OUR STORIES

Annual Report to our Donors, Supporters + Community

1 July 2013 to 30 June 2014
Our schools become great and stay great when the entire community works together on behalf of students. In this year’s report, we highlight the stories of five inspiring community members, teachers, and parents, each of whom is adding to our schools’ greatness with his or her unique talents and dedication.

They, along with countless more like-minded individuals, know that community involvement in our schools not only fuels student success and achievement, but also catalyzes and sustains school improvement and makes possible a culture of high-quality educational opportunities for everyone.

At the Pasadena Educational Foundation, we strive to connect our community’s impressive resources—financial, intellectual, cultural, and volunteer—with our schools. Our entire community, working together, is making our schools better; and in turn, successful schools are helping to create a stronger and more vital community for all of our citizens.

We invite you to read through this report and be inspired by the stories within and know that you too, through your contributions to PEF, add to the greatness of our schools, and thus our entire community.

William E. Thomson, Jr  Patrick Conyers
Board President  Executive Director

"we strive to connect our community's impressive resources with our public schools."
The IMPACT of our Community on our Schools
+

The IMPACT of our Schools on our Community

as told by

Miguel Almena
Alma Stokes
Jim & Dawn O’Keeffe
Linda Machida
When PEF asked Miguel Almena, in his first year teaching graphic design at Marshall, if he could incorporate a newly donated 3D printer in his graphic design classes, he gave a resounding “yes.” Miguel had seen 3D printers in his previous work as a product designer for Disney and immediately recognized their potential impact as an educational tool in the classroom.

It was Miguel’s wife, a college counselor, who first suggested that he apply to the PUSD Regional Occupational Program, as it would provide a way to break into teaching. Miguel loved his work at Disney but was looking for ways to further expand his creative energies and use them to touch other lives.

The hands-on experience that Miguel’s students are gaining from his classroom’s suite of 3D printers was made possible by the generosity of a PEF donor who recognized early on the transformative potential of this new technology. More and more industries are finding success by embracing 3D printing in their research and development departments, but its incorporation into classroom curriculum was still a very new idea.

“If it wasn’t for the Pasadena Education Foundation and this special donation by a wonderful, forward-thinking donor, I don’t think we would be at the same level,” says Miguel. “PUSD has been good at adopting new technology and helping students use innovation to create their futures. PEF has actually put these remarkable tools directly into their hands.”

Although Marshall took the lead with 3D printing, every PUSD school now has the technology and Miguel has conducted trainings for PUSD teachers in using it. Indeed, PUSD was among the first districts statewide to adopt them so widely.

3D printing technology is still in its infancy, and Miguel is thrilled that PUSD students can be early adopters. “Remember the Apple Mac of 1984? The Mac changed the way the world works and spawned a revolution in computing that continues today. This is at the same level and has the same potential of possibility,” he says.
If anyone has a feel for what goes on in a classroom, it’s Alma Stokes, who taught at six different PUSD schools over her thirty-year teaching career. Many of her former students have become teachers and community leaders who are serving with her and because of her.

“I have always had faith that we were bringing excellence into teaching and supporting our students. It is rewarding to see the many wonderful things my former students and PUSD graduates have gone on to accomplish.”

These days, as a PEF board member and Principal for a Day committee member, Alma is most passionate about bringing people unfamiliar with PUSD schools into its classrooms. She has persuaded prominent politicians, corporate and community leaders, realtors, and others to spend a busy and rewarding morning with a PUSD principal. An active member of All Saints Church, her passion inspired Rev. Ed Bacon to participate and deliver a rousing keynote address at a recent Principal for a Day luncheon.

“Alma is a champion of social justice who inspires us with her compassion, kindness, and love for her community.”
~ Rev. Ed Bacon, Rector, All Saints Church

Education has always been important to Alma’s family. “I come from a long line of preachers and teachers,” says Alma. “Most of my eleven siblings were teachers and preachers.” Alma’s children—Myla Kelly, Karen, Maitland, and Rueben Stokes—all attended PUSD schools. Great granddaughter Kayla Johnson Granberry, while a senior at Pasadena High School, was selected as a 2014 Tournament of Roses® Princess.

Alma invests in her beloved community in many ways. She is an active community volunteer with All Saints Church, the NAACP, and the AIDS Pantry. She is a co-founder and board member of the Grace Center, has served on the boards of Young & Healthy, Pasadena Day Nursery schools, and Neighborhood Housing Services. She is a member of Sorority Delta Sigma Theta and the Martin Luther King Coalition.

But wherever her volunteer work takes her, she is always sure to spread the good word about PEF and encourage others to get behind its mission as well. “I simply believe in PEF and PUSD, and it is important we all get involved.”
Giving back to their community by supporting its schools has always been a family affair for Dawn and Jim O’Keeffe. Dawn has been a PEF board member since 2010. She co-chaired PEF’s 40th anniversary celebration and she has served on various committees, from Community Engagement to Teacher Grants. Both she and Jim volunteered in various capacities at their children’s schools.

“Simultaneously, we became interested in the district as a whole, involved ourselves in the work of PEF and our focus got more global,” says Jim.

Their four children—Kelsey, Sean, Molly, and Will—attended Don Benito, Allendale, Wilson Middle School, and Blair High School. They have all gone on to college now and continue to uphold their family’s commitment to public education.

When the school bond Measure CC was narrowly defeated in 2010, the couple brainstormed with fellow filmmakers Mary and Paul Trunk and hatched the idea for GO PUBLIC. Believing the community would have been sufficiently supportive of the bond measure if it had a more accurate idea of the reality of what’s going on in PUSD schools—the successes and the ongoing challenges—the O’Keeffes resolved to help enlighten the community. On May 8, 2012, they sent fifty filmmakers (many of them students) into the twenty-eight PUSD schools to capture the vibrant reality of that one single school day.

The resulting film has generated countless conversations about the importance of supporting public education, locally and across the country. GO PUBLIC has aired on more than 200 PBS stations in forty states, has been screened by countless community groups across the nation, and in 2014 was selected for the American Film Showcase.

“Whenever I have the opportunity to speak, be a panelist or be interviewed locally because of the GO PUBLIC documentary project, I always encourage folks to support the great work being done by the PEF,” says Dawn.

To find out more about GO PUBLIC and to view all fifty of the short films, visit gopublicproject.org.
When Linda Machida and her husband, Geoff, heard that McKinley Elementary was re-opening in 2002 as an arts magnet, the family moved to Pasadena from Alhambra so that their daughter, Esme, and son, Royce, could both attend. Linda was already working on behalf of PUSD schools as a part-time grant writer for the Pasadena Educational Foundation, hired in 1999 by PEF’s first Executive Director, Joan Fauvre. Today, Linda is PEF’s Grants Director as well as coordinator of Collaborate PASadena (formerly known as the School/City/Community Work Plan).

“Royce is now in 10th grade at Pasadena High School and Esme will graduate in Spring 2015. Both kids flourished at McKinley and PHS through involvement with sports, robotics, theater, science, and, of course, great teachers. Esme was part of the first robotics class that PEF provided at McKinley.”

For the past fifteen years Linda has worked tirelessly, both professionally and personally, to support Pasadena schools for one simple reason: “Public education is a foundation for our democracy and has always been important to my family,” she says.

Linda’s parents were both interned during World War II and public education allowed them to eventually succeed after early hardships. Her father became a doctor through the GI Bill. As a child, Linda attended public schools and went on to study modern dance at UC Berkeley.

At PEF, she is proud to write grants and work with teachers and local arts organizations to help bolster PUSD arts programs. Her work on grants has helped to expand specialized and cutting-edge programs such as College and Career Pathways, Science Magnet Schools, and Dual Language Immersion Programs, as well as to maintain vital health services and funding for teacher professional development.

In her new role with Collaborate PASadena, Linda and a team of community leaders are working with the PUSD, the Cities of Pasadena, Altadena and Sierra Madre, and various community partners to build a shared vision that will foster 21st century learning, and align resources among the groups to more effectively serve all area children, youth, and families.

“I am optimistic about the future, particularly because of how the city, PUSD, and PEF are working collaboratively to make the community a place where children and families thrive. That’s wonderfully exciting to me.”
PEF funds or facilitates these programs

Arts and Music Programs
  App Academy
Classroom Technology
College and Career Pathways
College Scholarships
Coordinated Early Intervention Services (CEIS) for K through 1 Students
Early Childhood Programs
English Learner Programs
Families in Transition
Field Trips
Healthy Start Family Centers
Middle School Robotics
Muir Ranch and School Gardens
My Masterpieces
School Libraries
School Nurses
Pasadena LEARNs After School Program
Principal for a Day
Professional Development for Teachers
PUSD • 3D Printing
Summer Enrichment Program
Science, Technology, Engineering and Math Program
Teacher Grant Program
Tutoring and Homework Assistance

administered by PEF | administered in partnership with PUSD or supported financially by PEF
The Pasadena Educational Foundation is led by a diverse group of volunteer board members who are deeply rooted in our community, committed to the mission of the organization, and passionate about public education.

Board members are business and civic leaders, educators, parents, and professionals who collectively work to make a better future for our students and our community.
**OUR NUMBERS**

Financial Statements  
1 July 2013 to 30 June 2014 (Unaudited)

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**TOTAL REVENUE** $5,839,314

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**Total Program Expense** $5,132,819

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In addition, PEF assisted in securing $8,314,000 in government grants. These funds went directly to PUSD and are not reflected in the Statement of Activity above.
# Our Donors

Thank you to our generous donors

## Foundations, Businesses & Organizations

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- California Community Foundation
- Helen and Wilton Webster Foundation
- Pasadena Child Health Foundation
- Pasadena Community Foundation
- Pasadena Respiratory Health Foundation
- Rx For Reading
- Anonymous
- The Green Foundation
- The Huntington Library, Art Collections and Botanical Gardens

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- Prodcn, Inc.
- RollGiving & Paramount Community Giving
- Scholarship America
- Southern California Edison

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- DBA Rocket Photo Lab
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- Grand G & G Inc.
- Huntington Memorial Hospital
- Imperial Woodpecker LLC
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- Morning Bridge International, Inc.
- Murrieta Six C’s LLC
- Neighborhood Church of Pasadena
- Nestlé
- Norma Coombs Alternative School PTSA
- Northrop Grumman
- Pacific Asia Museum
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- Pasadena Tournament of Roses® Foundation
- Paseo Colorado Holdings Marketing
- Santa Anita Park
- Schwab Charitable Fund
- Sempra Energy Giving Network
- Skyhook Productions, Inc.
- Stuart Foundation
- The Capital Group Companies Charitable Foundation
- The Diggers Garden Club
- The Environmental Media Association, Inc.
- Furst Enterprises
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1:1 Ratio
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Biscuit Filmworks
Blaze Pizza
Blue Field Productions
Box Tops for Education
Breakdown Services, LTD.
Bring Back Tobi
CAL-HOSA Inc.
California Music and Arts Consortium
California Robins, Inc.
Chandler School
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MJZ
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Tom Sawyer Camps, Inc.
Vons Credit Union
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West East Community Access Network, Inc. DBA We Can Foundation Westat
Zonta Club
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Arete Associates
Books Are Fun, Ltd.
– Blueberry Street
Cafe de Leche
California Missions Foundation
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Eaton Canyon Nature Center Associates
Envenuity
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Fuel 360 Inc.
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Bank of America Charitable Foundation – Matching Gifts
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Foothill Homecare Partners, Inc.
FTC v. INC21
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LAUSD: Enadia Technology
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Sierra Madre Valero
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T & T Pasadena Inc.
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OUR MISSION

We support, enhance and supplement the programs, initiatives and priorities of the Pasadena Unified School District.

WHO WE ARE

At the Pasadena Educational Foundation (PEF) we believe strong schools build strong communities. For more than 40 years, we have been committed to building dynamic community partnerships to support our public schools. Being a vital part of our community enables us to provide essential resources and enrichment opportunities to every public school student in Altadena, Pasadena, and Sierra Madre.

Every day we are inspired by the creativity and innovation we see in our public school classrooms. Whether it be through the arts, music, health centers, gardens, or STEM programs we support, we are creating a better future for our students and for our community.

JOIN YOUR COMMUNITY

There are many meaningful ways for members of our community to join with PEF and support our schools.

GIVE

Donate, honor a teacher, or memorialize another with a gift.

VOLUNTEER

Join a PEF committee, be an ambassador, help at a school.

PARTICIPATE

In events, community meetings, and activities.

SPONSOR

An event, a program, or grants to teachers.

LEAVE A LEGACY

Leave a permanent mark on our community and a lasting legacy for our schools with a planned gift to PEF.

CONNECT

Be a part of our online community with email updates, on social channels, and help us share the great work that our public schools are doing.

www.PASED.org