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The Foothill Family Vision Fund: Generosity Changes Generations

PASADENA, Calif. – Since its founding in 1926, Foothill Family’s work in the community has spanned more than four generations of change.

Foresight and vision have been hallmarks of Foothill Family’s inception, advancement, and expansion in its 90-year history. Generosity for Generations: The Foothill Family Vision Fund Campaign continues that tradition and sets the stage for the organization’s next century of innovation and care.

“We are excited for the next chapter in Foothill Family’s history,” said Foothill Family Chief Executive Officer Steve Allen. “In 90 years, the organization has shifted with the cultural and demographic changes in its service areas, anticipating needs, forecasting solutions, adapting to challenges, and responding to the highest needs of our communities. All the while, what has remained consistent is the expertise and compassion of the professionals who are the foundation of our organization, and their focus on FAMILY.”

It started with clothes and food for those most in need. During modest beginnings, focus was placed on necessities of living and casework services. As the organization grew from grassroots efforts, emphasis was placed on prevention and early intervention, mental health services, and the importance of family at the core of overcoming challenges and strengthening communities.

The Vision Fund is Foothill Family’s investment in the future of the organization. The campaign, currently in a silent phase, will initiate a public launch in the fall as part of Foothill Family’s 90th anniversary.

Leadership giving to the campaign includes corporate support from Cathay Bank, which has been an ardent advocate for Foothill Family. Their corporate partnership has been vital to the visibility and progress of the Generosity for Generations campaign thus far.

“Cathay Bank is proud to partner with Foothill Family in support of their life-changing programs for children and families,” said Pin Tai, president and director of Cathay Bank. “It is our honor to commemorate their 90th anniversary with a lead gift to their Generosity for Generations Campaign. Our continued collaboration is just one way that Cathay Bank is committed to contributing to positive change that will carry through generations in our local community.”

Gifts in this first phase of the campaign currently total more than \$400,000 also as a result of the generosity of principal gifts from the Beckman Family and Mr. Frank Tranzow. Additional key contributors have included Foothill Family Board Chair Rob Tolleson and his wife Charisse; development chair Chuck Tapert and his wife Robyn; board member Margaret Juarez, M.D., and board member Tom Chang and his wife, Friends of Foothill Family President Lily Lee.

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Foothill Family’s programs support multiple stages of human development and often intersect and overlap to provide a continuum of care for clients. “Foothill Family’s expertise in behavioral health and their holistic approach to care empowers individuals and families to navigate challenges and thrive in their daily lives,” said Pamela Ebstyn King, campaign co-chair and Peter L. Benson Chair of Applied Developmental Science at the Thrive Center at the Graduate School of Psychology at Fuller Theological Seminary. “Their programs focus on family in a way that includes parents, children, family members, and friends to establish a scaffold of support, reinforcement, and accountability to ensure lasting change. I am delighted to play an active role in promoting the Foothill Family Vision Fund because I know that by supporting the future of Foothill, I am enacting positive change in the future of my community.”

Celebrating 90 years in 2016, Foothill Family was founded in 1926 and provides a range of community-based mental health and social services to at-risk populations in the San Gabriel and Pomona Valleys, Glendale, and Burbank. Its mission, to build brighter futures for children and families, has helped Foothill Family earn a reputation for providing high-quality services aimed at empowering families and strengthening communities. Programs include mental health and school-based counseling for children, child abuse prevention and treatment, domestic violence prevention and treatment, early child development programs, services for pregnant teens and their babies, family counseling, and youth development. Last year, more than 23,000 children and their families benefited from Foothill Family’s life-changing programs. For more information, please call (626) 993-3000 or visit the website at www.foothillfamily.org.

Pictured below: Foothill Family Chief Executive Officer with Pin Tai, president and director of Cathay Bank.



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