

**YOU RUN THIS TOWN FOUNDATION**

# IMPACT REPORT

**2021**



*onward & upward*

# LETTER FROM THE FOUNDER

Board Chair



## LINDA SCHWARTZ



Dear Friends, Family & YRTTF Community:

**“It is the heart that does the giving; the fingers only let go.”**

**– Nigerian Proverb**

When Michelle invited me to be an Executive Board Member in 2019 and shared the foundation’s mission with me, my heart said “yes” right away. I knew this would be a place where I could hang my hat and be a contribution to underserved youth. Now, as Board Chair, as I reflect upon my time with YRTTF, what I’m struck by most is how supportive, committed, and generous this community has been and continues to be. And that was not more evident than during the pandemic when we were able to serve [INSERT #of YOUTH SERVED] youths despite all of the restrictions. Our workshops and enrichment programs are the lifeblood of our foundation and they were all made possible by every one of YOU. Your hearts said “yes” and it was through your generosity, that we were able to make such a positive impact in our community. So, THANK YOU!

When I’m asked why YRTTF’s mission is so important to me, I’m always brought back to my own upbringing. Being from a low income family myself, I wish there had been programs like this available to me. I grew up through the hard knocks and became independent at the tender age of 16. I look back on those years and wonder what my life would have been like if I had mentors and a foundation like YRTTF in my corner, championing my success. It means so much to me to be a part of something that is helping our youth build a solid foundation for their future success. It’s an honor and a privilege for me to be in a position to be able to lend a helping hand when and where I can.

My message to our future leaders:

Keep going. Keep learning. And keep your head up. Soon, you’ll be able to look back on your life and connect the dots contributing to your success. And my wish is that our work here at YRTTF keeps us all connected, always.

Much Love,  
Linda Schwartz

# **TESTIMONIALS**

**"IT WAS SUCH AN HONOR  
WORKING ALONGSIDE YOUR  
AMAZING ORGANIZATION!"  
- (BAGS OF HOPE PROJECT)**

**"THANK YOU FOR YOUR  
GENEROUS DONATION!"  
- (@CRCD\_SOUTHLA)**

**"THANK YOU FOR ALL YOU DO  
FOR THE COMMUNITY, YRTTF!"  
- PAULINE PANIS  
(FALEO-LA)**



# YRTTF TEAM

## BOARD OF DIRECTORS

**Linda Schwartz** - Board Chair: Founder at She Shed Comedy

**Regina Moniz** - Board Vice-Chair: Health & Wellness Coach

**Lori M. Vera** - Board Treasurer: Research Program Manager at CSU Los Angeles

**Alissa Subsarn** - Board Secretary: Law Enforcement Technician at LA County Sheriff's Department

**AJ Aguiluz** - CEO at ARA Realty & Associates, Inc.

**Ajay Pondicherry** - CEO at Block Party Real Estate Software

**Jenny Huang** - Expedia Associate Market Manager Beverly Hills/West Hollywood Region

**Hannah Howansky** - Private Client Associate at Wells Fargo Advisors

**Seena Nikravan** - Conflicts Attorney at Manatt Phelps & Phillips LLP

**Michelle Pagtakhan** - Founder & Executive Director CEO at Breezy Agency

## BOARD ADVISORS

**Amelie Cabral** - Political/Economic Assistant at U.S. Consulate in Sao Paulo, Brazil

**Cassandra Betts** - Senior Creative Manager at NBCUniversal

**Deanna Garcia** - Product Manager at AT&T.

**Erich Chen** - CEO at Erich Chen Photography

**Katie Card Neidermire** - Home Loan Coach

**Karina Celis** - Philanthropist

**Diane Cauton** - LAUSD Educator

**Meetal Gandhi** - Global Ambassador Country Manager, Actura

**Roman Pallares** - Creative Writer and JetBlue Retiree

**Steven Plesa** - Associate Attorney

## EXECUTIVE TEAM

**Martha De La Torre** - Director of Programs

**Naomi Howansky** - Operations Director



# PARTNERS



**Jefferson High School**

**St. Anthony High School**



**Millikan High School**

**USC/NAI Program**



**CRCD/Ruth's House**

**Walk With Sally**



**Love Beyond Limits**

**LGBTQ Youth Center - LB**



**assurance**

**Learn4Life**



**St. Joseph Center**



**UCLA YSC West**



**Casa Youth Shelter**



# PROGRAMS

**TOTAL YOUTH IMPACTED 2021: 308**  
**TOTAL YOUTH IMPACTED 2017-2021: 1,424**

## **ENRICHMENT WORKSHOPS:**

Total Partners: **12**  
Total Youth Served in 2021: **245**  
Total Youth Served to date: **1,256**

## **WORK-STUDY GRANT OPPORTUNITY:**

With the past year COVID-19 restrictions, we were not able to continue this program, but the team is working on implementing a new program in place of no longer being able to provide this work-study grant opportunity. See below our impact from previous years.

**TOTAL 2017-2020:**

Applicants: **46**

Selected Participants: **14 youth**

Awarded: **\$13,715.25**

## **I RUN THIS TOWN CAMPAIGN**

Number of applicants:

Total 2021: **23**

Total 2020-2021: **40**

Winner & Finalists Awards:

Total 2021: **\$2,800.00** awarded

Total 2020-2021: **\$3,600.00** awarded

## **I RUN THIS TOWN CAMPAIGN**

I Run This Town Campaign was developed to encourage youth to find creative outlets to express themselves, introduce their mentors, explore their talents, and discover ways to impact their communities for a chance to receive a \$300 mini-grant.

## **SCHOLARSHIPS:**

Scholarships are offered every spring semester to our partnered schools.

## **SCHOLARSHIPS:**

4 partner schools/organizations received YRTTF scholarships across LA County in 2021  
Jefferson HS, Millikan HS, St. Anthony HS, & USC/NAI  
Total 2021 applicants: **13**  
Total 2017-2021 applicants: **55**  
6 scholarship recipients in 2021 (includes 1 honorary)  
Total 2017-2021: **23**  
\$3,000.00 total amount awarded through scholarships in 2021  
Total 2017-2021: **\$14,500.00**

## **READ-A-THON**

Total Submissions: **56**

Total Winners: **15**

5 mini iPads

5 Kindle Paperwhites + \$300 amazon gift card

5 \$100 amazon gift card

## **WORK-STUDY OPPORTUNITY:**

Youth who complete the YRTTF career development workshop series qualify to apply for the Work-Study Grant, a paid internship at their school, designed to provide work experience at their school.

## **COMMUNITY ENGAGEMENT**

An event hosted every year to serve our community such as renovating local schools or donating meals to front liners.

## **DREAM BIG LA:**

A virtual event dedicated to showcasing youth talent and honoring our community.

# PROGRAMS

YRTTF PROGRAMS ARE DESIGNED TO HELP YOUTH DEVELOP LEADERSHIP QUALITIES AND IMPORTANT LIFE SKILLS TO PREPARE THEM FOR A SUCCESSFUL FUTURE.

## ENRICHMENT WORKSHOPS:

**Degree Attainment** – Youth are provided with advising on identifying different career paths after high school such as academic institutions, prerequisite courses, financial aid, admissions and more.

**Follow your Dreams, Build your Future** – Encourage youth to pursue promising careers that lead to professional and personal achievement. Mentors in different career paths speak to the youth about their experiences.

**Resume Building** – Youth participate in a hands-on process of developing a working resume.

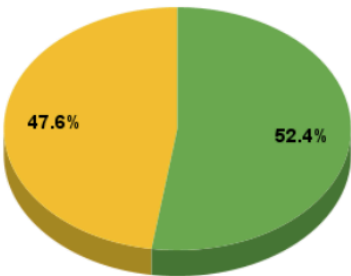
**Career Preparation** – Youth are provided with interview techniques and coaching on professional attire in preparation for job interviews.

**Financial Planning** – Youth are guided through developing a budget; establishing a budget, paying bills, saving, and managing paychecks, etc.

## WORKSHOP PARTICIPANT IMPACT

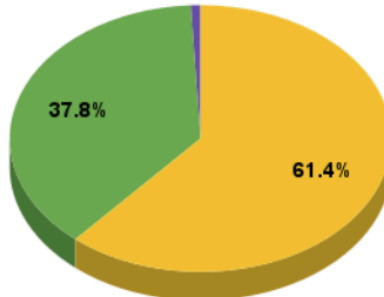
Participant Age

● 14-17 ● 18-24



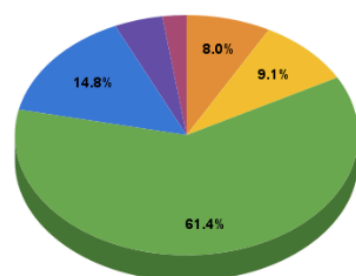
Participant Gender

● Female ● Male ● Non-Binary



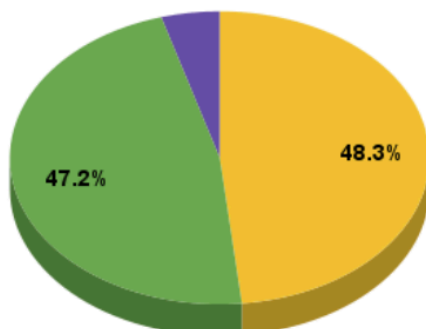
Participant Ethnicity

● Asian / Pacific Islander ● Black / African Am.  
● Hispanic / Latinx ● White / Caucasian  
● Bi-Racial ● Other



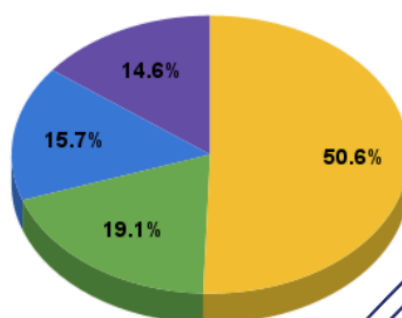
Participant Household Size

● 1-4 ● 5-8 ● 9-12



Participant Household Income

● < \$25,000 ● \$25,000 - \$50,000  
● \$50,000 - \$75,000 ● > \$75,000



# PROGRAMS

## DREAM BIG LA 2021

AN ANNUAL EVENT TO EMPOWER YOUTH AGES 14-24. BY PROVIDING THEM WITH GROWTH OPPORTUNITIES, MENTORSHIP AND THE RESOURCES NEEDED TO DEVELOP INTO CIVICALLY ENGAGED, INDEPENDENT AND HIGHLY SKILLED YOUNG ADULTS.

EVENT INCLUDES:

- AWARDS HONORING YOUTH & MENTORS
- SPECIAL GUEST SPEAKERS
- YOUTH TALENT SHOWCASE & PERFORMANCES
- RAFFLE PRIZES



THANK YOU TO ALL OF OUR DREAM BIG LA SPONSORS AND DONORS!





# DONORS

THANK YOU TO ALL OF OUR DREAM BIG LA SPONSORS AND DONORS!

<b>\$10,000+</b>	
Bulger, Lenardson & Associates, Inc	FALEO-Los Angeles
<b>\$5,000+</b>	
APMCares Community Outreach	
<b>\$1,000+</b>	
Downtown Long Beach Alliance Michelle Pagtakhan Modern Woodmen	Productive Programming Inc. Shuo/Jenny Huang William Lau
<b>\$500+</b>	
Bisnar   Chase Lee & Linda Schwartz Pie & Steven Plesa	Reynaldo Soriano Samantha Smith
<b>\$250+</b>	
Aaron Mendoza HomeLight	Matin Atrushi
<b>\$100+</b>	
AJ Aguiluz Amelie Cabral Andrew Mitsuhashi Anh Dang Ashley Lafontaine Brian Austin Crystal Martin Gahl Crane James Kahal Jennifer Lyter Jeremy Combs Joseph Reed Kelsea Kanahale	Keylin Kim Maria Montoya Michele Champagne Michelle Munoz Nicole Inouye Northway Personal Training P3 Inspires Raymond Gross Roseann Bounds Samantha Samoeun Farmers Insur. Seena Nikravan SoCal BNI (Jenni Nering) Thiago Martins
<b>\$0 - \$99</b>	
Over 100 donors!	

# PHOTOS

## SCHOLARSHIP AND READ-A-THON RECIPIENTS

**CONGRATS TO OUR 2021 SCHOLARSHIP RECIPIENTS**  
**THANK YOU TO OUR FUTURE LEADERS**

**Lisamara Flores**  
Millikan High School

**Yahir Flores**  
Jefferson High School

**Frances (Frankie) Herrera**  
St. Anthony's High School

**Radulf Mohika** - USC Neighborhood Academic Initiative (Foshay Learning Center)

**Alysha Boone** - USC Neighborhood Academic Initiative (Foshay Learning Center)

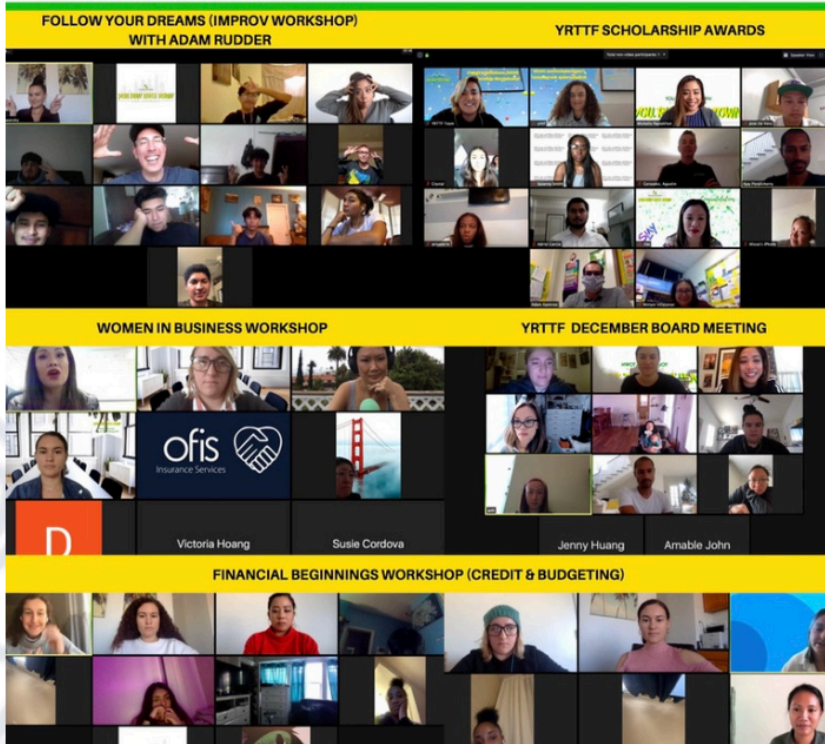
Visit [www.yrttf.org/irunthistown](http://www.yrttf.org/irunthistown) to learn more!



# PHOTOS

## WORKSHOPS AND I RUN THIS TOWN

### VIRTUALLY CONNECTED



# COMMUNITY ENGAGEMENTS

## MEALS FOR HEROES (FEB 24, 2021)

**500 MEALS DONATED TO LONG BEACH  
FIRST RESPONDERS.**

**IMPACT:**

**500 Meals Donated to:** LB Police Dept. West Division,  
Miller Children's & Women's Hospital, LB Memorial, LB VA  
Hospital, & St. Mary's Hospital

**Meals Donated from:**

Gemmae Bakeshop in Long Beach, CA (empanadas)

**Event Sponsor(s):** Modern Woodmen

## SPORTS EQUIPMENT DRIVE (FEB 25, 2021)

**YRTTF PARTNERED WITH FALEO-LA TO  
DONATE 150 ELASTIC SPORTS BANDS TO  
JEFFERSON HIGH SCHOOL STUDENTS  
IN LOS ANGELES.**

**IMPACT:**

**150 elastic bands donated to:**  
Jefferson High School students

**Event Sponsor(s):** FALEO-Los Angeles



# COMMUNITY ENGAGEMENTS

## MEALS FOR KIDS (APR 5 & MAY 11, 2021)

**YRTTF PARTNERED WITH GENEROSITY FEEDS TO PROVIDE 2,000 MEALS TO HUNGRY CHILDREN IN LA COUNTY. HALF OF THOSE MEALS WERE DONATED TO JEFFERSON HIGH SCHOOL AND THE OTHER HALF TO CASA YOUTH SHELTER FOR YOUTH AND THEIR FAMILIES.**

### **IMPACT:**

**2,000 Meals Donated to:** Jefferson High School  
and Casa Youth Shelter

**Meals Donated from:** Generosity Feeds

**Event Sponsor(s):** Modern Woodmen

## MEALS FOR KIDS (JUL 8, 2021)

**YRTTF PARTNERED WITH GENEROSITY FEEDS TO PROVIDE 4,250 MEALS TO HUNGRY CHILDREN IN LA COUNTY. MEALS WERE DONATED TO CRCD/RUTH'S PLACE FOR HOMELESS YOUTH AND LOVE BEYOND LIMITS FOR YOUTH IN LONG BEACH.**

### **IMPACT:**

**4,250 Meals Donated to:** CRCD/Ruth's Place and  
Love Beyond Limits

**Meals Donated from:** Generosity Feeds

**Event Sponsor(s):** Mod Pizza

# COMMUNITY ENGAGEMENTS

## BACKPACK DRIVE (AUG 17, 2021)

**YRTTF PARTNERED WITH BAGS OF HOPE TO PROVIDE 100 BACKPACKS TO YOUTH IN LA COUNTY.**

**IMPACT:**

**100 backpacks Donated to:** CRCD/Ruth's Place for youth in their programs

**Event Sponsor(s):** Bags of Hope

## BACKPACK DRIVE (OCT 14 & OCT 18, 2021)

**YRTTF PARTNERED WITH FALEO-LA TO DONATE OVER 450 BACKPACKS TO YOUTH THROUGHOUT LA COUNTY.**

**IMPACT:**

**460 backpacks Donated to:** Casa Youth Shelter, CRCD/Ruth's Place, Jefferson High School, Love Beyond Limits, Millikan High School, & USC/Neighborhood Academic Initiative

**Event Sponsor:** FALEO-LA

**Other Donors:** East LA Community Resource Center & Assisteens of South Bay

## TV DONATIONS (OCT 22, 2021))

**11 TELEVISIONS WERE DONATED FROM THE BROADLIND HOTEL IN LONG BEACH, CA.**



# FINANCIALS: ACTIVITY STATEMENT

Revenues	Jan - Dec 2021
Fundraising	\$34,604.28
General Donations	\$20,373.86
Grants	\$15,000.00
<b>Total Revenues</b>	<b>\$69,978.14</b>

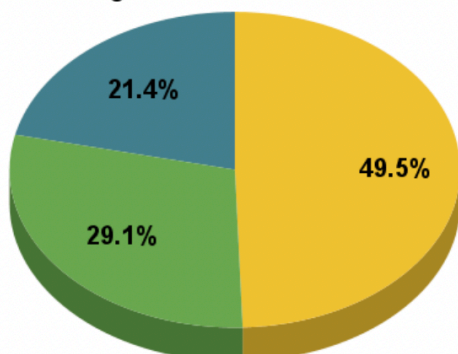
Expenses	Jan - Dec 2021
Program Services	\$39,027.40
Fundraising	\$500.00
Administrative/Insurance	\$2,746.15
<b>Total Expenses</b>	<b>\$42,273.55</b>

Net Revenue	Jan - Dec 2021
<b>Ending Net Revenue</b>	<b>\$27,704.59</b>

Current Assets	Jan - Dec 2021
<b>Ending Net Assets</b>	<b>\$52,320.40</b>

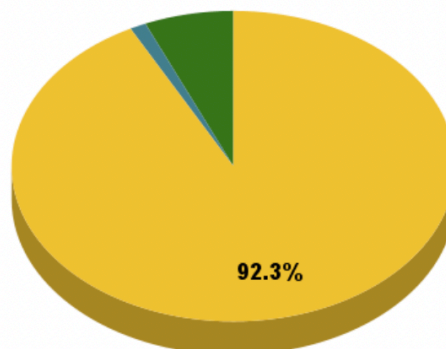
Jan-Dec 2021 Revenue Sources

- Fundraising
- General Donations
- Grants



Jan-Dec 2021 Expenses

- Program Services
- Fundraising
- Administrative/Insurance



# PHOTOS





# PHOTOS



**"THE AMERICAN ADOLESCENT POPULATION HAS REMAINED QUITE STABLE OVER THE LAST DECADE, ACCOUNTING FOR 21 MILLIONS TO 22 MILLIONS OF THE YOUNG AMERICAN POPULATION!"**



“Committed to developing  
the next generation  
of leaders.”



**@YRTTFLA**

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