air Enterprises LLC
Cue Industries LLC
Mikelle Daily
Davison & Moore
Sara Dixon
Mike Etheridge
Rich Flanagan
Fletcher Jones Motorcars Management West
Josh Foley
James Freeman
Frontstream
Paul and Kristin Godby
Katrina Goldberg
Harbour Vest Partners

John and Erin Hoefer
Drew Hoeven
Jeff Hyman
Ed and Laura Inal
Penny Jo
Karma Karma
Jennifer Kim Zeller
LANCAB, Inc.
Shelly and Greg Lawson
Lawyers Title
Lazard Asset Management LLC
Jason Martinez
William Messenger Jr.
Meldie Moore
Lauren Murphy
Lourdes Nark
Nazzareno Electric
New Century Door, Inc.
Nuveen Investments
Pathway Capital Management
George and Nancy Ponce
Poppy Bank
Power Crunch
Evelyn Ramirez-Schultz
Brian Reed
Reflex Networking
Tom Roddel
Jim Rushton
Sage Goddess
Linda Sarabia
Brian Schuler
Sharpe Interior Systems, Inc.
Chad Sidles
Cheri and Rick Smetanka
Theresa and Curtis Steinhaus
Emily Sukman
Richard and Jody Swinney
The Benevity Community Impact Fund
Rowena Treitler

Kimberly Valley
Kelly Vlahakis-Hanks
Wells Fargo
Liz Williams
Forouzan Yavari
Varooge and Brigett Yerganian

Friends of the Children Up to \$999

Karin Adams
Paolo Alcantara
Aaron Altman
AmazonSmile Foundation
Heather Aminian
Lorraine Amor
Anonymous
Roger and Kari Armstrong
Robert Asen
Kristy Bailey
Noel Baker
Abby Banerjee
Bank of America
Bonnie and William Barrington
Marisa Bavand
Lawrence Beck
John Benedict
Tom Bergerson
Stu Betti
Blackbaud Giving Fund
Jessica and Jessica Blair
Stuart Blair
Byron Blanco
Lindsay Bosshart
Amy and James Bourne
John Boyle
Meghan Boyle
Gary Bridge
Bob Brown
Rob Buller

Donor List (continued)

Michelle Campero
Martin Canales
Capital Group Companies, Inc.
Susan Carroll
Chip Carter
Scott Cernigoj
Bryce Chalmers
Charities Aid Foundation of America
Amy Chicoine
Mark and Amy Clews
Chris Cote
R John Covert
Michael DeArmey
Chris Della Sala
Nan Diesen-Ng
Bob Dion
Keith & Jennifer Dolnick
Helen Dos Santos
Jaclyn Duarte
Sheila Dufresne
James Eaton
Lori Escobosa
Sean Evans
Erika Fink
First Christian Church of Orange
Timothy Fisher
Melissa Flagg
Jennifer Friedland
Kathryn Fukuda Amooi
Brad Garner
Michael Genest
Michael Gertner
Jeff Gibson
Jennifer Giffen
Gelisa Gonzaga
Laura Greenia
Andrew Griffiths
Leyla Hanjan
Hallie Hannah
Patrice Harmon
Jessica Helal
Laura Henkels
Stan Henry
Kenneth Hernandez
Hexagon Agility

Michelle Highberg
Aric Hill
Rebecca Holden
Cat Holly
Adam Hoover
Tina Hopka
Aimee Hostetter
Bryan Howard
Luke Hudson
Ann Marie Hull
Carolyn Hwang
Robert Istwan
Beth Jaeger
Paul Jenkins
Aaron Jett
Nithin Jilla
Darrell Johnson
Treg Julander
Annette Kennedy
Victoria Kinney
Lawrence Klayman
Dan Klein
Kroger
Michael Kurland
Hogiadi Kurniawan
and Julisa Wiharso
Andi Kuryllo
Shelby Kuryllo
Joan Lane
Petra Ledet
Shelley Leith
Gina Lesley
Guy Levy
Janna Lim
Fermin and Nora Llaguno
Lori Logan
Ann Long
Randall J Long
Michael C. Lovullo
Erika Ly
Rossella Mazzucchelli
Kevin McCarthy
Thomas McManus
David McPhie
Maria Mejia
Robert Meyer

Casolari Michael
Pat Midkiff
Jon and Suzanne Miller
Ashley Model
Michael Moore
Peter Moroh
Kaz Mulcahy
Toni Jean Munoz
Laurel Murray
Alex Musetti
Mike Myers
National Christian
Foundation of California
Rick Nazzareno
Mario Negrete
Jamie Nelson
Karen Nelson
Network for Good
Vanessa Niven
Sharon T O'Brien
Jeff Owens
Erika Pedersen
Laura Petersen
David and Emily Plourde
Powerstone Property
Management
Bernadette Pulone
Linda Querubin
Dawn Railey
Rainbow Sandals
Abba Ramsaran
Christine Rankin
Jamie Reidy
Jennifer Reiss
David Repper
Kevin Ritchie
Phyllis Ann Roberts
Elise Robins
Savers / TVI Inc.
Sarah Schmidt
Karen Schoenbaum
Seeley Brothers
Christopher Selzer
Jim Serpa
Shadi Shaffer
Jeffrey and Diane Shepard

Almas Shewa
Edward Shin
Lori Simpson
Scott Singletary
Kirk Smith
Christina Smolskis
Ariana Spero
Barrett Sprowl
Jane Stavropoulos
Dustin Steeve
Milan Steijn
Phillip Stump
Timothy Suhling
Katie Sullivan
Gail Swindler
Niky Syrengelas
Craig Takata
Karen Tallichet
Gail Taylor
Lawrence Telles
The Moore Law Group
Allyson Thompson
Jeff Tibbets
Vinny Tomas
Bill Tornquist
Brian Trumbo

Tuulbelt, Inc.
TVI Inc.
United Way of Greater
Philadelphia and
Southern New Jersey
Isabel Valdivia
Louise Valencia
Verizon Foundation/
Cybergrants
Andreas Waldukat
Harry Wallace
Wendy Warren
Gregory Washer
Jennifer Wiegman
Mike Wilson
Hilary Worchell
Terri Wright
William Wyand
Laura Zolnekoff



Pillars of Priority

The Priority Center's Pillars of Priority campaign seeks sponsors to support our critical work by acquiring the naming rights to one of several rooms at our headquarters in Santa Ana. Each room is designated with the sponsor's chosen name and displayed on a plaque at its entrance. Sponsors are also recognized as Pillars of Priority Donors on a donor wall at our office, The Priority Center's website, Impact Report, and marketing materials.

William Ross Foundation

We are excited about this new partnership and thankful for individuals like William and Elaine Ross, who believe in our work and make it possible to change the lives of those who need it most in the Orange County community. The mission of the William Ross Family Foundation is to build a robust and healthy community by supporting local nonprofit organizations that impact children.

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
Catherine Sorensen

Priority Giving Club

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

Tuulbelt, Inc.
Paolo Alcantara
Melissa Flagg
Edward Shin
Victoria Kinney
Colleen Rogers

The Priority Center's 2021-2022 Impact Report gratefully acknowledges donors who made gifts between July 1, 2021-June 30, 2022. We have made every effort to spell names correctly and print accurate information. If there are errors or omissions, we apologize and ask that you contact us (info@theprioritycenter.org) so they may be corrected.

Partnerships

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

Board of Directors



Roger Armstrong *Chair
Entrepreneur



Debashis Chowdhury
President, Canterbury Consulting



Mark Clews
Senior Managing Director, Ankura



Susan Crockett *Co-Chair
Patent Attorney/Owner,
Crockett & Crockett



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



Paul Godby
Vice President, The Capital Group
Companies



Abbas Gokal
Attorney at Law, Gokal Law Offices



Ed Inal
Chief Operating Officer
Aivita Biomedical



Beth Jaeger
Real Estate Broker/Philanthropist



Donald Kennedy
Senior Vice President,
First American Title Company



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



Thomas Manakides
Partner, Gibson, Dunn & Crutcher LLP



Alex Musetti
Vice President, Hughes Marino, Inc.



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



Colleen Rogers
Principal Operator, Keller Williams



Jeffrey Shepard
Senior Vice President,
Hughes Marino, Inc.



Catherine Sorensen *Secretary
Philanthropist and Community Volunteer



Madison Spach *Treasurer
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



Alyson Yarberry
Founder/CEO, Modera Inc.



The Priority Center

Ending the Generational
Cycle of Trauma

Impact Report 2021-2022

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

Phone 714.543.4333

Fax 714.543.4398

ThePriorityCenter.org

