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CCF News

FOR DONORS



Antonia's Corner

I am proud to share with you that the National Committee for Responsive Philanthropy (NCRP) awarded the California Community Foundation with the inaugural NCRP Impact Award for community foundations earlier this month in Chicago.



Recognized for providing a "greater percentage of its grant dollars to prioritize and empower marginalized communities than virtually any other community foundation in the nation," this impact award is directly attributable to your trust in us as your partner in philanthropy. I was extremely proud to accept the award on behalf of all of us.

In this issue, you will learn about more examples of CCF's community building work through such initiatives as Smart Growth and our Fellowship for Visual Artists, now in its 25th year.

In all that we do, we continue to strive for excellence in our work as Los Angeles' community foundation. Thank you for your continued support.

A handwritten signature in black ink that reads "Antonia Hernández".

Antonia Hernández
President & CEO

The High Price of Neighborhood Change

By Ann Sewill

When Manuel Romero immigrated to Hollywood from El Salvador in 1978, his family immediately made Hollywood its home. Everyone found work in the area and joined the local church. Once the Metro Red line came in, they used the subway to get to work, doctor's appointments and family errands.

Then, just as the once crime-ridden neighborhood was improving, Manuel and his family were pushed out by rising rents and gentrification.

"My landlord started to raise the rent, and made life very difficult for us. We saw all of the fancy restaurants and shops being built and new people moving in and paying four times what we were paying," Romero said.

"Now we live in Sylmar. It takes my wife two hours to get to work. We have to drive to church and to come together with our family and friends."

In 2008 voters approved a sales tax increase that will significantly expand the transit system throughout greater Los Angeles, which could re-shape commute patterns, air quality, and even the health of



Hollywood 2013: New and improved, but at what cost to low-income residents?

residents if it is well used. But a disturbing trend has residents who most use transit being pushed out of newly transit-rich neighborhoods because of rising rents. Thanks in part to the Smart Growth initiative at CCF, growth along the new lines will be a given, but the displacement of local residents need not be.

CCF's Smart Growth initiative supports local residents engaging in the planning with cities and Metro transit system. The initiative funds research to understand neighborhood change, collaborative building, and preservation of affordable housing. The goal of this initiative can be summed up as the creation of healthy, accessible and equitable growth for all Angelenos to enjoy for generations to come.

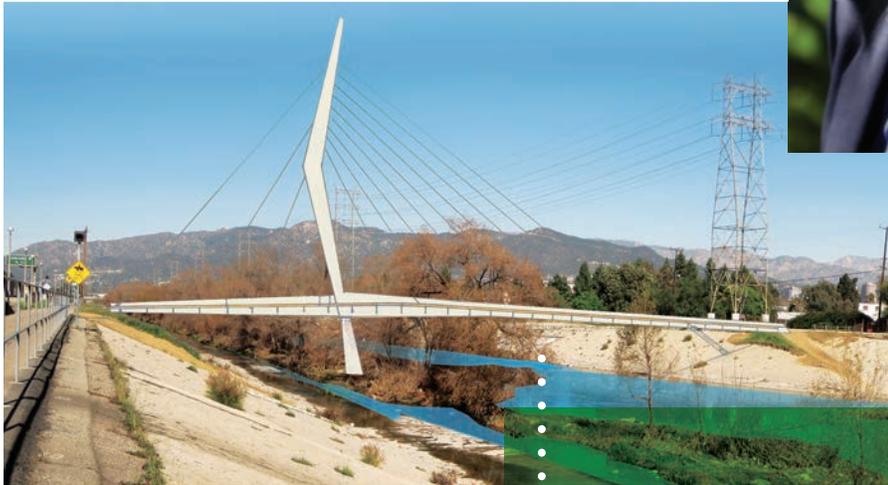
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Mort La Kretz: Leaving an Indelible Mark on LA



Far left: Artist's rendering of the equestrian, pedestrian and cyclist bridge over the Los Angeles River (photo courtesy of the Los Angeles River Revitalization Corporation)

Left: Mort La Kretz (CCF Photo)



To hear Morton La Kretz tell it, he is a 'nearly native' Angeleno, having moved here when he was five and settling with his family in the Boyle Heights neighborhood of Los Angeles. Today La Kretz owns and manages multiple properties in the L.A. area, including Hollywood's landmark Cross Roads of the World office complex, which he purchased in May 1977. La Kretz's passions are Los Angeles, the environment and education, all of which have figured prominently in his work and his philanthropy.

Among those works of which he is most proud are: UCLA's La Kretz Hall and the university's La Kretz Center for California Conservation Science; Cal State LA's La Kretz Hall of Sciences; and the La Kretz Watershed Garden at TreePeople headquarters, providing a visual environment in which children can learn about water conservation. Perhaps what will be his most notable contribution to Los Angeles is yet to be fully realized: a bridge that will carry pedestrians, cyclists and equestrians across the Los Angeles River.

The L.A. River, encased in 51 miles of engineered concrete, runs right through greater Los Angeles, touching communities from Canoga Park to Long Beach. The L.A. River Revitalization Master Plan, developed nearly ten years ago, outlines more than 240 projects to reimagine every facet of the river, from the water quality to the ecosystem

La Kretz was sold on the idea of the river creating the connective tissue between neighborhoods and becoming something that the entire city could rally around.

and the neighborhoods that lie just beyond the banks.

La Kretz was sold on the idea of the river creating the connective tissue between neighborhoods and becoming something that the entire city could rally around. Specifically, La Kretz saw the infinite value of connecting neighborhoods on the east of the river to the amenities of Griffith Park. "The L.A. River needs to become a vital part of the city. By building a bridge that connects neighborhoods with Griffith Park and the L.A. River Bike path, we are sending a message about the quality of life we envision for future generations of Angelenos," said La Kretz.

Omar Brownson, executive director of the L.A. River Revitalization Corporation, sees La Kretz's

contribution as transformational not only for the project, but for the entire region: "Morton La Kretz's generous gift will help make the L.A. River a great destination for Angelenos to explore and enjoy. He is a leader in inspiring other donors to invest in the transformation of the Los Angeles River as a landmark attraction for locals and visitors alike."

The bridge is scheduled to be completed by summer of 2014 and we anticipate that La Kretz, along with scores of Angelenos, will come by foot, horseback and bicycle to discover the L.A. River and all of its charms.

To find out more about the L.A. River revitalization plans, projects and progress, please visit www.larivercorp.com. For more information on supporting the L.A. River Revitalization Corporation, please contact Terri Mosqueda at tmosqueda@calfund.org or (213) 452-6298.

BUILDING A COMMUNITY OF ARTISTS

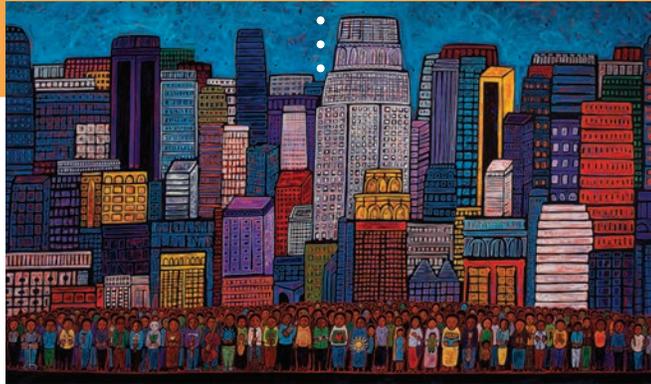
Los Angeles is a stronger, healthier and more vibrant place when the arts are a dimension of everyday life in all communities. Yet, while most people value art in their lives, many don't make the connection that behind every piece of art is an artist. Locally, only two percent of arts funding actually goes to artists. The good news is – these statistics are improving.

This year marks the 25th year of the CCF Fellowship for Visual Artists, a program initiated in 1988 with a generous contribution from the J. Paul Getty Trust. With additional gifts from CCF donors, the program has grown to support more than 215 of L.A.'s visual artists working in a multitude of media and forms.

"Receiving the CCF mid-career grant created a new imaginary space for me, uncluttered for a time by the demands and costs of every day life," said Alexandra Grant, a 2011 fellow. "But what I didn't anticipate was how the idea of receiving a gift, and in this case, a very generous one, was

"Receiving the CCF mid-career grant created a new imaginary space for me, uncluttered for a time by demands and cost of everyday life."

–Alexandra Grant



City of Angels, Jose Ramirez (Courtesy of Jose Ramirez)

going to impact my career and my thinking."

With grants of \$20,000 for mid-career artists and \$15,000 for emerging artists, these fellowships have created a richer and broader artist community throughout

greater Los Angeles by encouraging the personal growth and long-term career sustainability of individual artists.

"The Fellowship for Visual Artists is so much more than just the money," said Nike Irvin, vice president of programs at CCF. "We are now providing critical business skills, access to accountants, attorneys, marketing and financial specialists – in addition to networking opportunities, the prestige and visibility."

For more information on how to support the 2013 CCF Fellowship for Visual Artists program, please contact Tammy Johnson, Donor Relations Specialist, (213) 452-6208 or tjohnson@calfund.org. Fellows will be selected in May and announced in July.



Living Legacies: Profile of a Dog Lover

Gloria Dell'Aqua Leiding had a soft spot for dogs and not just any dogs. Dell'Aqua Leiding was particularly fond of police dogs. Since 1979, the K-9s of the Los Angeles Police Department have stood side by side with their human partners to fight crime and violence. Today, the patrol includes two tracking and trailing canines (Bloodhounds), four gun detection canines and sixteen patrol service canines. Units such as these will receive some much needed financial support in perpetuity thanks to Dell'Aqua Leiding's Legacy gift to CCF.

CCF realizes the visions of hundreds of Angelenos through their estates. If you have a vision for your legacy, please contact Terri Mosqueda at (213) 452-6298 or tmosqueda@calfund.org.

The High Price of Neighborhood Change

(continued from page 1)

Another situation was playing out at the Rolland Curtis Gardens, an affordable complex near USC at the Expo and Vermont transit stop. David Mosely, a long-time resident spent three years in his fight to keep his home.

“When the landlord started to make noise that he didn’t want low-income housing anymore, we didn’t know that we had rights. Many families couldn’t handle the stress of the poor maintenance and the threats and they moved away,” Mosely said.

Mosely and several other tenants weathered the storm with



Rolland Curtis Gardens residents envision the future of their community. (Photo courtesy of T.R.U.S.T. LA)

the help of Trust South LA and Abode Communities, two nonprofits that purchased the building in 2012 with funding from CCF. A hundred new apartments will be added to the complex, while keeping homes affordable for Mosely and neighbors.

“Trust South LA showed us that we had rights and that we could keep our homes. Now my community is vibrant again with kids, families and students all living side by side,” he said.

If you would like to find out more about Smart Growth, please contact Ann Sewill at asewill@calfund.org or (213) 452-6267. For more information on how to support this initiative, please contact Terri Mosqueda at tmosqueda@calfund.org or (213) 452-6298.

The Impact of Leaving a Legacy

A gift from your will or trust allows California Community Foundation to continue to improve the lives of people living in Los Angeles, our state, our nation and abroad – a role we have played for nearly a century.

You can name California Community Foundation as a beneficiary by giving a set dollar amount, giving a percentage of your estate, or naming us as the alternative to other beneficiaries.



For additional information and sample language, please contact any member of the Development and Donor Relations Team at (213) 413-4130.

The public foundation for individuals, families and organizations in Los Angeles County since 1915.



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Contributions to the California Community Foundation represent irrevocable gifts subject to the legal and fiduciary control of the foundation’s board of directors.

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