

LEADERSHIP PASSION EDUCATED RESILIENT  
GOALS HUSTLE  
INTEGRITY SUCCESS

**YOU RUN THIS TOWN**  
LOS ANGELES



**YOU RUN THIS TOWN FOUNDATION**

# IMPACT REPORT

# 2020



# LETTER FROM THE FOUNDER



## MICHELLE PAGTAKHAN



Dear Community,

As we approach our 5 year anniversary of You Run This Town Foundation, we are happy to say, we made it through phase 1 of the growing pains! From the ups and downs of starting the organization, building our great team, and the unforgettable 2020 pandemic, L.A. stayed strong!

Since 2016, we have impacted over 1,000 youth in Los Angeles, providing youth opportunities with enrichment workshops, scholarships and grants, empowering campaigns, work study experience, and community engagements. Each year, we are grateful to bring in new community partnerships and expand our youth impact. All this was made possible because supporters like you believed in us. It is our promise that 100% of donations go back to the foundation, to the L.A. community, and to our future young leaders.

I would also like to shine credit to our incredible YRTTF Team, Board Members and Advisors, who believed in each other and worked together through our mission to make a difference for youth. Every single one of them have shared something special to keep the foundation thriving.

This has been an amazing experience and we are looking forward to making a lasting imprint in the L.A. community and inspiring our youth to believe that anything is possible.

A handwritten signature in black ink, appearing to read 'Michelle Pagtakhan'.

Michelle Pagtakhan  
Founder of You Run This Town Foundation

**Compassion and  
tolerance are not a  
sign of weakness,  
but a sign of  
strength.**

**- Dalai Lama**

# TESTIMONIALS

**"THANK YOU FOR CONTINUING  
TO PROVIDE THESE  
IMPORTANT WORKSHOPS!" -**

**JOSE DE VERA  
(ST. ANTHONY HS)**

**"YOU GUYS ARE DOING SUCH  
AMAZING WORK!" - JULIE  
CEGELSKI (WALK WITH SALLY)**

**"WE LOVE THE WORK YOU  
GUYS DO AND THE  
COMPASSION TO HELP OUR  
YOUTH!" - ROCIO JIMENEZ  
(RUTH'S PLACE)**



# YRTTF TEAM

## BOARD OF DIRECTORS

**Ann Mankiewicz** - Board Chair CEO at Home Health OC

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

**Anh Duong** - Board Treasurer Large Group Administrator at Word & Brown General Agency

**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

**Linda Schwartz** - Founder at She Shed Comedy

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

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

## 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

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

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

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

**Steven Plesa** - Associate Attorney

**Diane Cauton** - LAUSD Educator

## EXECUTIVE TEAM

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

**Naomi Howansky** - Media & Communications Director

**Alvin Phan** - Marketing Intern

**Adriel Garcia** - Marketing Intern

**Katherine Arias** - Marketing & Program Leader Intern



YRTTF BOARD  
& STAFF 2020

# 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**



**Generosity Feeds**



**FALEO-Los Angeles**



**INSPIRE.**

**CREATE.**

**DREAM.**

# PROGRAMS

## **ENRICHMENT WORKSHOPS:**

Total Partners: **10**  
Total Youth Served in 2020: **355**  
Total Youth Served to date: **1,011**

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

Total 2020 Partner Participation: **1**  
Total 2020 Youth Participation: **1**  
Total Youth Participation to date: **14**  
Total Work-Study Grants Awarded to date: **\$13,715.25**

## **SCHOLARSHIPS:**

Total 2020 Scholarships Recipients: **3**  
Total Scholarships Recipients to date: **17**  
Total Scholarships Awarded to date: **\$11,500**

## **I RUN THIS TOWN CAMPAIGN**

Total 2020 Awardees: **6**  
Total 2020 Awarded: **\$800.00**

## **COMMUNITY ENGAGEMENT**

Total 2020 Community Impact: **2,981**

### **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.

### **SCHOLARSHIPS:**

Scholarships are offered every spring semester to our partnered schools.

### **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.

# 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.

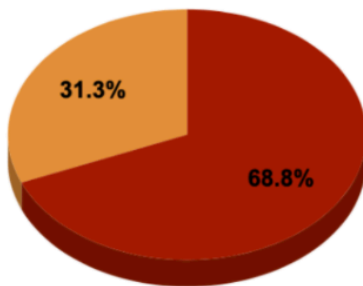
**Career Preparation** – Youth are provided with interview techniques and coaching on professional attire in preparation for job interviews.

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

## WORKSHOP PARTICIPANT IMPACT

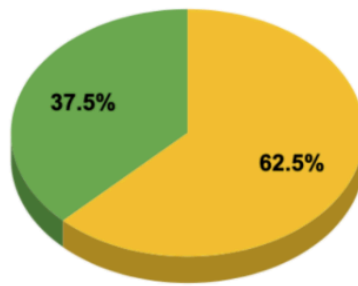
**Participant Age**

● 14-17 ● 18-24



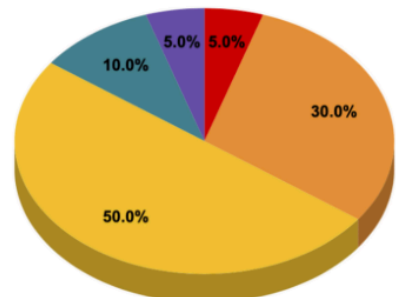
**Participant Gender**

● Female ● Male



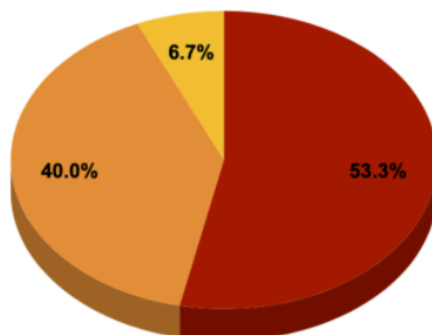
**Participant Ethnicity**

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



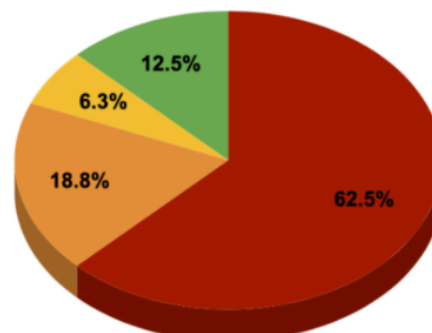
**Participant Household Size**

● 1-3 ● 4-8 ● 9-12



**Participant Household Income**

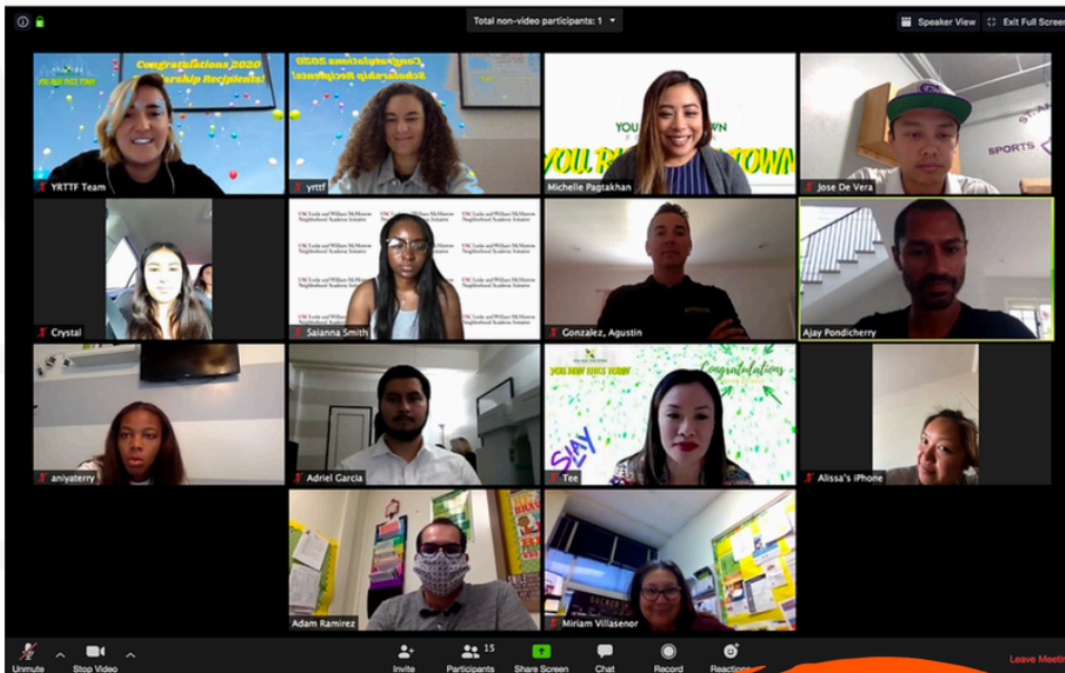
● < \$25,000 ● \$25,000 - \$50,000  
● \$50,000 - \$75,000 ● > \$75,000



# PHOTOS

## SCHOLARSHIP RECIPIENTS

# YRTTF SCHOLARSHIP RECIPIENTS 2020



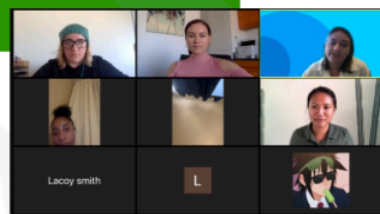
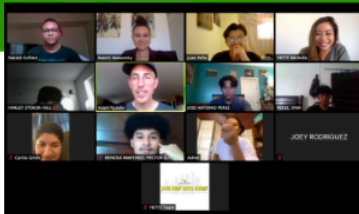
**THERE ARE 74.2 MILLION  
PEOPLE UNDER 18 IN THE  
UNITED STATES.  
THAT'S 24% OF THE  
TOTAL POPULATION!**



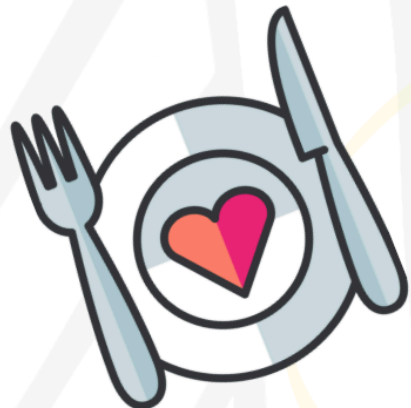
# PHOTOS

## WORKSHOPS AND I RUN THIS TOWN

### TAKE A LOOK AT OUR WORKSHOPS



# COMMUNITY ENGAGEMENTS



# MEALS FOR HEROES

## COMMUNITY ENGAGEMENT MEALS FOR HEROES

**YRTTF DONATED 800 MEALS AND  
DELIVERED YOUTH THANK YOU CARDS TO  
LOCAL FIRST RESPONDERS.**

### IMPACT:

#### Meals Donated to:

St. Mary's Hospital.      LB Police Dept.  
LB VA Hospital.      LB Fire Dept.  
LB Memorial Hospital.      LB Harbor Patrol

#### Meals Donated from:

Gemmae Bakeshop in Long Beach, CA (empanadas)  
Burger Daddy in Long Beach, CA (burgers)  
Thai District in Long Beach, CA

#### Event Sponsor(s):

Modern Woodmen  
Broadlind Hotel  
Bakari Cafe



# MEALS FOR KIDS

## COMMUNITY ENGAGEMENT PARTNERSHIP WITH GENEROSITY FEEDS MEALS FOR KIDS

**YRTTF PARTNERED WITH GENEROSITY FEEDS TO  
PROVIDE 500 MEALS TO YOUTH  
AND FAMILIES IN LA.**

### IMPACT:

#### Meals Donated to:

**Thomas Jefferson High School in Los Angeles**

#### Event Sponsors:

Generosity Feeds  
Modern Woodman



# FINANCIALS: ACTIVITY STATEMENT

Revenues	Jan - Dec 2020
Fundraising	\$7,918.16
General Donations	\$19,509.12
<b>Total Revenues</b>	<b>\$27,427.28</b>

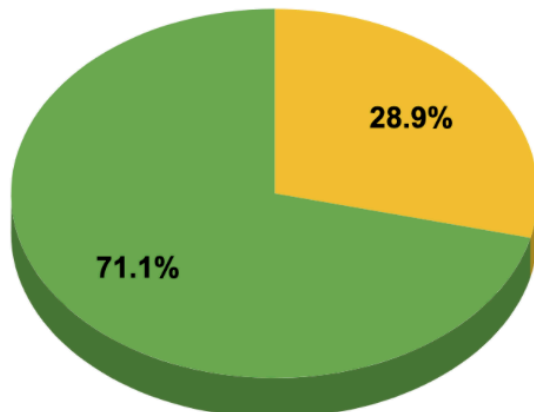
Expenses	Jan - Dec 2020
Program Services	\$21,686.83
Administrative/Insurance	\$3,543.47
<b>Total Expenses</b>	<b>\$25,230.30</b>

Net Revenue	Jan - Dec 2020
<b>Ending Net Revenue</b>	<b>\$2,196.98</b>

Current Assets	Jan - Dec 2020
<b>Ending Net Assets</b>	<b>\$24,615.81</b>

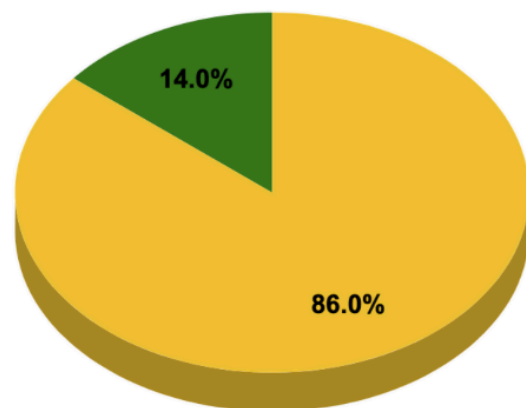
Jan-Dec 2020 Revenue Sources

● Fundraising ● General Donations



Jan-Dec 2020 Expenses

● Program Services ● Administrative/Insurance



# SPONSORS & DONORS

## SPONSORS: CORPORATE & FOUNDATION (PARTNERS/DONORS) 2020

### SPONSORS:

Modern Woodmen  
FRATERNAL FINANCIAL



### DONORS:

#### \$1,000+

Bulger, Lenardson & Associates  
FALEO-Los Angeles

Modern Woodmen

#### \$500 - \$1,000

Mahesh Pondicherry  
Michelle Pagtakhan

Seena Nikravan

#### \$100 - \$500

AJ Aguiluz  
Ajay Pondicherry  
Daniel Howansky  
Gena Smith  
Hans Schoff-GoTinyBeFree  
James Kahal  
Jeff Maxwell  
Linda & Lee J. Schwartz

Michael Carrillo  
Naomi Howansky  
Pamela Burnette  
She Shed Comedy  
Shuo Huang  
Tee Dang  
Todd Acalin

#### \$0 - \$100

Alissa Subsarn  
Alma Loera  
Bob Asher  
Brock Forkey  
Christine Araquel  
Connie Chung  
Danielle Silvers  
Erin MacNeill

Gahl & Danielle Crane  
Janine Madera  
Jesus Guevara  
Martha De La Torre  
Micheke Murray  
Neil Thwaites  
Sandy Badir  
Simran Sandhu





**“Committed to developing  
the next generation  
of leaders.”**



**@YRTTFLA**

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