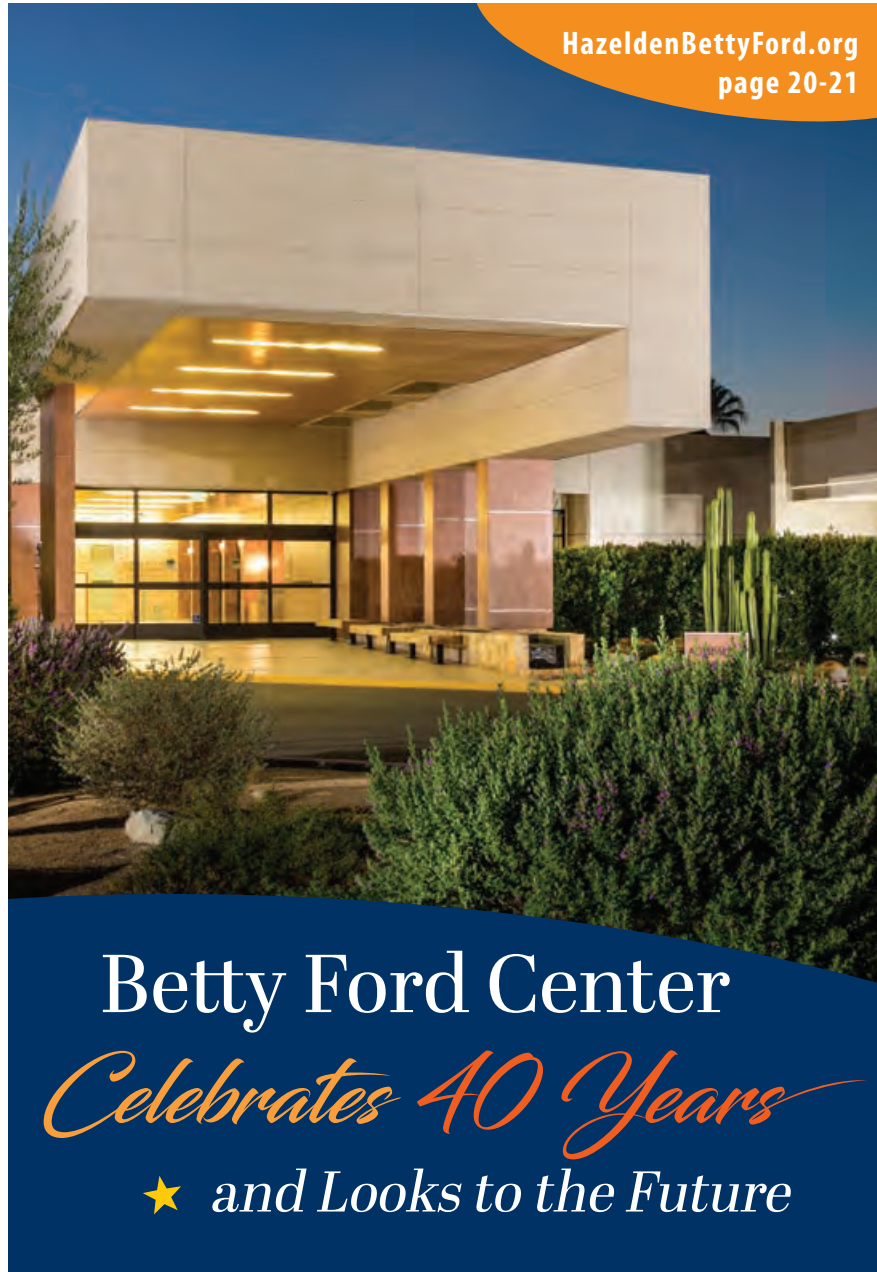




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ELSNER**

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**Betty Ford Center**  
*Celebrates 40 Years*  
★ *and Looks to the Future*



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DESERT CHARITIES NEWS PRESENTS



**WOMEN  
IN PHILANTHROPY**

Industry Leaders and Influencers in the Nonprofit Industry

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# DESERT CHARITIES NEWS AT-A-GLANCE

OCTOBER/NOVEMBER/DECEMBER/2022



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**WOMEN IN  
PHILANTHROPY**



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## Set to Receive State Funding and Recognition to see Through Accreditation

Palm Desert is home to California's first, soon to be fully accredited, tribal community college, in decades. California Indian Nations College (CINC), chartered by the Twenty-Nine Palms Band of Mission Indians, commits to incorporate, preserve and restore American Indian and indigenous culture, histories, languages and traditions, and to strengthen traditional values in advanced education. With the growing demands and the rising student success, there is a dire need for a tribal college with full-accreditation and stand-alone status.

Recognizing the need for a tribal college in California, home to the highest American Indian population, and through the continued support and commitment by California Assemblymember James

Ramos of the 40th district and the California Legislative Native American Caucus, CINC submitted a proposed budget for a one-time disbursement to support the accreditation journey. CINC has since received state recognition through this request which is now a key for CINC to drive through the accreditation process.

As approved by the budget committee and Governor Gavin Newsom, CINC will be awarded a five-million-dollar grant, expected to be received in the fall of 2022. This disbursement is historical for the American Indian Community and together with the Twenty-Nine Palms Band of Mission Indians who financial support CINC's general operations, will play a vital role in CINC's future growth and quest to educate, strengthen, and empower the tribal communities.

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# MEET DR. DELL'ACQUA

*General and Cosmetic Dentist*

A graduate of the prestigious University of the Pacific School of Dentistry in San Francisco, she has a private general dentistry practice in Palm Desert, California, with an emphasis on cosmetic and reconstructive dentistry. She has been at the same location for 26 years, serving the valleys residents.

74133 El Paseo Suite D, Palm Desert, CA 92260  
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**G**reenie Films, along with Presenting Sponsor Desert Oasis Healthcare, brings a free theatrical screening of “IT’S NOT A BURDEN: The Humor and Heartache of Raising Elderly Parents” to the Palm Springs Cultural Center, in the historic Camelot Theatres building at 2300 E. Baristo on Saturday, November 12 at 2:00pm.

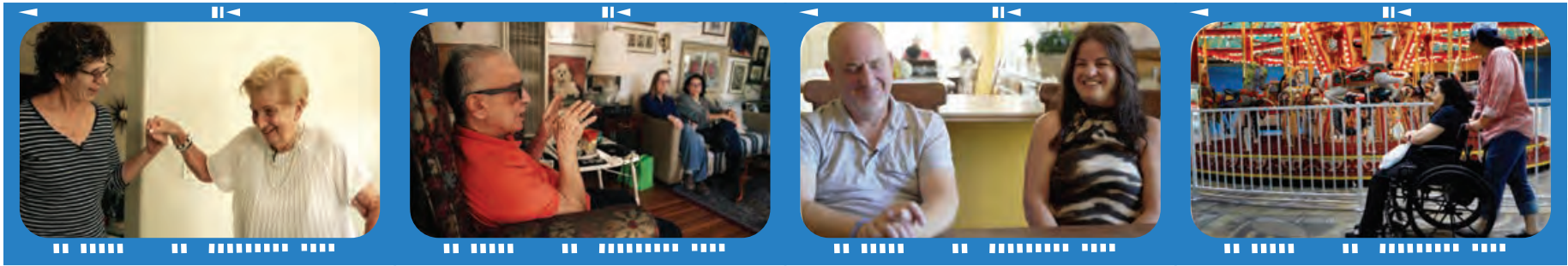
An astounding 42 million Americans are caregivers for their elderly parents during what can be a difficult phase of their parents’ lives. These adult children often say that no matter how tough this experience may be, it also comes with a sort of beauty, allowing them to connect with their parents in significant, life-affirming ways. Many of those adult children featured in the film said they would do this all over again...for just a bit more time with their parents.

The film, named “Documentary of the Month” by the Today Show, provides an intimate look, presented with humor and heart, at the relationships between aging

*Continued on page 59*



**Free Documentary Film**  
**Saturday, November 12 • 2pm**  
RSVP for the film at [www.MyDOHC.com](http://www.MyDOHC.com)



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## Teaching, Helping, Inspiring and Nurturing Kids Together since 1997



For 25 years, Think Together has grown into one of California’s leading afterschool and expanded learning providers. Think Together partners with schools to change the odds for kids by providing academic support to help them succeed, enrichment to broaden their minds, and the conditions to prepare them for college and career.

Learn how you can support students in the Coachella Valley at [thinktogether.org/PalmSprings](http://thinktogether.org/PalmSprings)







### *Tucked away in the San Jacinto Mountains*

is Living Free Animal Sanctuary. Founded in 1980, as one of the first privately funded, no-kill animal rescues in the country. Their mission is simple - creating a refuge for those in need of a second chance.

Living Free saves the lives of animals whose time is up in local shelters. More recently, they have extended this place of refuge to serve military veterans through their program, War Horse Creek. This is an immersive transition training program using rescued wild mustangs to assist veterans as they adjust to civilian life.



Many of the animals rescued by Living Free come from shelters in the Coachella Valley. The sanctuary has developed strong relationships with the local community to help reduce the population of homeless animals in the area.



To further their connection with the desert community, Living Free has opened the Living Free Desert Outpost. Located in The Shops at Palm Desert, the Desert Outpost serves as an extension of the sanctuary: offering an alternate location for people to learn about their sanctuary without traveling up the mountain.



Living Free is a unique place spanning 155 acres of large fields, tall pine trees, and a backdrop of mountains. They offer scheduled tours on Saturdays where you can sneak a peek of the lives of the animals who call this place home. 951-659-4687, [www.Living-Free.org](http://www.Living-Free.org)



Desert Oasis Healthcare proudly presents the West Coast premiere of...

## IT'S NOT A BURDEN

The Humor and Heartache of Raising Elderly Parents



Join us Saturday, Nov. 12<sup>th</sup> @ 2:00pm

for a FREE showing of this heart-felt film at the Palm Springs Cultural Center

Forty-two million Americans – about 13% of the U.S. population – are caregivers for their elderly parents. Although it can be a difficult time for all, many of the adult children featured in this film said they would do it all over again... for just a bit more time with their parents.

There will be a panel discussion after the film, a Resource Fair for more information from local companies and organizations specializing in senior living, and a "swag bag" of giveaways for you to take home.

This is bound to be a popular – and FREE – event. Visit [MyDOHC.com](http://MyDOHC.com) or scan the QR code to reserve your spot.

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- Being physically active.
- Funding more research, advocacy and education on heart and brain health.
- A world free from heart disease and stroke.



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## Each year the Palm Springs Dance Project presents the Main Event

a unique production of live, professional dance. This year, expect an original Palm Springs cabaret, a combination of art and culture – **The Connoisseur Club** – with a club-like environment featuring multiple performance points, and only live for one night. No matter where you are seated you will have an immersive, unique, and individual experience. It all begins with awe and wonder while socializing during the open bar reception. It continues, as guests are seated at intimate tables of 8, and accoutrements, like a champagne toast and a gourmet nosh presentation arouse your senses. The expertly curated show exudes originality with a unique script

Continued on page 59

THE MAIN EVENT  
THE CONNOISSEUR CLUB  
SATURDAY, NOVEMBER 19  
5:30PM & 8:00PM  
Indian Canyon Golf & Country Club  
1100 Murray Canyon Dr., Palm Springs

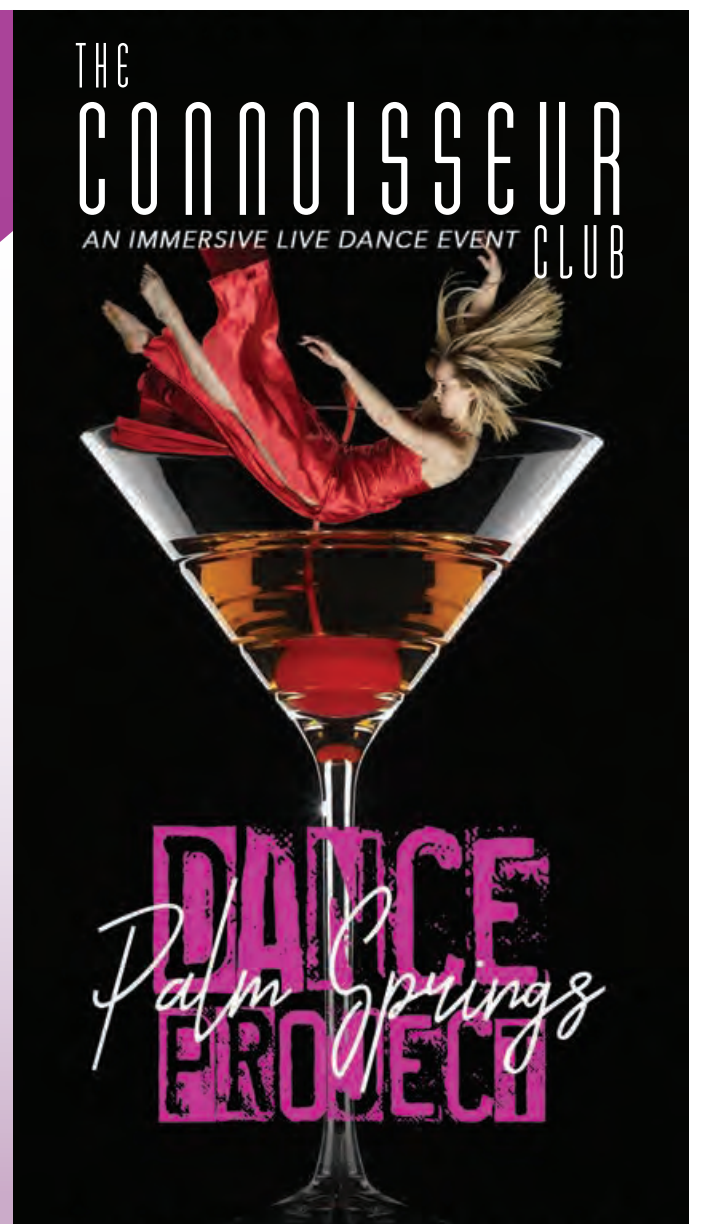
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# From Fear and Illness to Health and Happiness

By Cathy Teal

Adult Health & Fitness Today is a 501 c (3) nonprofit organization that offers group exercise and health education to adults here in our desert communities. Our group exercise classes include strength training and cardio conditioning to the beat of music. We put people on the pathway to health, happiness and a better quality of life through movement and health education!

Coming to one of our “in-person” classes helps build muscle, friendships and confidence. Building muscle allows us to stay strong and live long, independent and productive lives. Retaining or regaining our health, interpersonal relationships and confidence puts an exclamation point on being physically fit.



We hope you will go to our website and try a free virtual class. Virtual classes make it easy and convenient to fit a work out into your schedule. And of course, we’d love it if you could join us for live classes at our facility. We have a lot of fun and the people who come to our classes are all great people I’m sure you would enjoy meeting. We have the shared goal of feeling good.

AHFT provides many avenues toward a healthier community: Exercise classes – live at our facility, at one of our community outreach locations or free virtual classes on our website; health education, and our speaker series featuring healthcare professionals on issues important to us all, such as chronic pain, spine and brain health. In these days of ongoing surprise viral infections, being fit strengthens not only your muscles, but your immune system as well. We want everyone to “Be Strong and Live Long.”

Together we can change the conversation from “Fear and Illness” to “Health and Happiness” so we can all become a Team, Tribe and Family once again!



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## You Read It Here!

### Integrated Learning Institute steps up for local K-2 students

The challenge of teaching children to read is too important to remain on the sidelines.

Enter the Palm Desert-based nonprofit Integrated Learning Institute (ILI), which for the past two summers has provided a boost in pre-reading skills for K-2 children who had yet to discover the joy and magic of the written word.

Whether students were hampered with learning challenges, or were innocent victims of COVID-based policy decisions that reduced “learning” reading time, ILI was there in summer 2021 and 2022 with an intensive, hands-on, four-week small group intervention that placed an emphasis on auditory skills.

It made a difference. “Plus, it was a lot of fun,” said Cynthia Moses, ILI founder and executive director.

Fun, but with a serious and vital result. “We don’t know the full effect COVID had on reading development of very young learners,” Cynthia said. “But we do know that these children are progressing into higher grades where there is no longer ‘how to



read’ instruction. They are expected to ‘read to learn’ by third grade, not still be learning to read.


“Our objective was to give these children the tools needed to progress with developing skills that will put them in a better place to respond to good instruction. Their added confidence is a happy outcome for their parents as well.”

Founded in 1990, Integrated Learning Institute is a nonprofit organization dedicated to serving students with a variety of learning difficulties through application of National Institute for Learning Development (NILD) Educational Therapy techniques. NILD Educational Therapy stimulates areas of weakness in perception




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# Shining a Light for Students for 25 Years



Recently the U.S. Department of Education reported a dramatic decline in scores from the National Assessment of Education Progress (NAEP) known as the nation’s scorecard. Two decades of improvement for American students in reading and math were flat-lined by just two years of pandemic-disrupted learning, according to national test scores released last week.

Not surprising, the pandemic hit under-resourced students hardest, widening already-huge learning disparities between the country’s high- and low-achievers. Even two years later, we can see the repercussions of their social isolation, of missing academic instruction, of constant messages about a world that is unsafe and uncertain.

While these statistics are truly troubling, this is what Think Together has been doing in communities throughout California for the last 25 years - changing the odds for kids when the odds have not been in their favor. Even through a pandemic and its aftermath.



 **Think Together is there for the students.**

Every day, students enrolled in Think Together afterschool and expanded learning programs are given an opportunity to thrive in their learning and development. It’s an opportunity to change the odds

Continued on page 60



March 6-19 2023

## VOLUNTEER OPPORTUNITIES AVAILABLE



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# Your donation can help save a life.

## Now more than ever, LifeStream Blood Bank needs you.

One lazy summer day, 2-year-old Mariah Salomon reached out to pet the family dog, as she had hundreds of times before.

But this time, something went terribly wrong. The dog quickly reacted, attacking the toddler, tearing off part of Mariah's face – from the tip of her nose to the top of her lip, including part of her left cheek. Mariah underwent a delicate, 5-hour surgery, replacing her entire blood volume multiple times.

In total, little Mariah required 50 pints of red blood cells, 48 pints of plasma and 16 pints of platelets.

Mariah is back to being fun, innocent, sweet, and enjoys

a carefree childhood. Mariah's recovery would not have been possible without LifeStream's selfless blood donors.

LifeStream Blood Bank is a local, nonprofit blood bank that provides blood products and services to more than 80 southern California hospitals and medical facilities in six counties. LifeStream's mission is to help save lives by connecting donors and patients through the gift of blood. LifeStream has fixed-donor sites in the Coachella Valley in La Quinta and Rancho Mirage. LifeStream also conducts about 1,700 mobile blood drives annually at businesses and organizations.

Now more than ever, LifeStream and the patients we serve need the help of our community. Currently, LifeStream is facing an ongoing blood shortage that is endangering patient care at an alarming rate. We are asking those who are able to help us protect patient care by scheduling an appointment to donate or hosting a mobile blood drive.

For more information or to make an appointment, call 1-800-879-4484 or visit [www.LStream.org](http://www.LStream.org).

# Meet Mariah.

When Mariah was two, she suffered life-threatening facial injuries. Thanks to generous LifeStream blood donors, Mariah received the blood she needed that helped save her life.

Please donate. It's easy. And you just may help to save a life.

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## Ruth Hardy Park Saturday, January 28, 2023

The Palm Springs Health Run & Wellness Festival has now become one of the largest events of its kind in Southern California. Added new this year a Half Marathon along with the USA Track and Field certified 10K and 5K courses has caught the attention of serious runners and nationally recognized health and wellness speakers and presenters. The event benefits Desert Healthcare District and Foundation, Palm Springs Unified School District and United Way of the Desert.

The Wellness Festival has grown substantially since its inception 10 years ago and now has over 100 Health and Wellness booths showcasing the

latest in nutrition, exercise techniques, NBC Palm Springs Food Challenge, LifeStream Blood Bank Drive, Playworks Game On - Tag Zone, rock climbing wall, Walk on Water and Flowbox aerial performers.

This world-class event would not be possible without the incredible support of the following companies: Presenting Sponsor Eisenhower Health, Betty Ford Center, Desert Oasis Healthcare, Desert Care Network, The Desert Sun, Bright Event Rentals, City of Palm Springs, Contour Dermatology, Desert Water Agency, Desert Healthcare District and Foundation, Desert Health®, Grace Helen Spearman Foundation, 420 Bank Dispensary and Lounge and so many others.

**Save the Date for Saturday,  
January 28, 2023 and register at  
[www.PalmSpringsHealthRun.com](http://www.PalmSpringsHealthRun.com)**

For sponsorships, booth information and speaking opportunities contact Jeff Hocker, Executive Producer, 760-409-1530 or [jeffhocker1@gmail.com](mailto:jeffhocker1@gmail.com). The Palm Springs Health Run & Wellness Festival is a Hocker Productions event.



By Jeff Hocker • Photo Credit: David A. Lee Photography

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# The Champions Volunteer Foundation Is Seeking Volunteers In Tennis Paradise

## Give Back to the Local Community

If there's anything better than a visit to Tennis Paradise to experience the award-winning BNP Paribas Open professional tennis tournament, it's doing so while giving back to the local Coachella Valley community. Each year, more than 1,200 tennis-loving individuals do just that by serving as one of the tournament's volunteers. Some volunteers travel from all over the country for a once-in-a-lifetime experience to be a part of the BNP Paribas Open through The Champions Volunteer Foundation.

The Champions Volunteer Foundation is now actively recruiting volunteers for the BNP Paribas Open which will be held March 6-19, 2023 at the Indian Wells Tennis Garden. Countless positions are available across all aspects of the tournament operations, from guest services to transportation, ball crew coordinators to ushers and more. Make new friends, watch incredible tennis and be a part of the most exciting two weeks in Tennis Paradise!

Continued on page 59



The 2023 BNP Paribas Open will introduce a new visual identity, complete with features including new and vibrant color schemes alongside eye-catching imagery that emphasizes the unique tournament aspects that have become synonymous with the moniker of "Tennis Paradise".



## Help Can't Wait DURING EMERGENCIES

We invite you and others to join the American Red Cross mission by volunteering, learning lifesaving skills or making a financial donation. Your support helps ensure families don't face emergencies alone.

**Volunteer. Donate. Take a Class.**

Visit [redcross.org/SoCal](http://redcross.org/SoCal) or call 1-800-RED CROSS to learn more.

For local engagement opportunities in the Coachella Valley/Morongo Basin area, please contact Brian Daly at [brian.daly@redcross.org](mailto:brian.daly@redcross.org).



**American Red Cross**  
Riverside County





# WOMEN IN PHILANTHROPY

**Industry Leaders and Influencers in the Nonprofit Industry**

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Shay's Warriors Life After Cancer • Tracy Turco

## Our community is home to many meaningful charities.

In its 12 years of telling the stories of local nonprofits, Desert Charities News has built the largest database of charities within the region. This allows us to stay current on the individuals who are at the forefront of these organizations – helping them grow and thrive.

This section is dedicated to the women who serve the desert's philanthropic community through their leadership, vision and benevolent spirit. Learn more about these exceptional women and what inspires the passion in their purpose.

Aside from giving time and treasure to the causes that have touched their hearts, these women are also prominent driving forces in the community – using their influence to benefit others in need.

Get to know the “Women in Philanthropy” who are making an impact in the Coachella Valley.

Contact information  
for all women:  
[www.desertcharities.com](http://www.desertcharities.com)

Search: Name of their  
company

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## Angela Allen

### Osher Lifelong Learning Institute, CSUSB

#### Making A Difference

OLLI at CSUSB, Palm Desert matters to our Senior Community. After two years of social isolation, seniors are at risk. A July 15, 2022 article in Cognitive Science Journal: "According to the social brain hypothesis... the human brain specifically evolved to support social interactions. Studies have shown that belonging to a group can lead to improved wellbeing and increased satisfaction with life... if we don't regularly engage in social discussion...cognitive processes, such as attention and memory, will diminish, affecting our ability to do many complex cognitive tasks". As Director of OLLI, I provide social interactions and lifelong learning opportunities.



## Ines Allen

### IMAHelps President and CEO

#### Making A Difference

Ines Allen co-founded IMAHelps in 2000 with her husband, Tracey, to organize medical humanitarian missions to serve the poor.

Operating with no paid staff and no financial backing, the Allens have built a team of 130 volunteers who have provided free health-care to over 100,000 impoverished patients in nine countries. Still operating without a salary, Ines has grown IMAHelps to the point where it now organizes some of the largest private humanitarian medical missions in the Western Hemisphere.

Ines requests donations pay for medicines and supplies for each mission. Volunteers cover their own travel costs. Visit [www.imahelps.org](http://www.imahelps.org) to learn more.



## Kate Anderson

### Agua Caliente Band of Cahuilla Indians Director of Public Relations

#### Making A Difference

We are blessed to live in a community where anything is possible, especially when the right people are in the same room. One of the most important gifts we can give to children growing up here is access to higher educational opportunities. That's why I'm so proud to co-chair the planning team that creates the FREE annual Regional College and Career Fair, which brings together incredible partners including the Agua Caliente Band of Cahuilla Indians, OneFuture CV, DSUSD, PSUSD, CVUSD, school foundations, DCA, XCPS, PV School, Desert Chapel, CSUSB Palm Desert, COD and UC Riverside, and more. This philanthropic effort is truly a labor of love for everyone involved.

## SPOTLIGHT



## Mercedes Godfrey

"When you cease to contribute you begin to die" — Eleanor Roosevelt

Becoming the founder of Adult Health & Fitness Today occurred during my own journey toward improved health and wellness. As a 51-year-old personal trainer, I clearly understood that my body was in decline, and something had to be done. Group fitness was fun, and I found that keeping committed times for exercise with others helped insure my own "long-term" Dedication.

As a fitness trainer, I developed exercise programs at the Joslyn Center for over 4 years. This is where I discovered that prevention of injury and illness is possible through regular exercise in younger seniors like me. It was also self-evident that diminished physical capacity in older seniors was much improved by building muscle tissue.

Today, 10 years later, our NPO journey is underway. AHFT offers multiple, daily, group exercise classes for adults 50+ in 3 locations, yay for progress!

Music and resistance training make our fitness programs relevant and effective. The concept of "Team, Tribe and Family" makes it FUN! Participants can build muscle tissue and relationships at the same time, addressing both physical and emotional well-being.

I enjoy being a good teacher, trainer, and friend. My enthusiasm for fitness encourages others to get excited. My long-term dedication keeps others on track, and my loyalty to those around me inspires them to be loyal in return. Creating a place where we can get fit, have fun and do it with friends is my goal. We will all move into the future, let's make it healthy, happy and do it Together!

Find something to believe in and believe it!" — Mercedes Godfrey.

**Mercedes Godfrey,**  
Executive Director/Founder  
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<https://adulthealthfitnessstoday.org/>



## Veronica Arteaga

### Exceptional Children's Foundation President and CEO

#### Making A Difference

I am excited to lead ECF at this time in our 76-year history.

Created in 1946 by concerned parents pooling resources to provide daycare for children with developmental disabilities, ECF has evolved into a nationally-recognized organization serving more than 5,000 people with developmental disabilities annually from 15 program sites, in homes and in the community—empowering them to reach their greatest potential. The number of lives impacted over the years is inspiring, and made possible by dedicated supporters, partners and staff. We are a family of steadfast champions for our mission, with deep commitment to those we serve. There is so much important work ahead. We can all make a difference!



## Laurie Baldwin

### Palm Springs Opera Guild of the Desert Chief Executive Officer

#### Making A Difference

I am blessed to head an organization that makes a difference in people's lives through music. When you give, you develop a better perspective, peace of mind, and appreciation for life. PS Opera Guild gives and makes a difference by providing the operatic arts to more than 25,000 children annually during our Opera in the Schools programs and provides over \$33,000 in scholarships for young artists. I am a strong believer that if one wants to make a difference, you have to be different, you have to laugh a lot, and you have to care. PS Opera Guild and I care!



## Brooke Beare

### Desert Arc Member of Board of Directors

#### Making A Difference

Anticipating the needs of others. Making conscious decisions. Designing a life well-lived. Commit to just one action a day, and you'll see a difference in the way you feel, and the way others feel about you.





# Betty Ford Center ★ *Celebrates 40 Years* ★★★ and Looks to the Future

The Betty Ford Center, a trusted source and global symbol of healing, hope and love since 1982, is celebrating its 40th anniversary as an addiction treatment and mental health care leader.

"It is an exciting time on our Rancho Mirage campus as we celebrate 40 years and build our foundation for the next 40. It's also an important time in the community and around the world as more people struggle to overcome addiction and mental health challenges," says Betty Ford Center VP and Administrator Tessa Voss. "We are grateful to have such a strong bond with the desert community we love, and honored to be a beacon of hope for patients, families and children looking to start their path to recovery. Four decades in, we are still growing to meet the increasing demand for services, expand accessibility and help more people."



Tessa Voss





Trailblazing the Way to  
More Healing and Hope

In the spirit of Former First Lady Betty Ford, a group of dynamic and dedicated philanthropists are leading the way in the transformation of the Betty Ford Center campus. **Susan Ford Bales, Cini Robb, MaryPat Woodard, Maria McDonald** and **Susan Engeleiter** have stepped up to ensure that the Betty Ford Center will be the best place for treatment and recovery for all those who seek care.

Through their philanthropy and inspired leadership, these visionary women are ensuring the Betty Ford Center is the ideal setting for the personal transformations that take place on campus every day.

The \$30 million transformation project, fueled significantly through philanthropy, includes improvements that reflect what has been learned about addiction treatment and recovery over the past 40 years. The plans are ambitious: a new, more visible and accessible entrance that proudly welcomes and provides reassurance to all who seek change; new residential care facilities that incorporate the values of fellowship and community in recovery; a day-treatment pavilion that will serve those who need continued to support



Maria McDonald



MaryPat Woodard

beyond their residential treatment; and landscaping that uses nature to promote healing. To learn more about the Betty Ford Center campus transformation and the trailblazers who are leading the way, go to **[HazeldenBettyFord.org/transformation](https://HazeldenBettyFord.org/transformation)**.



Susan Engeleiter



Cini Robb and  
Susan Ford Bales

★ ★ ★

A yearlong series of 40th anniversary activities culminates with a celebration at the Betty Ford Center on Nov. 11-13, open to former patients, donors and invited guests. A special “Betty Ford Center Awareness Hour” event, open to the public, also is planned for early December; it will feature a sneak-peek premiere and discussion of the film *Attention Must Be Paid: Women Lost in the Opioid Crisis*. Watch for details at **[HazeldenBettyFord.org/awarenesshour](https://HazeldenBettyFord.org/awarenesshour)**.

40 Years





## Lanay Berry

**Caritas Realty  
Owner & Real Estate Agent**

### Making A Difference

I have strongly believed that giving back is a core value of daily business. Supporting others through your giving, acts, talents, volunteering, whatever it may be creates a win-win for all people involved. At Caritas Realty everything we do is centered around the love we have for helping our clients and the non-profit communities. We give back 15% of our net commissions to our clients' charity of choice. Through our mission of "BUY, SELL, DONATE," we are beyond grateful to say we have donated over \$130,000 to date to charities worldwide.



## Pamela Bieri

**Bieri Marketing & Media  
Relations  
Owner**

### Making A Difference

Since 1994, Pamela Bieri has been privileged to serve numerous Coachella Valley nonprofit organizations in providing marketing, media relations and communications support, raising awareness of their causes and funds for their programs. Having earned additional Nonprofit Management and Grant Writing certifications from UCR (2018) and AFP (2021), she is delighted provide grant writing services to Friends of the Desert Mountains, First Tee – Coachella Valley, and Variety – the Children's Charity of the Desert, among other qualified NPOs. Grant writing brings into focus each NPO's mission, needs, programs and budget, helping clarify the cause. Bieri finds grant writing challenging and very rewarding.



## Lindi Biggi

**Founder - Loving All Animals  
Owner: - Shadow  
Mountain Golf Club**

### Making A Difference

The mission of LOVING ALL ANIMALS, incorporated in 2008, was to get valley animal lovers to work together towards the goal of becoming a no-kill community. That entailed causing our desert residents to embrace the importance of adopting homeless animals and supporting all efforts to spay and neuter pets.

In August of 2021, the SHADOW MOUNTAIN GOLF COURSE was facing bankruptcy & subject to being sold as subdivision property. No one in South Palm Desert wanted to lose this historic site so Lindi purchased it and is looking to the community to support her efforts to bring it back to its original splendor.



## Gailya Brown

**Fundraising Solutions  
Consultant**

### Making A Difference

My focus during the past year has been on helping organizations recover and move forward as we emerged from the restrictions of the pandemic. Fortunately, our donors have remained supportive, making it possible for organizations to continue to fulfill their mission. I believe that now, more than ever, nonprofit organizations are key to bringing the community together and helping to build a spirit of belonging again. Whether it is the performing arts, education, or direct services that are offered, these organizations have set us on a path back to "normal," however that looks in a post-pandemic world.



## Darla Burkett

**Coachella Valley Rescue Mission  
Executive Director**

### Making A Difference

For me I believe we are born to help others. This has been my goal all my life. I love working with people that need a hand up. Every day at CVRM brings me tremendous joy in assisting people reach their personal goals, nothing is better.



## Cindy Burreson

**Children's Discovery  
Museum of the Desert  
Chief Executive Officer**

### Making A Difference

Over the past year we have been able to partner with 13 various non-profits throughout the Valley with our donation drives in an effort to assist them in obtaining items that their clients need. We feel that while we are closed we need to support our community and nurture those relationships more than ever. We are delighted to expand our passion, commitment and philanthropy beyond our Museum doors.



## Joan Busick

**The Girlfriend Factor  
Founder/CEO**

### Making A Difference

Joan is the Founder and CEO of the Girlfriend Factor, a local non-profit whose mission is to provide renewable educational grants and emotional support to local adult women who choose to return to school to improve their lives through higher education and occupational training. Launched in 2006, GFF has provided more than \$ 700,000 in educational grants to over 180 women. The Girlfriend Factor believes that women can accomplish anything they set their minds to when they have the support and encouragement of their girlfriends. "If you want to change the world, educate a woman."



## Kay Butler

**Grassroots Junior Tennis, Inc  
Founder & Executive  
Director**

### Making A Difference

Kay Butler's passion in life is playing and teaching tennis and providing low income children the accessibility to a sport loved throughout the Coachella Valley. Founded in 2004, Grassroots Junior Tennis Inc has instructed over 800 youth of all socio-economic backgrounds. The goal is not to create "winners" but to give each child a chance to be one. Ms. Butler, a USPTR tennis professional teaches not only tennis skills, but the importance of cooperation and fitness. After school classes offered at Ruth Hardy Park, three times per week (October through May) are provided at no cost with all equipment provided free of charge to participating children.





## Patricia S. Carrillo

### Alianza Coachella Valley Director of Development & External Relations

#### Making A Difference

Patricia has 9+ years of experience with non-profits, which includes the 3 years that she has been with Alianza. Patricia led Alianza's community justice campaign and covid-19 response efforts prior to transitioning into her current role as the Director of Development and External Relations. She is a restorative justice practitioner and mental health advocate.

Patricia has been a guest speaker for various conferences, trainings and events. She strives to make a sustainable and positive impact in her community and feels honored to be able to serve the Coachella Valley through Alianza and as a board member for Angel View.



## Darcy Carozza

### Palm Springs Dance Project Executive Director

#### Making A Difference

Be the change you want to see in the world. I have steadfastly practiced this over the 40+ years I have lived in Palm Springs, and in 2016 I made a bold move to thoroughly commit myself to it. I founded what is now a non-profit organization -The Palm Springs Dance Project, made of and for the community. We foster the growth of a thriving dance community through unique and collaborative dance education, performance, and community engagement projects, and provide grants for underserved youth. Dance's power on community is transformative; improving mental, physical and emotional well-being, and evolving integration and equality..



## Andrea Carter

### Andrea Carter & Associates President / CEO

#### Making A Difference

Giving back has always been part of the fabric of my existence. When I was 15, I was honored with the Minnesota Teen Volunteer of the Year Award for my commitment to serving the elderly. Ever since, service to others has remained a priority in my life. I am currently the President of Palm Springs Women in Film & Television, and serve on the Advisory Boards of Women Leaders Forum and the Girlfriend Factor. I am also a founding Board Member of the Patrick Warburton Celebrity Golf Tournament, helping to raise over \$22 million for St. Jude Children's Research Hospital.

## SPOTLIGHT



## Alison Elsner

With a deep appreciation for those who choose to practice medicine after decades of intense training, Alison Elsner was excited to take on the role of CEO of the San Bernardino County Medical Society (SBCMS) in 2015, the regional arm of the mega-powerful California Medical Association (CMA).

Combining vast political and legislative experience with financial management, public affairs and a community relations background, Alison is proud to represent the advancement of policies that support the ability of physicians (MDs and DOs) to maintain viable practice settings. This work ensures equal access to patient care, especially as we see challenges to the stability of healthcare.

After graduating with a degree in political science from USC, Alison jumped into politics by working for U.S. Senator Pete Wilson in Washington, D.C. and California Governor Pete Wilson in the California State Capitol. This was followed by her work for California Governor Gray Davis, leading to positions in non-profit leadership.

Alison and her team have participated in providing relief to hero physicians on the front lines of the COVID-19 pandemic as well as continued advocacy to improve severely underfunded Medicare and Medi-Cal (Medicaid) programs. Ultimately, the goal is to create the highest quality experience for both doctor and patient.

CMA and SBCMS represent a comprehensive program of legislative, legal, regulatory, economic and social advocacy, leading to a higher quality of medical care with improved outcomes and access for all California patients. For Alison, there's truly no greater purpose.

**Alison Elsner**  
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www.sbcms.org



## Norma Castaneda

### HR Advantage Founder

#### Making A Difference

As a Valley native, Norma's community roots run deep propelling her to develop strategic philanthropic initiatives while growing her entrepreneurial businesses nationally and internationally.

As a COD alumna, she serves on its Foundation Board in creating tomorrows for local students. Most recently she served on the Palm Springs Art Museum's Diversity, Equity and Inclusion task force.

Norma's mission to develop businesses' humanitarian vision is why HR Advantage is Manage HR's Top 10 HR Consulting Companies for 2022. Their innovative consultants focus on full-service HR outsourcing, workforce planning and business development strategy to forge ahead for the desert's promising future.



## Claudia Castorena

### Galilee Center CFO/Cofounder

#### Making A Difference

During the challenging times of the COVID-19 pandemic, Galilee has positively impacted hundreds of low-income East CV residents. By offering much-needed services, we have helped many families succeed in their efforts to better their lives.

In the last year, Galilee provided food security for 250 families weekly. We offered rental and utility assistance to more than 1,200 families, infant services (diapers and baby formula) to 450 babies, and senior services to more than 260 seniors.

I am proud of the work we do at Galilee Center for the farmworkers, who are an essential part of our local community



## Rene Dell'Acqua Chapman

### Dell'Acqua Dental Studio Philanthropist

#### Making A Difference

I was raised by philanthropic parents who taught me from a very young age that giving back to your community is important. When you make a difference in someone's life, you not only impact their life, you impact everyone influenced by them throughout their lifetime. For me there is nothing more rewarding than knowing that I have made a difference in someones life.

Our community offers so many opportunities to get involved. We have so many meaningful charities. It has been an honor to serve on several different boards over the years.





**Michelle Cohen**  
**Mitch Stuart, Inc**  
**President**

**Making A Difference**  
Mitch-Stuart, Inc. president Michelle Cohen is an entrepreneur with a truly altruistic vision. Her company has pioneered several programs in the travel industry that have helped non-profit organizations raise over a billion dollars in revenue since 1994 as a premier provider of travel packages for nonprofit organizations used in auctions, raffles, golf tournaments, etc.

She co-authored the United Way Donor Awards program, created a major donor gift with Tiffany & Co featured in 45 countries, served on Customer Forums for Marriott Hotels & Resorts, The Ritz-Carlton, Advisory Council for Fairmont Hotels & Resorts and honored with the Outstanding Alumni Award from the University of California, Irvine for her success in nonprofit fundraising.



**Peggy Cravens**  
**Palm Springs International**  
**Piano Competition**  
**Chairman of the Board**

**Making A Difference**  
In these daunting times we’ve just come thru it becomes ever more important to support the charitable causes who give our Coachella Valley residents much assistance and pleasure in myriad ways.

My particular charitable interests are Education, Medicine and Music. Time and evidence has shown how fortunate we are to have our fine community college, College of the Desert, our outstanding medical facility, Eisenhower Hospital – and the enormous contribution the Waring International Piano Competition brings to our Valley --- supporting the career paths of many gifted pianists -- giving them the opportunity to compete in a world-class International Piano Competition.



**Gloria Crockett**  
**Make-A-Wish Orange County**  
**& the Inland Empire**  
**President and CEO**

**Making A Difference**  
Granting wishes for children battling critical illnesses is what we do best! As CEO of Make-A-Wish Orange County and the Inland Empire, Gloria has implemented strategic initiatives and priorities in partnership with passionate staff, Board of Directors and other key stakeholders of Make-A-Wish OCIE by granting wishes that provide joy and hope to children. Her commitment to families facing difficult times associated with children battling critical illnesses remain unmatched because she knows wishes are more than a want, but a need. In a new impact study, we found that 90% of medical providers find that children have increase compliance with treatment after learning they will receive a wish.



**Michelle Decker**  
**Inland Empire Community**  
**Foundation**  
**President/CEO**

**Making A Difference**  
I’m privileged to lead a dynamic and growing team at IECF as we celebrate our 80th year! We’re focused on building a Culture of Philanthropy with our donors and nonprofits, to help the Inland Empire capture its share of lasting financial resources to serve Riverside and San Bernardino counties. We kicked off our 80th with a commitment to raise \$640,000 in eight signature funds – Arts, Salton Sea, CIELO, Veterans, Media and Journalism, Women’s Giving, IE Black Equity and Here for Good. We are more than halfway to our goal and are excited by our Board’s leadership and the new donors reaching out to us.



**Deborah DeSantis**  
**Eisenhower Health**  
**Senior Director**

**Making A Difference**  
Circle of Stars, Eisenhower Health’s women’s philanthropy group, is a dynamic group of inspiring women whose main desire and goal is to advance the quality of health care for our community. This past season they raised \$500,000 through annual dues and donations to purchase three state-of-the-art ultrasound systems for the hospital. There are no obligations to membership other than a desire to improve the quality of lives, as well as save lives, through your philanthropic spirit – attendance to our events is optional. We would love to have you join us in our next endeavor to make a difference. Learn more at EisenhowerHealth.org/Circle-of-Stars.



**Kristen Dolan**  
**La Quinta Arts Foundation**  
**Managing Director**

**Making A Difference**  
After almost a decade in the nonprofit industry, the one constant is that without our community, nothing is possible. Our generous residents thankfully give of their time and money to making people’s lives better.

I’ve helped survivors of human trafficking, speak out and fundraised for those in poverty, and it’s now my privilege to run La Quinta Arts Foundation and California Desert Arts Council.

LQAF is celebrating 40 years and we look forward to 40+ more of supporting arts & culture. Please join me in community to support local artists and youth with dreams of pursuing the arts.



**Kathleen Doyle**  
**Desert Sands Educational**  
**Foundation**  
**President**

**Making A Difference**  
I began my philanthropic work at a young age through Girl Scouts, church, and school. My desire to serve continued into motherhood and I have had the honor of doing so in the Coachella Valley the last twenty years. I currently serve as President of the Executive Board of Directors of both the Desert Sands Educational Foundation and National Charity League, Inc., Desert Cities Chapter. Volunteering is a way to instill the spirit and importance of giving back. The success of our communities and children’s futures depends upon our own commitment and heart to serve. I am proud my four daughters continue a legacy of philanthropy and I encourage everyone to do their part.



**Alison Elsner**  
**San Bernardino County**  
**Medical Society**  
**CEO**

**Making A Difference**  
Every day my gratitude is palpable at the chance to advance the work and viability of hero physicians to protect access to patient care and create healthcare equity among all Californians. This past year, San Bernardino County Medical Society (SBCMS), in partnership with its umbrella organization the California Medical Association (CMA), have collaborated closely to support physician practices’ and medical groups’ capacity to administer adult and pediatric COVID vaccines and boosters, preventing illness and death in families. This level of healthcare levels the playing field especially among vulnerable patients who face challenges through systemic social variants of health.



# AGUA CALIENTE CULTURAL PLAZA AND THE OASIS TRAIL



The Spa at Séc-he

Courtesy of Agua Caliente Band of Cahuilla Indians

## The Agua Caliente Cultural Plaza in downtown Palm Springs will be a cultural heritage destination where Tribal members and guests celebrate the history, culture, traditions, and modern life of the Agua Caliente Band of Cahuilla Indians.

This 5.8-acre complex, opening in 2023, features the Agua Caliente Cultural Museum with an education garden and The Spa at Séc-he, a state-of-the-art spa fed by the ancient Agua Caliente Hot Mineral Spring. They are joined by the Gathering Plaza and Oasis Trail, which is activated with flowing water, Washingtonia filifera palm trees (the only palm tree native to the California desert), and stunning rock formations that capture the essence of the Indian Canyons and Tahquitz Canyon, the Agua Caliente people's ancestral home.

While the Plaza connects ancient and contemporary life, the Oasis Trail reflects the sequestered nature of the canyons—water-filled areas that provided the ancestors of the Agua Caliente people with cooler living conditions in the hot desert summers.

### Agua Caliente Cultural Museum

The Agua Caliente Cultural Museum will be a cultural heritage attraction and an educational institution with a mission to share and celebrate the story of the Agua Caliente Band of Cahuilla Indians.

The 48,000-square-foot Museum features Agua Caliente art, artifacts and media to animate specific pieces of the Tribe's story. Galleries focus on the Creation and Migration stories, the Indian Canyons, Tahquitz Canyon, archaeology, and artistic expressions such as ollas and baskets.

Many artifacts, such as manos, metates and projectile points, were recovered from the Plaza site during construction in 2018. Many of these items will be displayed to demonstrate the Tribe's enduring habitation of the region. Some items radiocarbon date as far back as 8,000+ years.



Ethan Kaminsky/Agua Caliente Band of Cahuilla Indians

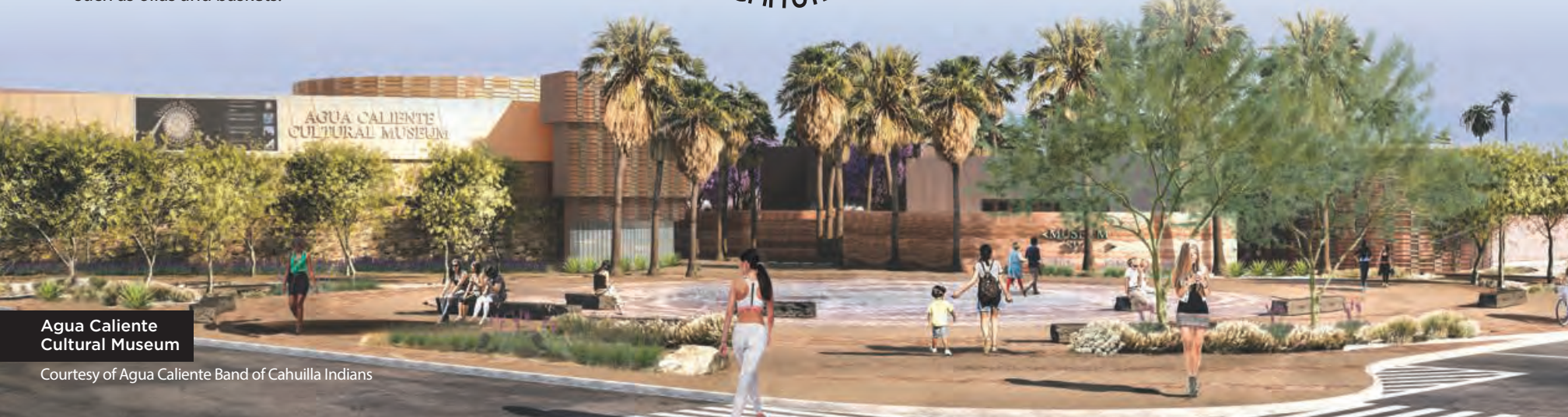
### The Spa at Séc-he

For the Agua Caliente Band of Cahuilla Indians, no site is more significant than the Hot Mineral Spring on its ancestral land in what is now downtown Palm Springs. Its pure mineral water provided a place for ritual bathing, social activity, physical healing, and spiritual connection. They have called the spring Séc-he, the Cahuilla term for "the sound of boiling water," since the beginning.

The Agua Caliente people have been sharing the healing water with visitors for more than 130 years, making it the area's first tourist attraction. The Palm Springs village eventually grew up around it.

The Spa at Séc-he will offer 22 private mineral soaking tubs, two genuine Halo therapy salt caves, two zero-sensory flotation pods, grounded earthing anti-gravity chairs, cryotherapy, fitness center, saunas, steam rooms, hot tubs, and two outdoor pools, one of which is fed by the Agua Caliente Hot Mineral Spring.

The café at the Spa will offer fresh, health-conscious choices, including vegan and vegetarian options that highlight locally sourced ingredients. The cold-pressed juice bar will feature smoothies, juices, and spirulina blue-green algae "superfood" shots.



Agua Caliente Cultural Museum

Courtesy of Agua Caliente Band of Cahuilla Indians



# vision forward: Building a Healthier Tomorrow

## How DAP Health is poised to help.

The COVID pandemic and Monkeypox outbreak are a wake-up call. At DAP Health, they prove two things:

- 1) It's not a question of if there will be another health crisis, it's a matter of how soon.
- 2) When it does, DAP Health must — and will — be ready.

DAP Health's vital role in the health of our Coachella Valley communities will only become more important as our population ages, grows, diversifies, and faces new, old, and yet-to-materialize healthcare challenges.

**Vision Forward: Building for a Healthier Tomorrow.** By enlarging DAP Health's physical footprint, building 4 new medical clinics, a new behavioral health clinic, expanding its dental clinic, and adding 61 units of additional affordable housing, DAP Health will be in a better programmatic position to fulfill its mission, to ensure the health and well-being of every member of our community - regardless of their ability to pay - so that each may experience their most fulfilled life. When Vision Forward, a \$30 million expansion, is actualized, DAP Health will have to capacity to grow from 10,000 people served today to 25,000 people.



Now, DAP Health again turns to the Coachella Valley's generous philanthropists to help raise the remaining \$10 million needed to finish this effort.

Many view and experience the Coachella Valley as a sublime oasis. But for others, that pristine picture is far from reality. Many neighbors — people of color, people living with HIV/AIDS, people living in poverty, and trans individuals, many of whom have yet found their way to DAP Health — wrestle daily here with pain, sadness, and desperation.

Because a community can only be as strong as its weakest member — as healthy as its sickest — it's crucial that we join forces so that barriers to health and wellness are abolished. After all, is it not the duty of those standing tall to lift up those who have fallen?

### How DAP Health Is Poised To Help

Founded in 1984 by a group of community volunteers in the face of the AIDS crisis, DAP Health is an internationally renowned humanitarian healthcare organization. In 2013, the non-profit expanded its scope to care for all marginalized people, regardless of HIV status.

DAP Health's goal is to improve the overall health of our entire community — especially the disenfranchised — by providing culturally competent, quality primary and preventative health care and social services on one campus. These include medical care, dentistry, and programs related to mental health, substance use recovery, and sexual wellness.

The expertise, infrastructure, reputation, and donor base atop which DAP Health's considerable success stands was bolstered by the organization's more recent involvement in providing for all those devastated in countless ways by the COVID-19 pandemic.







Thanks to almost 40 years of caring for people both directly and indirectly affected not only by the HIV/AIDS epidemic but by the proliferation of other public health emergencies, DAP Health has the physical and intellectual resources, the desire, and — most importantly — the imagination to effect even greater positive change in our beloved Coachella Valley community and beyond.

### How You Can Help

DAP Health would never have been able to achieve all it has on behalf of our community were it not for the continued, generous support of people like you — compassionate humanitarians. Please trust that you have DAP Health’s endless gratitude.

If you would like to help DAP Health reach the culmination of Vision Forward, you may make a named gift to fund a particular need, or a general contribution to uplift the entire campaign. Your gift will be doubled by a special matching fund established by fellow DAP Health donors.

Please be as generous as your means allow, and contact James Lindquist, DAP Health’s Director of Development, with any questions. He can be reached at **760-656-8413** or via email at [jlindquist@daphealth.org](mailto:jlindquist@daphealth.org).

DAP Health’s board of directors, staff, volunteers, and patients, thank you in advance for your time and consideration.



Learn more at  
[daphealth.org/visionforward](http://daphealth.org/visionforward)







# EXPERIENCE EVENTS WITH LOCAL FLAVOR

With an ideal location in Indian Wells amid the lovely Coachella Valley, the newly-renovated Renaissance Esmeralda Resort & Spa is the perfect place to hold your next event. Impress your attendees with more than 213,000 square feet of unique indoor and outdoor event space. Here you'll find space for every occasion — from elegant grand ballrooms with crystal chandeliers, modern accouterments and dramatic floor-to-ceiling windows, to stunning landscaped lawns surrounded by beautiful gardens, mountain vistas and waterfall landings.

Our expert on-site coordinators will ensure the event of a lifetime, from state-of-the-art audio visual equipment to cuisine expertly prepared by our in-house culinary team. Entertain your guests with inventive customized menus or enjoy private dining in one of the many restaurants the resort has to offer. From welcome receptions, locally-inspired food and beverage breaks and cocktail hours, to banquets, buffets and coursed-meals, we will gladly assist you with all the details. See your vision come to life at our Indian Wells Resort.

FOR MORE INFORMATION ON CATERED EVENTS AT THE RENAISSANCE  
ESMERALDA RESORT & SPA, PLEASE CONTACT DARYN BENTON AT  
760-773-4697 OR EMAIL [DARYN.BENTON@RENAISSANCEHOTELS.COM](mailto:DARYN.BENTON@RENAISSANCEHOTELS.COM)

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**R**  
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INDIAN WELLS





## Erin Eslinger

**ALSAC/St. Jude  
Program Advisor**

### **Making A Difference**

"Success has nothing to do with what you accomplish for yourself. It's what you do for others." - Danny Thomas. While St. Jude Children's Research Hospital may not be in our backyard, the impact is felt throughout the Coachella Valley, United States, and globe. St. Jude shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Since 1962, the treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80%. But that's not enough, and we won't stop until no child dies from cancer.



## Debbie Espinosa

**FIND Food Bank  
President/CEO**

### **Making A Difference**

Food insecurity rates in our service area continue to be 67% higher than pre-pandemic levels due to record high inflation tightening household budgets. FIND Food Bank, with help from our community, continues to meet demand in the face of supply chain shortages, decreased food donations, and inflated prices. We are making a difference by putting food on the table of working people, hungry children, and under-resourced seniors. While prices continue to rise, we advocate on the local, state, and national levels to tackle the root causes of hunger and ensure equitable nutritious food distribution to the Coachella Valley desert region.



## Tracy Fitzsimmons

**Olive Crest  
Executive Director**

### **Making A Difference**

My passion is supporting others to fulfill the purpose for which they were created. This conviction has only been strengthened during my time at Olive Crest, when I see others coming alongside the children and families we serve. It is the extraordinary individuals I have the pleasure of working with - our clinicians and case managers, our administrators and supervisors, our donors, volunteers, and community champions who build the difference Olive Crest makes. It is my honor and passion to bolster and affirm the difference they make each day!

## SPOTLIGHT



## Jennifer Jones

**Rotary International President**

Jennifer Jones is Rotary International's president for 2022-23, a groundbreaking selection making her the first woman to hold that office in the service organization's 117-year existence.

Jennifer is the Founder and President of Media Street Productions Inc., a 25-year-old, award-winning media company in Windsor, Ontario. She is a proud member of the Rotary Club of Windsor-Roseland.

Her talents have strengthened Rotary's reach and impact, through many roles including as Trustee of the Rotary Foundation, RI Vice President, and co-chair of the End Polio Now: Make History Today campaign, raising funds alongside Bill and Melinda Gates and their Foundation. Jennifer's skill as an expert storyteller inspires hope and promise and motivates people to take action.

Jones, whose confirmation comes at a unique time in history, is inspired by how the organization and its global members continue to adapt, connect, and serve their communities. Jones says she wants to harness this moment of change to develop metric-driven goals that challenge us to innovate, educate and communicate opportunities that reflect today's realities.

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.

District 5330 and Governor Don Casper are honored to welcome Rotary International President Jennifer Jones to the Rotary District 5330 Foundation Gala at the Westin Mission Hills Resort in Rancho Mirage on Saturday October 8th, 2022.

For tickets and more information, visit.  
<https://district5330.org/gala-landing>



## Dr. Barbara Foyil

**Coachella Valley Vision  
Impaired Community Services  
President**

### **Making A Difference**

Coachella Valley Visually Impaired Community Services (CVVICS) is led by a team of visually impaired individuals with the purpose of reaching out to others who are facing the loss of vision. Who better than those with vision loss and highly trained in the fields of disabilities, psychology, technology, as well as the medical field and organization management to take up leadership to help this underserved community of blind and visually impaired. During the past year and a half pandemic, CVVICS has successfully initiated daily classes using a conference calling system along with descriptive movies and an audible books library for our clients.



## Susan Francis

**JFK Foundation /  
Ophelia Project  
Retired**

### **Making A Difference**

Making a difference in our community is so important. It takes teamwork. Being part of a dedicated team is a gift to your community and to yourself. Making a difference in your community continues to be just as important after you retire. My goal in my retirement is to continue being part of a good team, serving our valley non-profits with my 'lessons learned', my 'leadership skills' and my knowledge of this valley and its non-profits. I'm grateful to have so many wonderful associates and contacts who, like me, want to continue making a positive difference in this valley!



## Eve Fromberg

**Fromberg Edelstein Fromberg  
Attorney and Partner**

### **Making A Difference**

I have helped non profits to access COVID relief funding and assistance, and I have continued to do board education with boards in remote settings and over Zoom to help nonprofits continue to work towards stability and sustainability even in these uncertain times. The need for nonprofit services is more essential than ever. Nonprofit organizations are also facing their own COVID related struggles, therefore board education, strategic planning, legal compliance and improving internal communication is crucial for these organizations to also weather this storm. Board retreats can and should continue despite these current challenges. We can all get through this together!





## Dianne Funk

**Dianne Funk Enterprises, Inc.  
Founder/CEO**

### Making A Difference

Creating opportunities that incorporate art in schools, businesses and communities has always been a driving force in my endeavors. Over the past 35 years in the Coachella Valley, I've been dedicated to developing spaces that uplift, encourage and support art as an expression, an enterprise, and as a conduit for making connections. Whether volunteering as a board member or producing an art show, my goal is to maximize the potential for impact by opening lanes for success that are often closed off to the underrepresented.



## Annette Garcia

**Coachella Valley Horse Rescue  
Rescue Director**

### Making A Difference

Despite economic hardships, I have been relentlessly devoted to rescuing animals that have been abused, neglected and headed for slaughter. My gift has been rehabilitating and training horses at Coachella Valley Horse Rescue for their best purpose. It has been my passion working with rescue horses to give them a job and a purpose that helps children, Veterans and people in the community connect and heal with them. I am proud to be a part of a great organization and team that has the same vision, passion and purpose to make a difference. Let's Save A Horse Today!



## Lani Garfield

**I Want to See Productions  
Videographer/Photographer**

### Making A Difference

I am so grateful to be a part of many charitable organizations, to witness and document their positive impact on our community, and be able to contribute to their goals, growth, and success. Every person, and every organization has a story, and I love that I can be the catalyst for them to share their story, either through photography or video. Our generous and caring philanthropic community, who support our local charities, prioritizes giving back, and makes a very big difference in so many people's lives.



## Mercedes Godfrey

**Adult Health & Fitness  
Today, Inc.  
Executive Director/Founder**

### Making A Difference

I believe we can make a difference that improves the future of health care for "Boomers", by shifting from treatment of injury and illness to prevention. Because an active and informed lifestyle improves "quality of life", AHFT offers a consistent schedule of live, group exercise and health education classes focused on adults 50+. Our society has been negatively impacted by the recent COVID crisis and it's time for that to change. It's time to get moving, get informed and get back to life. This is how we improve the future. It's simple, it's collective, it's Team Tribe and Family!



## Ellen Goodman

**The Foundation for Palm  
Springs Unified School District  
Foundation Director**

### Making A Difference

It's an honor to work for Palm Springs Unified School District (PSUSD) who is leading the valley in innovation, creativity and challenging curriculum and electives for more than 21,000 students. The Foundation for PSUSD is the district's nonprofit arm that raises funds for under and unfunded programs, stewards community dollars and incubates new projects. I find inspiration in our students, donors, staff and board of directors. We're trying earnestly to make a difference in the lives of our most vulnerable population. I'm enthusiastic even in the most challenging times. It never fails when you need something the right people or situations appear. Grabbing that opportunity, engaging it, and delivering outcomes is a thrilling formula and one that keeps me coming back for more.



## Shelby Goodwin

**Family YMCA of the Desert  
Director of Development**

### Making A Difference

For 40 years, the Family YMCA of the Desert has been a vital support system for children, families and adults. Every day, the Y strengthens communities for kids, adults, seniors and families with programs that protect, teach, connect, heal, nourish and encourage. It's how we give everyone the opportunities they need to reach their full potential. I participated in YMCA programs as a child and The Y helped shape me into the person I am today. In my role of Director of Development, I am beyond grateful for the opportunity to ensure that children in our community have the same positive experiences that I once had.



## Luz Gonzalez

**Bank of Southern California  
VP, Relationship Manager**

### Making A Difference

My family immigrated to the Coachella Valley when I was 4 years old with nothing more than the clothes on our backs. This community has provided countless opportunities and it is now my turn to give back.

I am proud to serve as the board chair of the Cathedral City Senior Center which provides services that range from fun, social events to social services with the goal of enhancing and improving the lives of our seniors.

I also serve on the board of the Rancho Mirage Chamber of Commerce, The Rotary Club of Rancho Mirage, and Valley Crime Stoppers.



## Janice Gough

**Art Foundation of  
Desert Hot Springs  
Founder / President**

### Making A Difference

Our goal is to bring more art & cultural events to Desert Hot Springs.

We have given support to the MMA fighter girls that went to Bulgaria for World Championships. We sponsor the Folkloric Dancers to purchase dresses. Every year we have done the Holiday Parade also participated in the Date Festival Parade. We have had Art Shows to help the artists.





**Debra Griffith**  
**Tour de Palm Springs in**  
**Coachella Valley**  
**Executive Director**

**Making A Difference**  
Since 1998, the Tour de Palm Springs has sent off thousands of cyclists to ride throughout the Coachella Valley. In the early morning hours as the sun rises, it brings a sense of joy knowing that each rider has helped with our mission, to generate funds for distribution to non-profit organizations in the Coachella Valley. To date, over \$4,000,000 has been distributed to hundreds of non-profit organizations. Our goal is to continue to promote a well-organized event, bringing people to the Coachella Valley from across the country, and raising funds for the valley’s non-profits.



**Victory Grund**  
**Old Town Artisans Studios**  
**Founder and President**

**Making A Difference**  
Everywhere you go you see art, but not until a person young or old has a chance to “do” art do they really “see” colors, textures and meaning in the beauty around us. Art expresses in ways words cannot and there is therapy and healing. Our mission is to be sure all ages and abilities have the opportunity to discover art and the artist within them.  
  
When students create a gift for a loved one it becomes a treasure they keep forever.



**Mary Guinane**  
**The Write Answer**  
**Owner**

**Making A Difference**  
Making a difference in our communities, and the wider world beyond, begins with the small steps we take as individuals. We’ve all been witness to how the snowball of change begins with simple acts of kindness. As non-profit professionals, we’re fortunate to have our daily work focused on the organizations that are catalysts for bringing good into the world. I appreciate every day having the privilege to support their missions



**Tracy Turco**

Tracy Turco lost little time in making colorful, positive and uplifting differences in her adopted – and adored - hometown of Palm Springs.  
  
Soon after she and husband Jerry re-located from New York City in 2017, Tracy dove head-long into local philanthropic and entrepreneurial pursuits, with an eye toward restoring the glitz and glamour for which the area has long been renown.

To fulfill this vision, she and Jerry purchased and re-designed the Art Hotel, the Tiki Hotel, and the Cheetah Hotel. A fourth boutique property with the Turco stamp, the Deco Palm Hotel, is scheduled to open in December.

Tracy is a patron of the Palm Springs Art Museum and founded the Women’s Entrepreneur Club of Palm Springs, which in short order grew to more than 100 members. Community support includes she and Jerry sponsoring the Faux Fur Ball for the Palm Springs Animal Shelter and hosting a fundraiser for the Palm Springs Police Department.

The City of Desert Hot Springs is tapping into Tracy’s creative flair, contracting with her to help rebrand the 81-year-old community.

Tracy also looks forward to soon opening her “passion project,” the 12,000-square-foot Modernism Museum on North Palm Canyon Drive. The attraction will feature rotating collections from Coachella Valley residents along with vintage clothing, housewares and accessories vendors, and more.

Tracy Turco is a designer – hotelier – style icon – wife – mother – and in each role senses a calling to help recapture the Palm Springs spirit of the past while adding new chapters of fun and luster for its residents and visitors to enjoy.

**Tracy Turco**  
**Artist • Designer • Author • Hotelier**  
**Entrepreneur • Style Icon**  
**[www.TracyTurco.com](http://www.TracyTurco.com)**



**Ivanna Diaz Hansen**  
**Old Town Artisan Studios**  
**Business Development &**  
**Volunteer Coordinator**

**Making A Difference**  
Old Town Artisan Studios is committed to providing positive art experiences to underserved individuals across the Coachella Valley. Since the pandemic, we have been able to serve over 50,000 art experiences to people, regardless of age, physical ability or financial status. Being first involved as an Outreach Arts Instructor five years ago, I have seen firsthand the transformative and healing effects art has on the individuals that we serve. In my current role, I have the opportunity to work alongside amazing volunteers. Additionally, I am involved in all aspects of our events, gallery shows, and marketing. I am very proud to work for a non-profit that firmly believes that art has the power to enrich lives, as it has enriched my own.



**Sarah Harty**  
**Southern California**  
**Railway Museum**  
**Division Manager**

**Making A Difference**  
Sarah joined Southern California Railway Museum (SCRM) in July of 2020 as their Manager of Visitor Experience and also serves on the Board of Directors for Museum Educators of Southern California. At SCRM Sarah works to ensure the Museum is accessible to everyone and creates public and educational programming that is dynamic, inclusive, and representative of the shared history that Southern California Railway Museum works so hard to preserve. She has dedicated her career to bringing the past to life and making museum content approachable and relevant to a wide audience.



**Andrea Hecht**  
**Tools For Tomorrow**  
**Executive Director**

**Making A Difference**  
The Arts provide an opportunity for social emotional learning. Children express feelings and emotions that they might not otherwise know how to communicate. Teachers are given the time and space for meaningful conversations with their students. Lessons inspired by the Masters develop an appreciation for the arts and spark creativity. When students collaborate by writing a story or playing music together, they develop empathy and show kindness. Focused, hands-on experiences develop cognitive skills. Students and teachers are finding comfort, motivation, and excitement through the arts. Tools For Tomorrow continues to Reach, Teach and Inspire Children through the ARTS.





**Tamara Hedges**  
**Friends of the Palm Springs**  
**Animal Shelter**  
**President**

**Making A Difference**

Tamara has a passion for education and animal welfare. As the executive director of UC Riverside Palm Desert Center, she and her team extend the reach of UCR in the Coachella Valley, transforming lives in this diverse region through the discovery, communication, translation, application and preservation of knowledge, and enriching the region’s economic, social, cultural and environmental future. As the president of Friends of the Palm Springs Animal Shelter, Tamara helps lead the PSAS team to transform lives through extraordinary animal care and advocacy, inspiring compassion and positive relationships between the community and animals through direct action and humane education.



**Jennifer Heggie**  
**Pegasus Therapeutic**  
**Riding Center**  
**Executive Director**

**Making A Difference**

As the newly appointed Executive Director, I am so lucky to be leading an organization that will be celebrating forty years of serving the Coachella Valley in 2022. During the School year, Pegasus provides approximately 100 rides a week to local riders. Pegasus is making a difference in children’s lives, horses’ lives and the lives of our volunteers. We need upwards of 60 volunteers a week to make the program run.

Our volunteers make an amazing impact on myself and our Pegasus staff members everyday. You will be hearing and seeing a lot more from us in 2022/2023!



**Dana Hernandez**  
**Rock’n Our Disabilities**  
**Foundation**  
**CEO**

**Making A Difference**

As a parent of two special needs adult children, we experience insufficient community supports. My vision to start an organization as an outlet to families in my situation became reality in 2018 when Rock’n Our Disabilities became a non-profit charitable organization with a mission to serve families with special needs in our local community. Our services provide free recreational activities, educational/learning opportunities, community, and social activities for individuals with special needs and their families to help build relationships and improve meaning in life. Our overreaching goal is to help families feel loved, appreciated, and engaged in healthy community events.



**Kris Hopping**  
**Desert Water Agency**  
**Human Resources Director**

**Making A Difference**

The mission of the United Way of the Desert is to break the cycle of poverty in the Coachella Valley. As the volunteer president of United Way of the Desert I have been fortunate enough to see many local agencies work together to help Coachella Valley residents, especially during the COVID-19 crisis. We worked with other local non-profit agencies to provide emergency funding to our local residents in need and we have provided access to other important resources such as the Help 2 Others Water Bill Assistance Program to further help our residents in need.



**Chris Hunter**  
**Hunter Johnsen**  
**President**

**Making A Difference**

“Whether we’re assisting with public outreach on behalf of our nonprofit partners in healthcare, the environment, the arts, or economic development – or developing comprehensive integrated marketing campaigns for private businesses – we’re proud to know that our passion and our creative energies help our clients achieve their goals.”

Chris also believes in volunteer community involvement. A graduate of Leadership Coachella Valley, she has also served on the board of the local chapter of the American Advertising Federation (8+ years) and the Palm Desert Area Chamber (10+ years), and is now in her fifth year on the board of the Coachella Valley Economic Partnership.



**Erin Kaiman**  
**CV Strategies**  
**President and Founder**

**Making A Difference**

I am honored to serve on the Board of Directors for FIND Food Bank and to support this organization that provides an essential lifeline to the people of the Coachella Valley and surrounding areas.

The challenges brought about by the pandemic have made hunger and food insecurity even more widespread, affecting countless residents of our Valley. But FIND Food Bank has been there to serve their needs, delivering healthy, fresh and non-perishable staples to a vast network of community agency partners that get the food directly into the hands of adults and children across the region.



**Pat Kaplan**  
**Alzheimers Coachella Valley**  
**Co-Founding Board Member**

**Making A Difference**

ACV is a difference maker for those living with cognitive impairment in the Coachella Valley. Every program and service we offer is a direct result of input from our families and the community. Allowing caregivers to access respite care, socialization for the family unit, music and art are a few of the opportunities we offer at no charge.

All monies we raise remain in the valley and are used to further our mission. As a Co-Founder and Board member being a part of ACV is my everyday reward!



**Margaret Keung**  
**Boys & Girls Club of**  
**Palm Springs**  
**CEO & Executive Director**

**Making A Difference**

Under Margaret’s leadership, the Club quickly transformed its afterschool programs into a Virtual clubhouse in order to stay connected with their youth, and developed Learning Day Camps in collaboration with the Palm Springs Unified School District to support the needs of essential worker families within the community,





**Brianna Kelly**  
**American Red Cross**  
**Southern California Region**  
**Regional Communications Manager**

**Making A Difference**  
Disasters don't stop during a pandemic and neither does the work of the American Red Cross Southern California Region, which proudly serves San Diego, Orange, Riverside, San Bernardino and Imperial Counties. Regional Communications Manager Brianna Kelly promotes the vital work of the Red Cross in the community and is passionate about sharing the Red Cross story across Southern California, encouraging the public to join the Red Cross in fulfilling its mission of preventing and alleviating human suffering in the face of emergencies – down the street, across the country and around the world.



**Bridget Kerr**  
**Boys & Girls Clubs of**  
**Coachella Valley**  
**Director of Special Events**

**Making A Difference**  
It's all about the kids!  
  
Saving and enhancing young lives is what we've been doing for 55+ years! I'm so fortunate to work with special donors and participants who sponsor the Southwestern Growers and Tony Reagins Alumni Golf Tournaments. It brings me joy to throw an event for hundreds of supporters who make an impressive showing at our Grand Auction, a 40-year tradition! Born and bred here in the Coachella Valley, it's an honor to now be raising funds for thousands of underserved kids in our communities. Chronicle of Philanthropy ranked BGCA one of America's 2021 Top Ten Favorite Charities!



**Terri Ketover**  
**Community Philanthropist**

**Making A Difference**  
I continue to contribute to the community and endeavor to make a difference through my work with various area non-profits -- Barbara Sinatra Children's Center board, Film Festival board, co-chair of "One Night Only," co-chair of Western Wind Writing Contest for PSUSD 7th graders, and co-chair of a soon-to-be-announced program to benefit children in conjunction with the FIND Food Bank. I look forward to the return this season of the Film Festival's Gala and co-chairing the After-Party, as well as the Angel Dinner for the Rancho Mirage Writers Festival.



**SPOTLIGHT**  
**Jan Hawkins**

She's a dynamo with endless energy and does not view fundraising as a job. It is her passion.  
  
When Jan landed in the desert in 1976 after graduating U.C. Riverside with a Bachelor of Science degree in Anthropology, she saw the sleepy valley as a whistlestop before heading to San Diego...but then met her husband who was starting his first job as an assistant District Attorney out of law school – and the desert became their home.

After years raising two children and successfully fundraising for community volunteer organizations, Jan joined the Boys & Girls Clubs of Coachella Valley as Director of Development for ten years, followed by Development Director at the College of the Desert Foundation. When the opportunity to join The Living Desert came knocking, she jumped at the chance because it embraced her dual passions for animal conservation and education.

Now after a successful seven-year tenure as The Living Desert's Director of Development and leading the organization's fundraising efforts securing more than \$50 million dollars through the Pride of the Desert Capital Campaign, legacy gifts, and community support, Jan is transitioning into semi-retirement with a new role at the Zoo working to steward philanthropy through major gifts and legacy giving.

Jan's extensive leadership efforts in the community brought honors such as the 2006 37th California Senatorial District "Woman of the Year," and the Indian Wells ATHENA Award for community service in 2006. She was recognized by local Association of Fundraising Professional peers in 2015 for Fundraising Professional of the Year. Jan most recently was recognized with the Helene Galen Excellence in Education Award in 2020 by the Women Leaders Forum.

She lives in Indian Wells with husband Jim, a semi-retired local Superior Court judge, loves her German shepherd and enjoys traveling – when not advocating for her beloved endangered wild animals!



**Lauri Kibby**  
**DAP Health**  
**Vice Chair, Private Investor**

**Making A Difference**  
The last several years has taken its toll on communities and individuals around the world. Kibby feels fortunate to live in a community where contributing one's time, energy, experience, and funds makes a difference. She serves as the Vice-Chair of the DAP Health Board and has been cochair of the Chase Humanitarian Awards since 2018. She also serves as the Vice-President of the Board for the Mizell Center. DAP Health has continued to meet the local challenges of feeding, housing, and caring for the health and mental well-being of those less in need, while Mizell has continued to provide meals for seniors in need. DAP now serves 10,000 expanding to 25,000 clients who are in need of medical and mental health care, housing, food, addiction programs and other services that support an individual's health and well-being.



**Roberta Klein**  
**Read With Me Volunteers**  
**Founder and President**

**Making A Difference**  
Since 2004, Read With Me Volunteers, under the supervision of founder Roberta Klein and her husband, Clay, has had one goal: to assist local children from low income, limited English speaking environments develop to their fullest potential by learning to read, comprehend and speak English. Now, 18 years later, the overall improvement for students with a volunteer is 50.7% more than without a volunteer. Read With Me - thanks to Roberta and the dedication of her volunteers - elevated the percentage of east valley students who graduate from high school from 51% in 2004 to 86.1% by 2020.



**Kristy Kneiding**  
**K2 Marketing Solutions**  
**Principal**

**Making A Difference**  
There are countless non-profits doing amazing work including The Pendleton Foundation - dedicated to helping meet the financial needs of Coachella Valley residents suffering from cancer. Cancer didn't take a break during the pandemic and assisting those in treatment became even more crucial. I'm proud to have volunteered for this noteworthy organization for the past 15 years and am excited to welcome back the annual Pendleton Foundation Chef Auction in November. This uniquely delicious, uplifting event, helps make distributing more than \$40,000 per month to local residents in need possible.





## Priscilla Kubas

### Alzheimer's Coachella Valley Administration Manager

#### Making A Difference

In my three years with ACV, I have learned so much about the struggles families are facing with dementia here in the Coachella Valley. I feel honored and grateful to be a source of comfort, support and direction for caregivers and those diagnosed with cognitive impairment. When I am not at ACV, I run 'Happy Birthdays at CVRM', organizing birthday parties for the children living at Coachella Valley Rescue Mission and serve on the board of the National Charity League, Coachella Valley Chapter, Sustainers Group.



## Becky Kurtz

### Desert Town Hall Executive Director

#### Making A Difference

We strive to make a difference in our community with Desert Town Hall, a premier speaker series that brings leaders from the world stage to our stage in Indian Wells.

Becky feels a special responsibility to future generations and has found a creative outlet for that passion through her work at Desert Town Hall.

"Youth Town Hall is one of the best parts of Desert Town Hall, where high school students meet with speakers before the evening's main event," she said. "We invite 22 area high schools (from Desert Hot Springs to the Salton Sea) who choose 150 students to send to each of the four events. "I'm blessed to do what I love every day, live in a beautiful community, stay engaged at the local level, and reach out to connect renowned leaders with the citizens of the Coachella Valley. Who can ask for more?"



## Jenna LeComte-Hinely

### HARC, Inc. Chief Executive Officer

#### Making A Difference

Dr. LeComte-Hinely leads HARC, Inc. (Health Assessment and Research for Communities), a nonprofit that provides research and evaluation services related to health, wellness, and quality of life. HARC has been providing Coachella Valley population health data to the community at no charge and supporting dozens of nonprofits for more than 15 years. Dr. LeComte-Hinely also serves on the Board of Trustees of Borrego Health, a federally qualified health center, which provides care to all who need it, regardless of their ability to pay. Dr. LeComte-Hinely is also affiliated with the Center for Health Disparities at UC Riverside.



## Kelly Levy

### BIGHORN Golf Club Charities Director

#### Making A Difference

I believe to extend yourself to others through kindness, self-sacrifice, and generosity allows one to find the purity of life's joy. It is a great honor to be able to be on the supporting and volunteer side of BIGHORN Golf Club Charities and to help serve the Coachella Valley. BIGHORN's philanthropic focus is to enrich the lives of those in need and to make a difference throughout the community. I am thankful for our donors for their compassion and humbled hearts. It is rewarding to see the collaboration between volunteers, directors, and clients from all non-profits and the impact the community has by working together.



## Johanna Lizarraga

### Think Together Executive General Manager

#### Making A Difference

Working as a leader in education over the last several years has been rewarding and challenging. Think Together launched our afterschool programs in Palm Springs at the outset of the pandemic, serving up to 1,600 students across 21 schools. We innovated and engaged, supporting students through this difficult time.

It's Think Together's mission to change the odds for kids, and we are proud to partner with Palm Springs Unified to meet this end. With the support of public and private partnerships, we can continue to help kids stay on track academically, explore new interests, and reach for their dreams.



## Nefertiti Long

### Alliance of Black Women Accountants President

#### Making A Difference

The Alliance of Black Women Accountants is a organization dedicated to the retention, empowerment, support and mentoring of women of color in the accounting and finance profession.

As president, I am particularly focused on driving our organization forward and ensuring we open opportunities to young women of color in the profession. By partnering with accounting firms, government, and other business we provide access to internships and jobs. Further we offer scholarships to help fund the education of young women. Additionally, our organization partners with business, schools and nonprofits to provide financial literacy workshops to the community.



## Jenny Lopez Lowe

### Women Add Value Inc. Founder / CEO

#### Making A Difference

Since 2017, Women Add Value (WAV) has strategically collaborated with local and international communities to ignite a cultural awakening of the female genius. While cultural factors can hinder the growth and advancement of women, WAV counteract those factors. WAV honors, educates, and empowers women to walk into their God-given destinies. In July 2022, WAV launched its third Annual Leadership Summit. More than fifty women converged in Big Bear, California. Through teachings and open dialogue, Jenny and national guest speakers activated natural passionate talents in the participants. They learned to purposefully apply their voices and skills to positively impact their communities.



## Jennifer Loza

### Ronnie's House for Hope President

#### Making A Difference

Ronnie's House for Hope provides peer support grief services to children, teens and families in the Coachella Valley. We strive to give everyone a safe place for our youth and families to grieve without judgment, with others who have similar experience and loss. We have also created Forever 18 Fentanyl Awareness. An extensive presentation to teach the dangerous of illicit fentanyl with the goal of saving the lives of our youth. I feel this is essential after the loss of my 18 year-old son Steven to Fentanyl poisoning.





**Jan Lupia**  
**Mama’s House Ministries**  
**Founder & Executive Director**

**Making A Difference**  
In 2023, we will celebrate 10 years of serving mothers in crises by opening the Anne Silverstein Campus. Once completed, we'll be able to serve quadruple the amount of women as we do now. Our mothers who have no support receive extensive therapy and services, many not found elsewhere. They are nurtured and loved unconditionally while learning to cope with past hurts and how to run a functioning household. This enables them to face their future with hope, impacting families and communities for generations. It's priceless to see broken lives restored and I thank God who makes all things possible.



**Eileen Lynch**  
**Parkinson’s Resource Organization**  
**Director of Operations**

**Making A Difference**  
Eileen Lynch is “working to ensure no one is isolated because of Parkinson’s” with the fabulous team at Parkinson’s Resource Organization (PRO). For over 32 years PRO has provided emotional support and practical resources to people with Parkinson’s and caregivers navigating Parkinson’s. Having worked in nonprofit management and communications for a decade, Eileen utilizes her program management, digital marketing, and operations experience to support PRO’s marked COVID-induced growth. Catch our virtual support groups from the comfort of your own home, visit our Wellness Village resource directory, and explore a wealth of information in our monthly publication, Newsworthy Notes.



**Theresa Maggio**  
**HR Advantage and The**  
**Competitive Advantage**  
**Business Development**  
**Director**

**Making A Difference**  
I am honored to have witnessed heartfelt generosity by Valley philanthropists while developing the branding, illustration, and storytelling behind the scenes. Celebrating an organization’s achievements and seeing the effect it has on the ones they serve is pure joy.  
  
At The Competitive Advantage we are fortunate to elevate and execute COD Foundation’s vision and promote the National Philanthropy Day honorees for the Association of Fundraising Professionals.



**Madeline Zuckerman**

On February 8, 2023, Madeline Zuckerman, President & Owner of M. Zuckerman Marketing & Public Relations, Inc., will be honored by Desert Arc as Champion Of The Year for her Marketing Communications expertise, at this nonprofit’s 5th Annual “Champions of Change” Recognition Awards Luncheon. The not-to-be-missed annual luncheon, attended by several hundred community leaders, recognizes individuals and companies in the Coachella Valley who champion Desert Arc’s mission.

Madeline Zuckerman established the impressive framework for her career on New York City’s Madison Avenue, where she worked alongside well-known Public Relations, Branding, and Marketing Communications Expert, Letitia Baldrige, representing such Fortune 500 companies as Tiffany & Co., Clairol, Elizabeth Arden, Colgate Palmolive, Wrangler Jeans, etc. Letitia Baldrige is best known for her role as Press Secretary to Jackie Kennedy in The White House.

Relocating to the West Coast in the mid-1970s, she established M. Zuckerman Marketing & Public Relations, Inc., with offices today in Newport Beach and Rancho Mirage, California. Her strong dedication to her community and inborn desire to help others achieve their business goals, has made her the godmother of Public Relations for Arts organizations and Nonprofits throughout Southern California.

Zuckerman believes nothing is impossible to achieve through hard work, and everyone has an opportunity to contribute and give back to their community. She contributes her own time and financial support to many arts and community service organizations in both the Coachella Valley and Orange County.

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**Heidi Maldoon**  
**Variety – the Children’s**  
**Charity of the Desert**  
**Executive Director**

**Making A Difference**  
Variety – the Children’s Charity of the Desert has an extraordinary team of dedicated board members, staff, and volunteers who come together ensuring the unique needs of children and families across the Coachella Valley are met. I am honored to be part of Variety’s commitment to making a difference within our community. Together, we have pivoted, expanded, partnered, and remained focused on impacting children with special needs through these critical times of need. As we navigate the variables each season brings, we are grateful to serve and make a positive impact in the lives of many Coachella Valley children and families.



**Tammy Martin**  
**Friends of the Desert**  
**Mountains**  
**Executive Director**

**Making A Difference**  
Just as natural systems thrive on diversity, so does our organization. Friends of the Desert Mountains is actively working towards outdoor equity and social justice, partnering with those who traditionally have been left out of the conservation conversation. We are adjusting our programs to be inclusive of persons with disabilities, the LGBTQ2SP++ communities, low-income, and Latinx peoples of eastern Coachella Valley. We also are partnering with local indigenous peoples, the original stewards of these lands. When it comes to connecting to the land, we know that there is room for everyone outdoors.



**Meg Marker**  
**Marker Broadcasting**  
**Vice President**

**Making A Difference**  
Throughout my life, I’ve surrounded myself with volunteer work, which I began at an early age. It is truly one of my greatest passions in life. As Head of Philanthropy at Marker Broadcasting for the past 26 years, I have ensured that my commitment to giving back to the community is at the forefront of our business. Over \$2 million has been raised for community youth groups through our KPLM Annual Radiothon, and we have donated abundant air-time promoting local charities. There is no better feeling than knowing you’re making a difference in the community you love dearly. Through the years I have served as a member of the American Red Cross, the Bighorn Institute, and the Eisenhower Circle of Stars, to name a few. My community efforts have earned me a variety of awards and recognitions.





## Judy A. May

### Desert Ability Center Executive Director

#### Making A Difference

There is no one making a greater difference than those we serve. Those who, despite having a disability, strive to achieve a quality of life that keeps them active and engaged. They make a difference in the lives of others through their willingness to support and encourage those who struggle with their “new normal.” Desert Ability Center is there to provide them the opportunity to show them what they are made of.



## Kelly May-Vollmar, Ed.D.

### Desert Sands Unified School District Superintendent of Schools

#### Making A Difference

I am a strong believer in paying it forward. Whether you devote time to mentoring other women or volunteering for a worthwhile organization, I believe we all have a responsibility to give back. I find great joy in mentoring up and coming chief technology officers across the state of CA and volunteering for advisory boards such as the United Way, One Future Coachella Valley, John F. Kennedy Foundation, and the Consortium for School Network. However, my greatest joy comes from helping to inspire the next generation of citizens and leaders in my role as Superintendent of Schools.



## Dr. Ruthanna Metzgar

### SongShine Foundation Founder and Director

#### Making A Difference

SongShine’s mission is to strengthen voices that have been weakened by Parkinson’s, Myasthenia Gravis, other neurological disorders, and restore vocabulary for those who have had a stroke. During COVID-19, Zoom made it possible to continue our work. Coachella Valley SongShine has been able to reach people in other parts of California, Washington, Indiana, Colorado, Minnesota, Massachusetts, many places in British Columbia, and even New Zealand. We have expanded our reach to benefit those who could not travel to us.



## Abby Sturgeon Miller

### Leadership Coachella Valley President

#### Making A Difference

From the minute I ‘boomeranged’ back to the Desert after university, I knew my quality of life would only sustain if I got involved with local non-profits like the Coachella Valley Horse Rescue, Coachella Valley Rescue Mission, National Charity League, and most importantly to me - Leadership Coachella Valley (LCV). Leadership Coachella Valley’s mission aligns with my personal intention to deeply connect with my community. LCV offers emerging and established local leaders a unique opportunity to be a part of a group that - learns about the issues affecting the Coachella Valley, develops personal and professional skills, and builds relationships with others who seek to grow as leaders. Doesn’t that sound awesome?!



## Brianna Miller

### Voices For Children Philanthropy Manager

#### Making A Difference

In her role as Philanthropy Manager, Brianna Miller has helped bring new donors and community partnerships to Voices for Children’s mission.

Miller said, “Although my passion for giving back began with the Peace Corps, I’ve always felt a calling to be a voice for the voiceless. I’m proud to work for an organization providing such an impactful volunteer opportunity. CASAs give stability and consistency to our youth, while advocating for their best interests in court and the community. Our volunteers transform the lives of children living in foster care and I’m happy to play a part in that.”



## Debbie Green Miller

### Rancho Mirage Writers Festival Executive Producer

#### Making A Difference

For the past ten years it has been my honor to produce the Rancho Mirage Writers Festival at the Rancho Mirage Library. Our Festival has grown to become one of the premier gatherings in the country for Authors, Journalists, Columnists, Readers, and our Angels who fund 90% of our Festival. We truly are Coachella for the brain. We also present a Writers series throughout the year at the library which is a free giveback to our community. The City of Rancho Mirage is our partner and thanks to the vision of our Founder Jamie Kabler, we look forward to many more wonderful festivals in the coming years.



## Marnie Duke Mitze

### Palm Springs Friends of Philharmonic Executive Director

#### Making A Difference

The Friends of Philharmonic re-launched our concert series in January 2020 with a performance by London’s Royal Philharmonic Orchestra. The performance was powerful - our souls were touched, and our hearts were full as we gathered as a community of music makers and listeners.

We launched a new concert sponsorship program that “sold out” in less than a month. We provided scholarships for 14 local students to attend summer music camp, and college scholarships for three music majors. We distributed over \$60,000 in special funding to schools to purchase music instruments. Through these programs, we hope to ensure that audiences of all ages and backgrounds will continue to know the “joy of music”.



## Ruth Moir

### Steinway Society of Riverside County Founder/CEO

#### Making A Difference

Since 2002, the Steinway Society of Riverside County (SSRC) has been making a difference in the lives of thousands of Coachella Valley students through its in-school and after-school music education and performance programs. From its popular Mr. McSymphony, History of Music, Classic Concerts, piano and ukulele labs to the annual Festival Awards Piano Competition and Winners Concert, SSRC has helped fill the music education gap in all 3 school districts. SSRC also provides instruments and music instruction to deserving children with a financial need. Its Music is Health program provides live music at various locations to seniors with cognitive impairment.





**Shay Moraga**  
**Shay’s Warriors Life After Cancer - Founder/ CEO**

**Making A Difference**  
After going through my own very aggressive breast cancer treatment in 2016, I realized I struggled to find help and connect with others that understood my new mindset of life. For me, I needed help not just physically but emotionally among others who went through a similar experience. It was at a yoga retreat that I was given the word HOPE by others because I shared my story of survival and it inspired others to share theirs. That’s when the Shay’s Warriors ‘life after cancer’ community was born. We strive to give back among the cancer survivorship community by supporting the “new normal” helping cancer survivors reset with tools, resources, workshops and our yearly “I AM HOPE Survivors Reset Retreat”. Four days where attendees get the opportunity to gather in a safe space of non-judgement. We share and heal after our “new normal” begins. I just want to help others know we are here for them even after the cancer is gone.



**Cynthia Moses**  
**Integrated Learning Institute Director/ Educational Therapist**

**Making A Difference**  
Children and adults with learning difficulties face a plethora of challenges. Often the immediate challenge, usually school or behavior related, receives the most time and attention. Compensatory approaches prove useful in the short term, but must be continually repeated. The learner is unchanged.  
  
The non-compensatory strategies and techniques taught at Integrated Learning Institute strengthen the weaknesses that are keeping the student from learning in the first place. The student learns to process what is seen and heard accurately. Memory is improved. Strategies are developed for things like planning, problem solving, and evaluation. The student becomes a competent, confident, independent learner.



**Jessica Muñoz**  
**Voices for Children Executive Director - Riverside County**

**Making A Difference**  
Voices for Children (VFC) transforms the lives of abused and neglected children in foster care by providing them with volunteer Court Appointed Special Advocates (CASAs).  
  
In 2015, VFC became the CASA program for Riverside County. Under Muñoz’s leadership, the program has grown each year, serving 140 children in 2016 to 486 children in 2022. Last fall, VFC reached a special milestone: 1,000 children served since the program’s inception.  
  
Muñoz said, “With the continued support and generosity of our community, we will continue to grow and someday provide a CASA volunteer for every child in the Coachella Valley who needs one.”



**Meg Marker**

Volunteerism runs through my blood. Supporting friends and family with various causes was instilled in me from a young age. As a charitable individual, I continue to find new ways to give back to my community and provide opportunities for others. It is what I love to do. I took my first trip to the Coachella Valley 30 years ago, following my studies in Broadcasting and Journalism, and knew it was where I belonged.  
  
As Head of Philanthropy at Marker Broadcasting, I’ve helped numerous local charities surpass their goals. Our annual KPLM Radiothon has raised more than \$2mm for community youth groups over the past 27 years. Seasonal Wine Down Wednesdays and the recent addition of The Parade of Trees, partnered with Gold-enzyme, have assisted more than a dozen others and helped grow relationships with new charities to support.

I am committed to making our Desert Oasis better. My past and present board memberships include the local chapter of the American Red Cross, Bighorn Institute, Variety – The Children’s Charity of the Desert, and National Charity League. In addition, I am a founding member of both Eisenhower Hospitals Circle of Stars Women in Charity and Junior League of Palm Springs. I have been honored to receive a variety of awards and recognitions for my efforts in the community.

**Meg Marker,**  
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**Michelle Newman**  
**CSUSB Palm Desert Campus Philanthropic Support Associate**

**Making A Difference**  
The Palm Desert Campus of CSUSB has been committed to the success of our students. Through our core values of; inclusivity, innovation, respect, social justice and equity, sustainability, transparency and wellness and safety we seek ways to connect students to resources and career pathways, provide opportunities for educational and personal growth and raise money for scholarships. This in turn creates transformational opportunities for our students and the campus community that sustain the intellectual, environmental, economic and cultural richness of the Coachella Valley.



**Patty Newman**  
**Coachella Valley Wellness Foundation Chairperson**

**Making A Difference**  
The Coachella Valley Wellness Foundation has been making a difference since 2009. I am pleased to chair a committed board of directors supporting nonprofit organizations that are instrumental to health, wellness and improving the quality of life in the Coachella Valley. After a focus on Covid relief, current priorities include vital wellness needs such as food and housing. Thank you to the many men and women in philanthropy who continue to serve as an inspiration.



**Jessica Norte**  
**Agua Caliente Band of Cahuilla Indians Tribal Council Member**

**Making A Difference**  
As a sovereign tribal government, we have a strong desire to give back to Coachella Valley communities and organizations. The Agua Caliente Band of Cahuilla Indians has a long history supporting hundreds of community organizations from youth programs to elder programs to emergency services and everything in between. It’s deeply rewarding to know that the Tribe is making a positive difference in the lives of so many people around us. There’s a sense of purpose that comes along with these acts of charity. Personally, I feel like I know so much more about our community because of all of the ways we give back.





**Robin Nugent**  
**Tools For Tomorrow**  
**Past President**

**Making A Difference**  
I have been volunteering since I was 8 years old, helping my mom stuff envelopes to send to her Children’s Hospital volunteer group. I am passionate about organizations that involve arts, children, my faith and leading women in change. That’s why Tools For Tomorrow is my cause:as a volunteer in the classroom, I see the joy on a child’s face as they express themselves through art, music, creative writing, and theater. I live for those moments! As a leader at Tools For Tomorrow, I love helping other leaders get excited about our mission and shape plans for our bright future.



**Patti Park**  
**Angel View, Inc.**  
**Executive Director**

**Making A Difference**  
Making a Difference is something we at Angel View strive to do every day. Our mission is to help children and adults with intellectual disabilities reach their maximum potential. This includes our clients living in our homes, attending our Day Program and those served through our children’s Outreach Program. I am honored to lead the dedicated Angel View employees. Each contributes to our mission through their work directly with those we serve, raising funds in our stores to fund our programs and providing support. Each one is Making a Difference in the lives of those we serve every day.



**Danielle Oehlman**  
**Stater Bros. Charities**  
**Director**

**Making A Difference**  
It gives me great joy to be part of a purposeful organization that doesn’t just do business in the community but is part of the community. As the nonprofit arm of Stater Bros. Markets, Stater Bros. Charities is committed to enhancing the lives of Southern Californians by investing in local nonprofits and causes with a focus on hunger relief, children’s well-being, education, health, care for veterans and active service members, and pet well-being. Together with Stater Bros. customers, teammates, and vendor partners, Stater Bros. Charities has invested over \$35 million in nonprofits that are driving positive social change in our neighborhoods.



**Janell Percy**  
**Growing Coachella Valley**  
**Executive Director**

**Making A Difference**  
In 2015, Janell and local farmers founded Growing Coachella Valley to raise awareness of farming in the east valley. Since then, the group has conducted many agriculture tours to legislators, community leaders and the media. GCV is also committed to the well-being of the agriculture employees and were the first in the nation to obtain COVID-19 vaccines for farmworkers. Their membership consists of farmers and agri-related businesses who are committed to sustainability and environmental stewardship. They also passionately educate the youth about where their food comes from and the career possibilities in agriculture. Keep CV farming; buy locally grown.



**Mary E.B. Perry**  
**Desert Sands Unified**  
**School District**  
**Public Information Officer**

**Making A Difference**  
How can I help? That is the philosophy inspired by my parents. My husband and I continue to ask that question. My career began in the corporate world but my years in non-profit have provided me with the most satisfaction. My work in museums and education have led me to find inspiration in volunteering for such organizations and boards as Girl Scouts, World Affairs Council, SafeSchools Desert Cities, Tools for Tomorrow...wherever I can make a difference. We owe it to the next generation to share skills and I find great joy following the success of those I have mentored.



**Kyle Radke**  
**Kyle & Co**  
**President**

**Making A Difference**  
“Making a Difference” has never been more meaningful than it is right now, for me. Starting a new business can be exciting, yet scary - as the comfortable gives way to the unknown. I am so blessed to have surrounded myself with the best talent in the industry, the best clients and the best cheerleaders there are! As we create a product that is the greater sum of all parts, made-up of many individuals who are making profound differences every day, in many ways. At the office, sure, but as high school coaches, camp counselors, senior caregivers, LGBT advocates, greenies and tree huggers, people that are just trying to make the world a gentler, more-forgiving and more loving place. I congratulate them each, for walking the walk - not just talking the talk. Kyle & Co. is committed to Making a Difference...so how can we help?



**Bianca Rae**  
**Bianca Rae Foundation**  
**Founder**

**Making A Difference**  
I’ve always been a generative human wanting to make a difference. It started small in school classrooms, and due to a growing career in journalism, it’s grown to impacting large regions. To date, nearly 3000 children have attended the Bianca Rae Foundation’s annual retreat for underprivileged children. I’m grateful our team can reach middle schoolers at a critical point in their life, offering mentorship, guidance, and love. Through feedback and testimonies, we realize our program makes children feel seen and understood, a key self-esteem builder and bullying deterrent. With hard work and the universe’s blessings, I have created a platform that allows me to impact and inspire. I’m so grateful for this every day.



**Jennie Rayner**  
**Living Free**  
**Board Chair**

**Making A Difference**  
Contributing to making things better comes full circle in the lives of people I work with, the community I live in and the animals we save and find forever homes at Living Free. It comes easy when you are passionate about what you can accomplish with compassion and acts of kindness for all. Anyone who has visited Living Free has a tangible feeling of serenity when they tour the Sanctuary. Rescue animals’ true personalities come out when they feel safe from being abandoned and they can trust again. We also see it with the rescued mustangs and the veterans who benefit from our War Horse Creek program. It’s a true transformation. I am grateful to be a part of making a difference and being an advocate for those in need of a second chance.





## Linda Rider

### Adult Health & Fitness Today, Inc. President of the Board of Directors

#### Making A Difference

I am involved with a number of philanthropic organizations because I believe any one action could spark a monumental moment in someone's life. That thrills me and I want to keep doing it for as long as I can. What could be more important to all of us than good health and independence at any age but especially as we get older? Exercise and being physically fit is my personal passion and the key to aging well. As president of Adult Health & Fitness Today, I know we can "ACTUALLY" make a difference by improving quality of life of Seniors.



## Karen Riley

### S.C.R.A.P. Gallery Executive Director

#### Making A Difference

Inspired by a desire to create, share and save the environment, our work at S.C.R.A.P. Gallery (Student Creative Recycle Art Program) leads us to help make a difference in our local and global communities. Our mission is to actively engage youth as stewards of their environment through a concentrated, hands-on, educational effort to build a culture of sustainability in our schools and community.

Our programs are collaborative environmental presentations, exhibits, workshops, and interactive lessons – using reused and recycled materials and directly diverting materials from the landfill.



## Patricia Riley

### Custom Care Solutions Office Manager

#### Making A Difference

With a background in strategic planning, marketing and communications in the healthcare industry, Pat began volunteering for several nonprofits in Colorado. She chaired the boards of Special Olympics Colorado and EarthLinks (a Denver-based organization that works with the homeless) and contributed her time and expertise to Dress for Success, Colorado Optometric Association and Colorado Health Charities. Currently, she is a member of the Alzheimers Coachella Valley (ACV) Board of Directors and co-chairs the PR/Fund Development Committee for the Coachella Valley Volunteers in Medicine in Indio. Volunteering in the community is a huge priority for Pat as she is committed to helping individuals in need.

## SPOTLIGHT



## Shay Moraga

Shay's Warriors focus is 'LIFE AFTER CANCER'. To Inspire, Empower and help Educate the community on what it is like to live as a Survivor. Cancer not only takes a toll on a person physically but mentally and emotionally.

Rarely do people talk openly about cancer survivorship. Things like fatigue, weight gain, shame, loss, fear, anxiety, separation and the ever-present thoughts of reoccurrence can remain. This is something that survivors often keep to themselves because they feel guilty, or emotionally drained and do not know how to connect to others again. There is a sense that no one understands what they are going through since most people have not been through the same journey.

Shay's Warriors hosts the "I Am Hope Survivors Reset Retreat", each June during National Cancer Survivors Month. This retreat is of low cost or free of charge to nominated cancer survivors here in the Coachella Valley with the help of generous donations and grants we receive.

This is a one-of-a-kind 4 day retreat that helps survivors reset through the mind, body, connection. We also have on-going programs, workshops, small educational groups, and meet ups throughout the year that are all tools our organization has developed for survivors to help emotionally heal themselves.

These tools are a way to help relieve the stress, anxiety, fears and trauma the cancer aftermath leaves in its wake. Cancer survivors find their voice, to be seen, heard and embrace self-acceptance again. Additionally, we help educate our community, friends and family on what it is like trying to live life after cancer. Everything we do is made to create a deep impact.

**Shay Moraga, Founder/CEO**  
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## Carla Rizya

### We Can Fish Inc President

#### Making A Difference

I am honored to work with two Desert programs that serve underprivileged youth. "We Can Fish" and "Baskets of Love".

WCF's goal is to offer a place where children with special needs and their parents can be themselves and experience the joy and peace of fishing while we take away the worry. Last year we held three free fishing events.

BOL has helped make Christmas special for families in need for 30 years. Last year 40 families received presents, food, gift cards, and kids 6-12 got bikes.

It has been a privilege to play a part in building these programs.



## Irene Rodriguez

### Cabot's Pueblo Museum Executive Director

#### Making A Difference

April 2020 the museum sent a weekly newsletter about our founder, Cabot Yerxa's adventures and his love of the desert to connect with our members and visitors. We shared more of Cabot's writings at Storytelling Evenings. When allowed, we opened the pueblo with an audio, self-guided tour and the grounds, which people gather together to enjoy the outdoors. The past school year, we connected virtually to every second grader in three elementary schools in Desert Hot Springs. A special thank you to our members, donors, and visitors—they made it possible for the museum to preserve and promote Cabot's legacy.



## Jo Rosen

### Parkinson's Resource President & Founder

#### Making A Difference

32 years ago, Jo Rosen set out to provide valuable resources to those caring for and living with Parkinson's disease. Both her late mother and her beloved late husband Alan suffered through this awful disease and she has been on a mission ever since. Throughout the pandemic, Jo and her team pivoted to move their popular support and grief groups on to Zoom and quickly realized they could reach an abundance of people needing their resources. Jo has been recognized by this community and others for the invaluable tireless work so that no one is isolated because of Parkinson's disease.





## Ruthe Rosen

### The Let It Be Foundation CEO / Founder

#### Making A Difference

Finding purpose through pain and choosing to go on to help others, Ruthe Rosen launched The Let It Be Foundation on June 29, 2006, the date her only daughter Karla Asch-Rosen would have turned sixteen. In 2005, Karla was diagnosed with a brain tumor; during Karla's journey, the community came together to support her and her family. Sixteen years later, the miracle called The Let It Be Foundation has become a staple in the community bringing hope and helping hands through support and services to thousands of families who have a child in treatment for a life-threatening illness.



## Rebecca Ruffing

### The Living Desert Development Events & Corporate Engagement Manager

#### Making A Difference

My non-profit career has been full of amazing opportunities to make a difference in the community. At The Living Desert, I have the unique joy of combining the wellbeing of people, animals, and nature to help create a thriving environment of preservation, education, and appreciation through philanthropy and support.



## Cheryl Scarlett

### Jewish Family Service of the Desert Director of Major Gifts and Fundraising

#### Making A Difference

JFS Desert celebrates 40 years of community assistance. I have always understood and appreciated the importance of collaboration. I am proud to represent JFS, where my commitment has led to the creation of partnerships, leading to an improved quality of life for Valley residents.

Working with the JFS Desert leadership team, staff, volunteers, Auxiliary, and Board of Directors to offer nearly 16,000 services to 3200 residents annually is a great source of pride. JFS programs offering security, stability and hope are made possible through the generous support of donors, partners, and foundations.



## Diane Schlesinger

### Anderson Children's Foundation Trustee

#### Making A Difference

As trustee of ACF, my role is to manage investments and grant giving to support nonprofit projects that nurture and inspire youth in the Coachella Valley. I'm also a child and adolescent psychiatrist working with one family at a time; through ACF it's wonderful to impact thousands.

ACF is dedicated to meeting unmet needs of children in areas including health, education, recreation, and the arts. Opportunities to overcome challenges, develop skills, grow creativity, and expand horizons can transform young lives. ACF offers online grant applications in a simple format; please visit [andersonchildrensfoundation.org](http://andersonchildrensfoundation.org) to learn how to apply for funding.



## Sandra Schulz

### Coachella Valley Symphony President

#### Making A Difference

Ms. Schulz has supported the CV Symphony for twenty-three years in multiple roles including League President, Board Secretary and now as President where she is proud to partner with CEO Dr. Lisa Lindley on the board. Ms. Schulz has been on the Eisenhower Auxiliary Board since 2004. She is a Past President, is currently Treasurer and chairs the Memory Care Concert and Nursing Scholarships Committees.

Ms. Schulz is also Vice President & Treasurer of The Desert Figure Skating Club, the desert's only U.S. Figure Skating sanctioned club. She joined the board in 1997 as Secretary and later President (14 years).



## Erin Scott

### Living Desert Zoo & Gardens Senior Manager, Brand, Marketing and Communications

#### Making A Difference

For over 52 years, The Living Desert Zoo and Gardens has relentlessly pursued its mission of desert conservation - working diligently to save the incredible wildlife and wild places we all love, while building connections and fostering appreciation within the millions of guests who have visited the park.

I have the best job - the opportunity to share the incredible mission and impact of The Living Desert, while helping ensure that every guest and member has the best day ever!

As a mom of two young boys, I believe in doing good work, being genuinely kind to others, and making a difference for my community..



## Ann Sheffer

### Inland Empire Community Foundation Chair

#### Making A Difference

"As a board member of The Inland Empire Community Foundation (IECF) which is celebrating its 80th anniversary, I am excited to chair a new Arts for IE Fund, which will spotlight and bring resources to arts organizations in Riverside and San Bernadino Counties, and emphasize the contribution they make to other critical priorities of the community foundation.

By investing in the arts, we preserve our region's rich history and culture, and secure a strong future for those who follow us. More money for arts agencies helps stimulate the marketplace for cultural activities and spurs local and private investment in the arts."



## Linda Simmons

### Desert Rose Society President of the Board of Directors

#### Making A Difference

I am passionate about roses and the Rose Society because we need beauty in our lives for as long as we live. As a retired nurse, I am equally passionate about physical fitness because it brings vibrancy and longevity. Both roses and exercise enrich our quality of life - both are therapeutic, and both provide benefits for all beyond the obvious. I am proud to be a "founding" board member of Adult Health & Fitness Today (AHFT). We make exercise and health education available to our older adult community. It's important to me to keep my community blooming, thriving and strong!





## Paula Simonds

### Family YMCA of the Desert CEO

#### Making A Difference

Having been tasked with writing about Paula Simonds, CEO of the Family YMCA of the Desert, I exclaimed, "just 100 words to show how she is making a difference?" That isn't enough to say what is on the minds of her YMCA staff and board members.

Because of Paula's quick response and attention to every detail, the Y was able to not only stay open during the pandemic but flourish.

Paula is a philanthropist in its purest sense; she gives of herself through all she does and is tireless in her pursuit of giving to those less fortunate. All with no fanfare. She never gives up and she never gives in when it comes to helping others.



## Nancy Singer

### Temple Sinai of Palm Desert President

#### Making A Difference

Nancy Singer is the President of Temple Sinai. She inherited the position unexpectedly in December 2021 and has delved into every aspect of Temple administration since then. During the past 21 years, she has been their Vice-President, Treasurer, and President of Women of Sinai, as well as serving on many committees. For the past 11 years, she has been the Vice-President/Finance and Treasurer of Sabra Hadassah of the Desert. Since 2002, she has been a volunteer with Desert Arc, on their Board since 2004 holding every position including President and is currently Development Chair. Volunteering is in her blood.



## Lisa Vossler Smith

### Modernism Week CEO

#### Making A Difference

As CEO of Modernism Week, I have the unique opportunity to share the rich architectural heritage of Palm Springs with the residents and visitors who come to our events from around the world. We have an incredible history to share about the Coachella Valley and how the population and development grew, ultimately attracting famous modern architects to design legendary buildings and homes. As a result of these educational and entertaining design experiences for the public, we are able to raise money for scholarships for local high school seniors, and grants for community preservation projects.

## SPOTLIGHT



## Lindi Biggi

### Founder - Loving All Animals Owner Shadow Mountain Golf Club

Lindi Biggi is richly deserving of being awarded Outstanding Non-Profit Founder. She founded Loving All Animals in 2008. The charity has become an integral part of our Coachella Valley's work to stop the killing of domestic animals.

Lindi explains, "I am genetically programmed to love animals! I was raised on an Oregon farm. My mother rescued some of the sick animals from a nearby slaughterhouse including chickens, goats, and horses." Her dogs include tripod Cassidy, blind Radar and deaf Lollipop. Husky Balto is a sweet-heart once labeled "aggressive" at a public shelter. Her lovely home, BG Bird Gardens, is a haven for rescued animals. "I qualify as a bird-aholic with no hope for a cure!" She raised hyacinth macaw Joshua from an egg, assuring us, "No, I did not sit on it!"

Lindi's compassion is boundless. In 2005, Lindi traveled with Michael Phipps-Russell to Riverside Animal Services to pick up 27 dogs rescued from the Katrina floods and bring them to Animal Samaritans. Lindi gently held one of the frightened pups in her lap the entire trip back to the desert. She arrived at Animal Samaritans daily to walk the dogs at 6am.

Lindi's personality is bigger than life and full of fun. Her positive spirit has changed public perception about rescue animals. She obtained a donated limousine to take adopters in style on shelter tours. She organized the Wizard of Oz themed Super Pet Adoption Fairs.

Lindi makes things happen. Skeptics said no veterinarian would ever work for free at a free spay and neuter clinic. In 2009, LAA organized a free clinic at the Duroville migrant trailer park with seven veterinarians volunteering.

**Michael Phipps-Russell, Executive Director  
Loving All Animals  
83496 51st Avenue  
Coachella, CA 92236  
(760) 834-7000  
michael@lovingallanimals.org  
www.lovingallanimals.org**



## Karen Sorbo

### Benefit Auctioneer

#### Making A Difference

"The non-profit Community is like none-other. You are passionate and work harder than anyone I know. Embracing twenty-nine years as a Benefit Auctioneer, I am blessed to have been able to assist over 2800 non-profits in their fundraising efforts. What has been the key to raising close to a Billion Dollars for deserving organizations?

A Simple Philosophy. I believe everyone wants to know they are making a meaningful difference in our world, and it's our job to give them that opportunity.

Together, let's build lasting relationships with our donors and show them the way to make that difference."



## Kate Spates

### Kate Spates Collaborations CEO

#### Making A Difference

Kate has served on several non-profit boards and advisory councils, using her marketing prowess to create, communicate & collaborate with her community. Notably co-founding AMP - Academy of Musical Performance (ampcv.org), a rock band music education program for teens, offering tuition assistance for fall, spring & summer programs, private lessons and a new preAMP program where youngsters learn how to play a Ukulele and sing.

She also serves as Communication Director on the board of thewarburton.com Celebrity Golf Tournament raising over \$22 Million for St. Jude Children's Research Hospital and Vice President of pswift.org directing & producing two short films.



## A.J. Steinberg

### Queen Bee Fundraising Principal

#### Making A Difference

In 2020 COVID made it clear that nonprofits needed to find new ways to engage donors and follow through with their mission during socially-distanced times. I was fortunate to be able to partner with several national organizations to present webinars and lead panel discussions that reached over 6,000 non-profit professionals, giving them much-needed guidance and strategies to cope with the new normal. While I missed leading my in-person workshops and producing live fundraisers, I feel blessed to have seen so many dedicated and talented nonprofit folk step up to the challenge and achieve great success in so many ways.





## Sarah Sutton

### Neuro Vitality Foundation Foundation Manager

#### Making A Difference

For the past eight years, Sarah has been a part of the Neuro Vitality Center. She served as the Center's Executive Assistant to the Chief Executive Officer and now serves as the Neuro Vitality Foundation's Manager. She prides herself in working for a non-profit that makes a difference in the Clients served, daily. Nearing the Center's 45 th anniversary, Sarah has enjoyed working towards guiding the Center to meet the ever-changing needs of the Community, with the expansion of services and transitioning to the Coachella Valley's only "Community Based Adult Service" Program (CBAS). Sarah is a native of the Coachella Valley and looks forward to her most recent challenge as the Foundation Manager.



## Cathy Teal

### Adult Health & Fitness Today, Inc. Communications Director

#### Making A Difference

I believe we all need to make a positive difference in the life of someone every day. In the nonprofit world, we have the opportunity to make a difference for many who would otherwise suffer. As past Executive Director of the FAIR Foundation, I saw desperately ill people wasting away while waiting for an organ transplant. Many chronic diseases can be prevented, and muscle wasting for the chronically ill can often be mitigated through exercise – improving their quality of life, independence and longevity. At Adult Health & Fitness Today, I know we will make a difference in many lives.



## Carol Teitelbaum

### Creative Change Conferences Founder

#### Making A Difference

For the last fourteen years Carol has been helping heal our community by addressing the most uncomfortable subjects no one wants to talk about but effects, us all. Childhood Sexual Abuse! The It Happens to Boys Conference coming March 3, 2023, helps promote healing for male survivors. Carol's philosophy is if we don't help our men heal, they will continue hurting women and children.

Because of the shame associated with abuse, men stuff those feelings, and those feelings turn to road rage, domestic violence, drugs and alcohol, low self-esteem even suicide. She is asking us all To get involved.



## Christine Thomstad

### NAMI Coachella Valley President

#### Making A Difference

When Christine Thomstad's husband found an ad for a National Alliance on Mental Illness support group in the Yellow Pages, her life changed. Her son had recently left the hospital, and he needed help. A couple months later, she'd joined the board of her local chapter.

Her goal is to let people whose lives are affected by mental illness know they're not alone.

"I just totally believe in NAMI," she said. "The people that I meet on the board and through the family support group, they become family ... I call them when I need a shoulder to cry on."



## Sheila Thornton

### OneFuture Coachella Valley President and CEO

#### Making A Difference

I am proud of the work we are doing to build a successful future for our community. Our students themselves are making the difference! In healthcare alone, OneFuture's scholars and alum have completed 537 bachelor's degrees, 131 nursing degrees, 39 masters, 11 doctoral degrees (13 more in process). They are the "difference makers" as they step into healthcare professions to heal and serve our community.



## Judy Tobin May

### Big Brothers Big Sisters of the Desert Executive Director

#### Making A Difference

For the past 25 years, I've had the privilege of watching the impact that a mentoring relationship has on thousands of Coachella Valley youth. I have come to realize that the Big Brothers Big Sisters program isn't just a mentoring program; we are a movement that creates individual and systematic changes. We are part of a movement where each one of us, each match, is a catalyst for solving children's urgent problems. We are a force for transformation in our communities, truly changing the lives of children, and through them, changing the communities in which we live.



## Celeste R. Townsend

### California Indian Nations College President / CEO

#### Making A Difference

I am truly grateful and honored to lead the team at California Indian Nations College (CINC). At CINC, we make a difference by offering high-quality, post-secondary, culturally-responsive educational opportunities to the underserved and underrepresented communities. We aim to be California's first fully-accredited tribal college (in decades) and have overcome a multitude of obstacles and hurdles. Our students, staff, faculty, trustees, and donors are truly resilient on this road of educational success. This CINC family proudly represents tribal nations with heart, soul, spirit, and cultural competency to bring awareness and respect to enrich the lives our local and tribal communities.



## Brianna Uhlhorn

### Anderson Children's Foundation Director of Grants and Media

#### Making A Difference

As ACF Director of Grants and Media, my role is to observe, evaluate, consult with, and report on the projects we fund. It is rewarding to give back to the community I grew up in and make connections that benefit our children.

ACF is dedicated to meeting unmet needs of children in areas including health, education, recreation, and the arts. Opportunities to overcome challenges, develop skills, grow creativity, and expand horizons can transform young lives. ACF offers online grant applications in a simple format; please visit [andersonchildrensfoundation.org](http://andersonchildrensfoundation.org) to learn how to apply for funding.





John Paul DeJoria  
Philanthropist, Co-Founder of Paul Mitchell and Patrón



Wolfgang Puck  
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Founder of Janie's Fund

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Palm Desert, CA 92211







**Jenell VanDenBoss**  
**Jenell VanDenBos & Associates Realty**  
**Premier Luxury Agent**

**Making A Difference**  
Jenell takes her commitment of the betterment of the Coachella Valley very seriously. She is currently involved as the President of Women Leaders Forum with 19 years of service. Jenell was a board member of Olive Crest for the past 15 years and was instrumental in the building of the Olive Crest Homes. She is also a member of PSWIFT, GFF and many other organizations. Her mission is to empower those around her and shine a light on those in need. Jenell and her husband Rod have created their business and raised four amazing children here in the Coachella Valley.



**Calista Vassios**  
**United Cerebral Palsy of the Inland Empire**  
**Donor Development Manager**

**Making A Difference**  
A small gesture can make a big difference.  
  
UCPIE is helping individuals with disabilities live a life without limits through in-home respite care, skill builders after school program, family empowerment, custom adaptive bikes, & referrals.  
  
VAXIE Volunteers booked over 80,000 COVID-19 vaccine appointments.  
  
Association of Fundraising Professionals stimulates a world of generosity & positive social good through fundraising best practice.



**Tessa Voss**  
**Hazelden Betty Ford Foundation**  
**Administrator and VP of California**

**Making A Difference**  
Tessa Voss feels honored to lead the outstanding team of healthcare professionals at the Betty Ford Center, carrying forward the trailblazing legacy of former First Lady Betty Ford, whose courage, candor and compassion made the Center a Rancho Mirage institution and global force of healing and hope. “The Betty Ford Center, celebrating its 40th anniversary, has a long history of partnerships with donors, foundations, and corporate funders,” says Tessa. “Their commitment and dedication is making it possible to transform our entire campus now, so that we will continue to provide life-saving and life-changing care to those affected by substance use and mental health conditions who seek our help.”



**Judy Vossler**  
**Landmark Golf Consultant**

**Making A Difference**  
After working for more than 40 years in resort hospitality management, golf tournaments/special events production and tourism promotion; now retired, I’m often asked, “What are you doing these days.”  
  
I’m pleased to have more time to serve on the boards of the Boys & Girls Clubs of Coachella Valley, Desert Town Hall lecture series, Coachella Valley Public Cemetery District, Amy’s Purpose and special-interest projects with Modernism Week, Church at the Red Door and La Quinta Historical Society.



**Lexi Ward**  
**The Living Desert Zoo and Gardens**  
**Annual Giving Officer**

**Making A Difference**  
My goal is to create very personal connections for our donors with the Zoo and our desert plants and animals. These relationships inspire giving, which supports our mission of preserving desert species and creating an amazing place where conservation is fun for visitors of all ages. It’s so inspiring to be part of an amazing fundraising community who all work so hard to make a difference in our desert.



**Pam Weekley**  
**Pam Weekley & Associates**  
**Owner**

**Making A Difference**  
My firm works with many non-profit organizations here in the valley. We help new organizations that need assistance with setting up their financial policies and maintaining compliance. We help existing organizations with ongoing accounting/bookkeeping and tax services.  
  
I’m passionate about assisting the non-profit organizations here in the valley meet and exceed their goals.  
  
As the board treasurer of both AFP (Association of Fundraising Professionals) and Loving All Animals, servicing our community gives me tremendous opportunity to make a difference. As a professional accountant, I strive to ensure that board decisions are fiscally and ethically managed for day-to-day operations, events, and ongoing charitable endeavors.



**Lori Weiner**  
**California Paws Rescue**  
**Founder**

**Making A Difference**  
During the recent months of the COVID-19 pandemic, California Paws Rescue continued, and will continue, making a difference by focusing on our mission to provide a safe, secure, and loving place for abandoned pets to recuperate, socialize, recover, and get the medical care needed for a second chance of life. To me, making a difference means helping in the best of times and doing the extra work required during the most challenging times. I’m proud of the California Paws Rescue team for making a difference today, and every day, one life at a time



**Courtney Weir**  
**Alzheimer’s Association**  
**Regional Director**

**Making A Difference**  
To me, making a difference means identifying where there is a need, a gap or a vulnerable community and stepping in to help in a meaningful way. Making a difference is not a vague platitude but an action oriented combination of momentum and commitment. It is an honor to make a difference in the lives of the Alzheimer’s community in the Coachella Valley and to ensure that they have the resources, support and care that they need to successfully navigate one of life’s most challenging roads. Our team makes a difference every day, and I couldn’t be more proud of their dedication to this mission.



## SPOTLIGHT



## Ines Allen

Ines Allen was only 9 when her brother, Raul, died from an undiagnosed heart problem at 16. Living in poverty in Ecuador, Allen's family couldn't afford to seek proper medical treatment for her brother.

But the ensuing grief over Raul's untimely death engulfed Ines and her family, prompting them to leave Ecuador's poverty for the United States. Her family succeeded in building a better life for themselves, but Ines never forgot about the poverty that claimed her brother's life.

Hoping to help families of limited means around the world, Ines co-founded IMAHelps with her husband, Tracey, and recruited over 100 doctors, surgeons, dentists and other healthcare professionals to join them on annual medical humanitarian missions.

Over the past two decades, IMAHelps has provided free medical and dental care to over 100,000 impoverished men, women and children in nine countries. Their volunteers have also performed over 2,500 life-changing surgeries and fitted over 400 amputees with prosthetic legs, enabling them to get up out of their wheelchairs and walk again.

The Allens' compassion and the heartfelt stories of many of their patients and volunteers are contained in a recently released book, *A Vision of Hope: The First 20 Years of IMAHelps*.

Publishing costs have been graciously underwritten by private donors so that all donations raised from *A Vision of Hope* can be used to purchase medicines and supplies for IMAHelps' upcoming medical missions to Quito and Guayaquil, Ecuador. Donations of at least \$40 are requested for each book, which can be ordered through [www.imahelps.org](http://www.imahelps.org).

**Ines Allen, CEO President**  
**IMAHelps**  
**PO Box 2727**  
**Rancho Mirage, CA 92270**  
**(760) 898-2786**  
**[ines@imahelps.org](mailto:ines@imahelps.org)**  
**[www.imahelps.org](http://www.imahelps.org)**



## Ginny Weissman

### Pet Ministry-PS, Inc. Founder/Executive Director

#### Making A Difference

Ginny's mission is to raise funds for medical care and spay/neuter for rescued pets. We then find loving, forever homes for the "Angels in Fur Coats" that are lost, abandoned or surrendered by their owners. Since 2009, available dogs and cats have been introduced at adoption and fundraising events or a "Meet & Greet." To date, we have rescued nearly 500 pets many of whom are alive today because we found new homes for them. Currently, Ginny and her team are developing, New Harmony Habitat, affordable housing for seniors with pets in the Coachella Valley.



## Ellen Wolf

### The Development Department, Inc. Co-President

#### Making A Difference

As a Co-President of the Development Department, Inc. Ellen's commitment to Coachella Valley non-profit organizations runs deep in her work as a consultant, community leader, and ardent volunteer. A skillful communicator, Ellen specializes in donor relations, fund and friend-raising, strategic planning, and event management. With a keen understanding of social philanthropy, Ellen uses her skill set to create innovative campaigns, leverage donor engagement, and build partnerships. In her role as a consultant, Ellen works to determine each organization's goals and priorities and plans fundraising events and partnerships that effectively further its mission and goals.



## Dee Wieringa

### Alzheimer's Coachella Valley Board of Directors

#### Making A Difference

Since 2003 Dee has served as Administrator and Executive Director in the Senior Living Industry. She is honored to have cared for and provided assistance and resources to Seniors and their Families living in Communities for independent, assisted living and those afflicted with Alzheimer's Disease. Dee began volunteering as a facilitator in 2015 for the Parkinson's Support Group and the Alzheimer's Association Los Angeles. She currently serves on the Board of Directors for Alzheimer's Coachella Valley and co-chairs their Fund Development Committee. In 2014 she co-founded the Dementia Café, a monthly social meeting held for Families and people with Alzheimer's and Parkinson's Disease to come together in a safe and social environment to meet new friends and share their journeys. In an article in the CV Independent Newspaper, Dee was referred to "a caregiver who truly loves her work."



## MaryPat Woodard

### Hazelden Betty Ford Foundation Trustee

#### Making A Difference

An alumna of the Betty Ford Center in Rancho Mirage and longtime desert resident, MaryPat is passionate about giving back and helping others find recovery from substance use disorders. She's held volunteer leadership roles at the Betty Ford Center for more than 20 years. She was instrumental in expanding Hazelden Betty Ford's renowned Children's Program to Colorado to help more kids from families affected by addiction. MaryPat's hallmark openness is helping break down the stigma associated with alcoholism, especially among women. As the Betty Ford Center celebrates its 40th anniversary and transforms its campus, MaryPat's philanthropic leadership is paving the way.



## Wendy Winks

### Wendy Winks Productions President

#### Making A Difference

Wendy spent three years as head of marketing for the Idyllwild Arts Foundation. As their chief storyteller, she produced dozens of films that showcased the school, faculty and students, including a "Who We Are" video which premiered on American Airlines In-Flight magazine, a video tour of the campus, and a time-lapse which highlights the new campus signage. Prior to that she made films for the Hallmark Channel and The Disney Channel, producing the first Christmas movie for Hallmark, "Santa Jr.". Today she creates videos for artists, visionaries and entrepreneurs, helping them share their stories with a much wider audience.



## Madeline Zuckerman

### Madeline Zuckerman Marketing & Public Relations, Inc. Owner & President

#### Making A Difference

Through my Public Relations work, combined with the amazing power of the media, I am able to tell the compelling stories of so many worthwhile nonprofits and organizations that continue to need the support of the community-at-large. It gives me extreme satisfaction to tell these human interest stories, that do generate support and results!





# *Making a Difference*

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# M

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**Desert Cancer Foundation (DCF) is thrilled to present the 16th Annual Paint El Paseo Pink walk, on Saturday, October 8th, 2022,** with Pink Diamond Sponsor, Eisenhower Lucy Curci Cancer Center. After a successful in-person walk last year, DCF is delighted to welcome our local community to this beloved walk and fundraiser.

Registration for Paint El Paseo Pink is now open for a \$35 fee and includes a pink commemorative T-shirt. In addition to individual registration, groups can form a team, encourage family and friends to join them to raise additional funds, and track their progress on the event website.

Paint El Paseo Pink takes place in October in honor of Breast Cancer Awareness month. Community members gather to support individuals undergoing treatment, to honor the brave survivors, and remember the loved ones whose journeys were cut short. Proceeds from the event will provide financial assistance for residents to cover treatment and care for all cancers.

The event kicks off at 7:30 a.m. at The Gardens on El Paseo with photo opportunities, welcoming remarks from City of Palm Desert council members and event co-chairs, along with high school cheer teams and the “pace” car to lead the way. Walk starts at 8:00 a.m.

The walk is an approximate two-mile round trip. El Paseo will be closed to vehicles from Portola to Highway 74, beginning at 7 a.m. until 10:30 a.m. Each year, PEPP is supported by over 1,600

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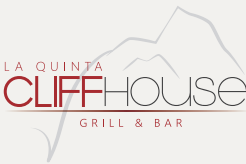


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attendees, with participants of all ages, including furry, four-legged friends.

“Paint El Paseo Pink is a special and beloved event, and we are very grateful to have so many participants, sponsors, and community supporters. The

Continued on page 59

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45350 San Luis Rey, Palm Desert, CA.



## SPOTLIGHT BY DEANN LUBELL

**Read With Me Volunteer Programs  
is pleased to announce the hiring of  
Dan Zimmerman, who began his tenure  
as Executive Director on July 1.**

Zimmerman, who grew up in Fort Wayne, Indiana, completed his Bachelor of Science Degree in Secondary Education English from Boston University and the University of Rhode Island before starting a career as an educator. He also holds two master's degrees (School Administration and Liberal Studies) from Indiana University.



Before beginning his position with Read With Me Volunteer Programs, Zimmerman was the principal of Incline Elementary School at Lake Tahoe. It was there when he first partnered with Read With Me to provide extra reading support and supplemental books for the students.

"I am excited to continue in helping children learn to read," said Zimmerman. "I discovered how powerful it was to pair struggling readers with adult volunteers through our partnership with Read with Me. When I looked at our student reading growth data, I was thrilled to find that the simple act of reading one on one with a student on a consistent basis had a significantly positive impact on student achievement. As a principal, I valued the extra adult support in the building, the levelled books that students took home during breaks, and the extra funding for after school programming."

Zimmerman is hoping to move away from the virtual tutoring sessions that had replaced the in-person tutoring during the pandemic. He is looking to expand the volunteer base so that the needs of Read With Me Volunteer's 17 participating schools in the Coachella Valley, Tahoe, and Reno will be met for students K-6. The goal is to build the volunteer base and receive additional funding sources to be able to help even more students achieve success in reading.

"We are delighted to be able to hire a paid executive director," said Founder and President Roberta Klein. "Dan Zimmerman is the perfect candidate having many years of experience as an educator and administrator with an emphasis on literacy. He totally understands the value of Read With Me Volunteers in classrooms. We believe he will take our already excellent program to the next level of effectiveness."

For information go to [www.readwithmevolunteers.com](http://www.readwithmevolunteers.com).

 **Read With Me**  
**VOLUNTEER PROGRAM**



# First Foundation Bank

## Support of Local Nonprofits Extends Beyond a Donation

**F**irst Foundation Bank believes that our relationship with a nonprofit organization goes beyond simply cutting a check. We understand the value of providing ongoing support to organizations that offer vital services to the community. Habitat for Humanity of Coachella Valley (HFHCV) is one of our local nonprofit partners doing amazing work.

HFHCV is dedicated to eliminating substandard housing through construction, rehabilitation services, and preservation of local homes. First Foundation Bank was first introduced to HFHCV in 2011 when Valerie Van Winkle, Portfolio Manager, joined our team in Indian Wells. Valerie has been on the organization's board since 2009, serving as Board Secretary and Chair of the Family Selection Committee. Everyone at the bank recognized Valerie's commitment to HFHCV and we began building a strong, multi-faceted partnership with HFHCV, starting with a "Supporting Our Communities" grant and an offer of pro-bono consulting services. Since that time, HFHCV has received two additional grants, which supported construction of two homes as well as obtaining mortgages for two low-income families.

In conjunction with the grant funding, our Director of Philanthropy Services, Marty Dutch began offering pro-bono support services for the organization's board. The skills taught through the training Marty provided has helped HFHCV make a greater impact within the community.

In 2019, First Foundation stepped in again; this time to assist the organization during a time of need by initiating an offer to assist in ways that went above and beyond the effort of simply writing a check.

Acknowledging the impact of the partnership, Dave Thornton, Executive Director remarked, "Together, we have been able to provide affordable housing opportunities to low-income families and seniors in frail health and in dire need of home repairs. First Foundation Bank's offer to work with us during this critical time was a game changer for our organization."

We are thrilled to continue to work collaboratively with HFHCV and help with the mission of impacting families needing safe and affordable housing in the local desert communities.



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## Galilee Center Expands Shelter and Continues Critical Community Services

On July 29, 2010, Gloria Gomez, Claudia Castorena and 12 energetic volunteers stationed themselves under the shade of a tree in Thermal, California, to provide canned food baskets. To their amazement, they served approximately 100 families on that very first day. Since then, Galilee Center has continued to evolve, helping over 12,000 people each year, among them 5,500 children. The Center now aids our community with a weekly food distribution providing canned and fresh food to over 250 local families every week throughout the entire year. In addition, it assists families with rental assistance, utility assistance, infant supplies, senior services, clothing, blankets, jackets, backpacks, new toys and more.

The Our Lady of Guadalupe Shelter, as part of Galilee Center, provides shelter for migrant farmworkers who otherwise would have nowhere to go. The shelter has also acted as a temporary respite for emergency transfer immigrants in recent years.

Construction of a 6,000 square foot expansion is in the works and will allow Galilee Center to double its shelter capacity and allow the current community room to be used how it was originally intended: air-conditioned community dining, special events, community meetings, and more.

During each holiday season Galilee provides special Thanksgiving and Christmas food distributions for families in need. Perhaps the most blessed event, the annual toy distribution, brings toys, bikes and stuffed animals to children who would otherwise go without. Other important

Continued on page 60



## Mama's House Big Events Ahead

**Mama's House Ministries** is a collection of homes providing shelter for women facing unplanned pregnancies or who are otherwise at risk – women with children and/or victims of abuse - who are vulnerable with no place to go or means of support. At Mama's House their physical, emotional, spiritual, educational, and vocational needs are addressed. Lavished with love and nurturing support, these mothers are being equipped with necessary life skills for stability, recovery and self-sufficiency. Upon completing the extensive and unique, faith-based program at Mama's House, these mothers are prepared for brighter futures with opportunities to reach their full potential as productive members of their communities.

Please call to visit our properties and learn more about the lives that are being changed, bringing restoration to families and impacting generations. Your support ensures this good work continues to grow and serve more as we wholly rely on the generosity of individuals, businesses and foundations, not state or federal funding.

**Don't forget to join us at our upcoming events!**

There are various sponsorship opportunities available along with individual tickets. For more information, please contact **844-232-8622** or email at [info@themamashouse.org](mailto:info@themamashouse.org).

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[www.themamashouse.org](http://www.themamashouse.org)

**SATURDAY**  
**FEBRUARY 11, 2023**

Renaissance Indian Wells  
Resort & Spa

**11:00 AM – 1:30 PM**

Featuring Special Guest  
**Dr. Ben Carson!**

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**CHARITY**  
**GOLF CLASSIC**  
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**FRIDAY**  
**MARCH 24, 2023**

Indian Wells Country Club

9:00 AM • Golf

5:30 PM • Reception

7:00 PM • Dinner & Show

Featuring A Musical  
Tribute to Frankie Valli  
and The Four Seasons!





As a 501(c)3 organization, Alzheimers Coachella Valley (ACT) is dedicated to providing charitable services and support for persons with impaired cognition and their caregivers. It is in keeping with this mission that ACV is excited to announce the organization is undergoing a major expansion with opening an Alzheimer's and other dementias screening center. Our Screening Center will be the only one of its kind in the Coachella Valley!

Staffed by geriatric nurse practitioner and a master's prepared social worker, the Screening Center will help promote early detection by sharing evidenced-based findings with healthcare professionals to enable them to more effectively engage in the diagnoses process. This time-saving step will provide primary care physicians, in particular, with

information necessary to expedite a proper plan of care for their patients with cognitive impairment. In addition, the information collected from the assessment process will help determine how ACV can continue to serve as a resource for the person with cognitive impairment and their caregiver and family.

Scheduled to open in October 2022, the Screening Center will provide a warm and friendly environment and will have its own entrance at the ACV location in Palm Desert. Services will be available by appointment only.

For more information on the Screening Center and the programs offered by ACV, which include socialization, music, support and education, contact Priscilla at [priscilla@cvalzheimers.org](mailto:priscilla@cvalzheimers.org) or 760-776-3100.



**Coming in Fall 2022,  
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will offer accessible,  
no cost evaluations for  
those concerned with  
memory loss or  
cognitive impairment.**

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# 12 NONPROFITS TO COMPETE FOR OVER \$65,000 AT 'DESERT FAST PITCH'

Twelve Coachella Valley nonprofits have been selected to compete for more than \$65,000 in cash grants at the popular 'Desert Fast Pitch,' the lively, annual 'Shark Tank' style fundraising contest of quick-fire presentations.

Each nonprofit will receive \$1,000 to participate in workshops leading up to a Semi-Final, where six will be chosen to compete at the Final showdown. The big event, which will also feature a keynote presentation by three-time Olympic gold medalist Jackie Joyner-Kersey, will be **Thursday, October 6, 2022, from 2 p.m. to 5 p.m. at UCR Palm Desert Campus.**

## THE NONPROFITS SELECTED TO COMPETE THIS YEAR ARE:

- ACT for Multiple Sclerosis
- Children's Discovery Museum of the Desert
- Reynaldo J. Carreon MD Foundation
- Elder Love USA, Inc.
- Food Now
- Learning Different
- NAMI (National Alliance on Mental Illness) Coachella Valley
- Palm Springs Dance Project
- Safe Schools Desert Cities
- Shay's Warriors Life After Cancer
- United Cerebral Palsy of the Inland Empire
- Virginia Waring International Piano Competition

The interactive contest is sponsored by the Regional Access Project (RAP) Foundation and presented through its key NPO Centric Program, which serves to strengthen, support, and build the capacity of nonprofits.

The 12 nonprofits, which each serve residents of eastern Riverside County, are engaging in a 10-week training and mentoring program that includes marketing, branding, and presentation coaching. Following a Semi-Final in September, six nonprofits will be selected to compete at the October 6, 2022, live event. Leaders from the final six will powerfully communicate their story in a three-minute pitch for funding in front of a panel of judges and over 300 philanthropic businesses, civic organizations, nonprofits, and community leaders.

The most compelling pitch will be awarded a top prize of \$20,000, the most innovative pitch will receive \$15,000, and the audience choice will earn \$10,000.

Stephanie Minor, Director of NPO Centric, says, "The goal is to help nonprofits more effectively communicate their story in order to raise the funding they need to be self-sustaining. And the \$65,000 in cash grants will also help them as they continue to deal with enormous financial challenges."

Jackie Joyner-Kersey will make a rare appearance at the event to inspire nonprofit leaders and others to go after their dreams with passion and commitment. She is not only a three-time Olympic heptathlon gold medalist and a sports legend setting over 18 athletic records, she is also a successful businesswoman and respected community leader. Her keynote presentation is made possible by First 5 Riverside County Children & Families Commission.

"Jackie is the perfect person to celebrate and inspire our community's business, nonprofit, and thought leaders through her amazing story of hard work and determination," says Stephanie.

**Tickets for the October 6 'Desert Fast Pitch' event are \$25 each and are now on sale** at <https://www.eventbrite.com/e/2022-nonprofit-desert-fast-pitch-tickets-380301541147>. Seating is very limited as the event is expected to sell out. Due to the pandemic, the popular high-energy contest was not held for the past two years.

NPO Centric is the only online training and community center created for nonprofits by a nonprofit. NPO Centric was founded in 2017 as a program of the RAP Foundation and, to date, has helped over 500 nonprofits through more than 4,700 hours of training by experts.

For more information about NPO Centric's programs and resources, please visit [www.npocentric.org](http://www.npocentric.org).



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Association of Fundraising Professionals (AFP)

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**PALM SPRINGS**  
**Health Run & Wellness Festival**  
*Presented by Eisenhower Health, In Partnership with The Desert Sun*

**Saturday, January 28, 2023**  
**8:00 a.m. to 1:00 p.m.**  
**Half Marathon**  
**10K • 5K • 1K Fun Run**  
**Ruth Hardy Park, Palm Springs, CA**

BENEFITING

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A Hocker Productions Event

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13th Annual

“Men of the Desert Fashion Show & Luncheon”

Returns to the Palm Springs Air Museum  
Sunday, December 4, from 11am - 2pm.

For more than four decades, Animal Samaritans have been improving the lives of animals and people in the Coachella Valley.

Animal Samaritans is a 501c3 non-profit founded by a group of friends who were determined to solve the epidemic of pet homelessness and preventable pet euthanasia in the Coachella Valley. Over the past 44 years Animal Samaritans has bettered the lives of animals and the people who love them

because of the generous support of people like you.

Animal Samaritans hosts many fundraising events throughout the year, with their biggest and most exciting event of the year being the “Men of the Desert Fashion Show and Luncheon.” Now in its 13th year, this unique event has become a local favorite. Each year, over 400 guests are in attendance to watch as our handsome, all male models, strut down the runway with none other than man’s best friend!

**Animal Samaritans**

Before the show, guests enjoy a champagne reception while mingling with other animal-lovers and bidding on silent auction items. Live music fills the air and guests enjoy the spacious beauty of the Palm Springs Air Museum. At noon, the party moves into the dining area to enjoy a delicious and beautifully prepared lunch. While dining, guests are

Continued on page 60



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# STATE OF THE COLLEGE WILL HIGHLIGHT PROGRESS, NEW DEVELOPMENT

“COD Rising,” a vision of College of the Desert’s planned growth across its five campuses, is the focus of this year’s State of the College address on Wednesday, October 26, in Indian Wells.

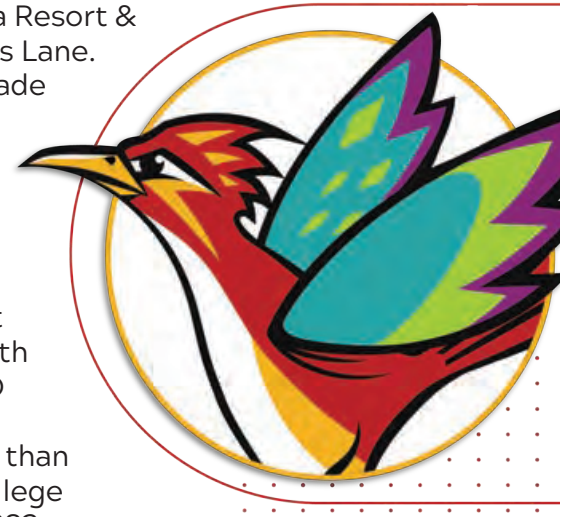
Superintendent/President Martha Garcia, Ed.D., will provide details about some of the College’s upcoming developments, including construction of the Palm Springs Development Project and Roadrunner Motors in Cathedral City and expansion of the Indio campus.

“College of the Desert is expanding and modernizing its facilities and programs so that we can continue to provide a first-in-class education to thousands of students across the Coachella Valley,” Garcia said. “These opportunities are due in large part to the foresight of our Trustees, the generosity of our donors and the bond funding that has been approved by voters.”

The annual State of the College address will be held from 11 a.m. to 1 p.m. at the

Renaissance Esmeralda Resort & Spa, 44400 Indian Wells Lane. Reservations can be made through October 21 by calling 760.773.2561 or visiting [secure.qgiv.com/for/sotc/event/854382](http://secure.qgiv.com/for/sotc/event/854382).

College of the Desert will also kick off the 40th anniversary of the COD Foundation, which has raised and gifted more than \$100 million for the College since its inception in 1982.



**“College of the Desert is expanding and modernizing its facilities and programs so that we can continue to provide a first-in-class education to thousands of students across the Coachella Valley,” Garcia said.**

The Foundation is celebrating the myriad ways donors and patrons have helped students create their tomorrows. Donor-supported programs include scholarships, internships, and EDGE/pLEDGE, which provides college prep support and two years of free tuition for recent graduates of Coachella Valley high schools.

“College of the Desert is here to help students spread their wings, whether their dream is to transfer to a four-year college or learn the skills necessary for a career,” Garcia said.

For more information, visit [www.collegeofthedesert.edu](http://www.collegeofthedesert.edu) or [www.codfoundation.org](http://www.codfoundation.org).

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**American Red Cross**  
Riverside County

## Local Humanitarian to be Honored as Outstanding Fundraising Professional

In 2015, Brian Daly was working at St. Vincent Meals on Wheels in Los Angeles when his sister, who lived in Texas, experienced a damaging flood after a tropical storm. American Red Cross volunteers came to her home, providing supplies, financial support, and more to help her navigate her recovery. “The compassion and generosity they provided her was inspiring to me,” says Daly. Soon after, he joined the American Red Cross as a fundraising professional in Palm Desert. Daly has played a vital role in fundraising for the organization, managing an ever-growing portfolio of donors committed to helping the Red Cross deliver important services in the Coachella Valley, and beyond.



Brian Daly

**“I am humbled to receive this honor...it is wonderful to be recognized by the people whom I admire most,” says Daly.**

for families in distress, the installation of smoke alarms to prevent death or injury or help for an active duty or veteran member of the military in need,” says Daly. “I am inspired by the scope of compassionate kindness carried out by the Red Cross each and every day.”

Daly currently serves as Regional Philanthropy Officer with the American Red Cross of Riverside County. In 2021, he served as President on the Board of Directors of the Association of Fundraising Professionals (AFP), CA Desert Communities Chapter, who will honor him with the Outstanding Fundraising

Professional Award during the organization’s National Philanthropy Day in the Desert event on November 4, 2022.

“I am humbled to receive this honor...it is wonderful to be recognized by the people whom I admire most,” says Daly.

[www.redcross.org/SoCal](http://www.redcross.org/SoCal)

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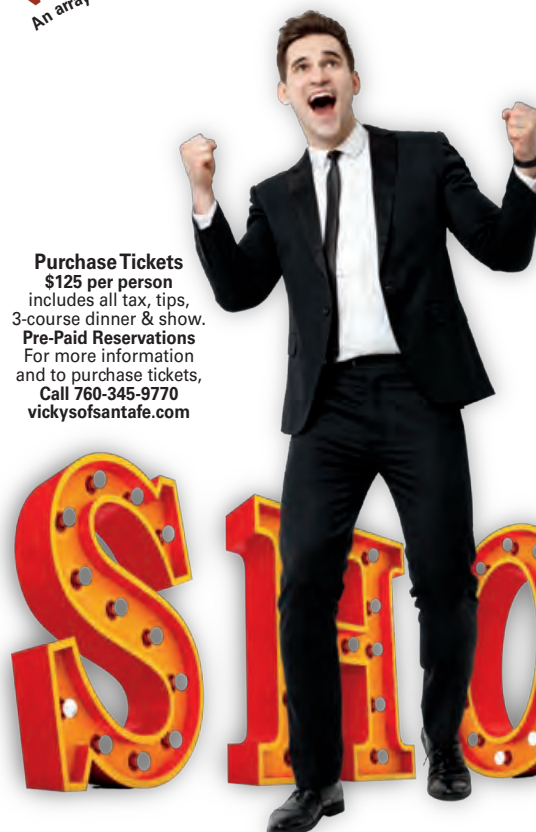
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**Wednesday, December 7, 2022**  
Home for the Holidays

**Thursday, January 26, 2023**  
Motown Express

**Wednesday, February 8, 2023**  
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All Dates 6:30pm Doors Open

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Vicky's of Santa Fe supports Arts Education In the Coachella Valley. A portion of the sales proceeds is donated to benefit Assistance League Coachella Valley's performing arts scholarship program.





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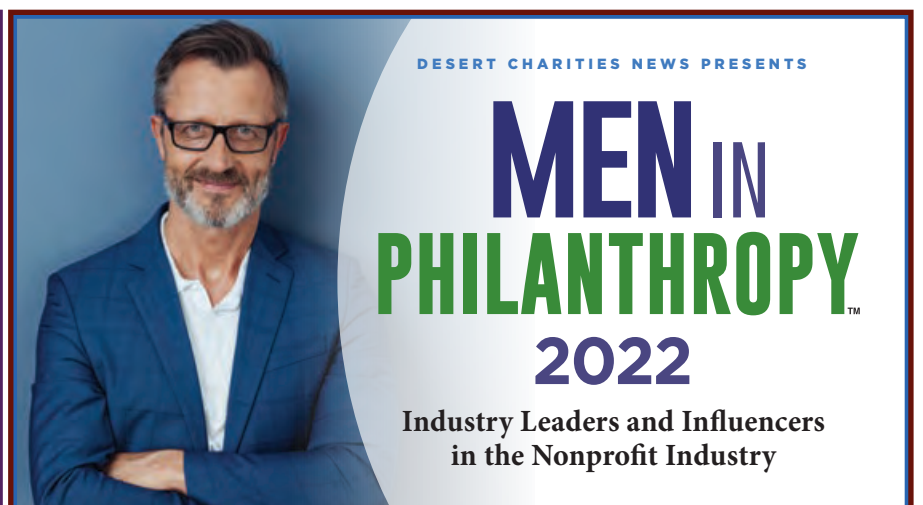
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Listings for Nonprofits and Suppliers

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## ■ DESERT OASIS HEALTHCARE

Continued from page 8

parents and the adult children who care for them, examining challenges they face and solutions they discover along the way. You can RSVP for the film at MyDOHC.com.

“We thought this was an important film for everyone to see, especially those who are providing care to their parents,” said Dr. Marc Hoffing, Medical Director of Desert Oasis Healthcare, which provides services to more than 30,000 patients/members through Medicare Advantage and another 30,000 Commercial HMO members. “Even though aging is inevitable and many of our older patients live with at least one chronic condition, our primary aim is to help them achieve and maintain optimal health for as long as possible.”

A special guest-moderated Q&A will follow the screening with the filmmakers, some of the families from the film, and other special guests. Before the film and after the Q&A, attendees can explore the Resource Fair featuring local organizations that work with and serve the senior population and the people who love them to help support and inform them on their journey as caregivers.

## ■ PALM SPRINGS DANCE PROJECT

Continued from page 10

and a stunning cast of professional dancers from across the United States. The evening will take place in the stylish mid-century Indian Canyons Golf Resort, a jewel of Palm Springs since 1961 and once a favorite haunt of Hollywood celebrities like Frank Sinatra and Bob Hope. A special matinee performance, a show only experience, offers a more economical way to immerse yourself in this dance event.

## ■ INTEGRATED LEARNING INSTITUTE

Continued from page 12

and cognition. Through individualized intensive interactive stimulation in a one-on-one environment, students gain the skills needed to become independent learners.

For more information, contact the Integrated Learning Institute Palm Desert office at 760-218-9773 or visit [www.integratedlearninginstitute.org](http://www.integratedlearninginstitute.org).

## ■ THE CHAMPIONS VOLUNTEER FOUNDATION

Continued from page 16

The Champions Volunteer Foundation is a one-of-a-kind organization, comprised of a unique group of people who come together each year to donate their time to help raise funds for charitable causes in the desert community. As the primary beneficiary of the BNP Paribas Open, the largest sporting event in the Coachella Valley, the organization embodies how sports has the unique ability to bring people together and be a powerful philanthropic force for good.

The organization's specific and primary purpose is to help raise funds for the local community through other non-profits that support but are not limited to youth, recreational, educational and well-care programs. Since its founding in 2002, The Champions Volunteer Foundation has donated a total of more than \$2 million to an average of 50 different local non-profits per year through a grant application process.

For more information about open positions and to become a volunteer at the 2023 BNP Paribas Open, please visit <https://bnpparibasopen.com/get-involved/> or <https://championsvolunteerfoundation.org/>

## ■ DESERT CANCER FOUNDATION

Continued from page 49

goal is to raise cancer awareness and funds for our program; both critical and ongoing needs in our community.” said DCF Executive Director, Eevet Edens.

Paint El Paseo Pink is presented by Pink Diamond Sponsor, Eisenhower Lucy Curci Cancer Center for the third consecutive year. Pink Ribbon of Hope Sponsors include The Auen Foundation, Desert Care Network Comprehensive Cancer Center, Desert Oasis Healthcare, and El Paseo Jewelers, along with the City of Palm Desert as Pink Heart Sponsor.

Special thanks to all the generous sponsors, as well as in-kind community and media partners: Alpha Media Group, NBC Palm Springs, Entravision, Signarama, and the Gardens on El Paseo. DCF is grateful for the support to ensure a successful event.

For information about registration, pink ribbons merchant & lawn signs, sponsorship opportunities and other ways to support Paint El Paseo Pink, please visit [www.PaintElPaseoPink.org](http://www.PaintElPaseoPink.org) or contact Eevet Edens at (760) 397-3722 or email [pepp@desertcancerfoundation.org](mailto:pepp@desertcancerfoundation.org)

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If you would like to volunteer or support Voices for Children please visit [speakupnow.org](http://speakupnow.org).

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## ■ THINK TOGETHER

Continued from page 13

for these kids and their families.

At Think Together, students are supported with homework help, physical activity and enrichment in STEM and arts to broaden their minds and ignite their passions. A warm smile, a caring mentor and a nutritious snack are all part of the package as well.

We now know that the pandemic is going to have years-long effects in education, and this data is just starting to show us how big of a challenge is ahead for students and educators alike. Think Together is already in your community, giving students on average an extra 540 hours of learning per year.

Students need every academic moment possible to bridge the widening gap between where they are and where they need to be.

**Think Together started 25 years ago as a single afterschool site.**

Since then, Think Together has grown to be one of the state's most impactful education nonprofit providers of expanded learning, early learning and school improvement services.

There is a saying that demographics determine destiny. Often this is the case. All too frequently, students from under-resourced families and students of color don't achieve their full potential in school, thereby limiting their options when they get out of school. But that doesn't have to be the case!

Think Together's mission is to partner with schools to change the odds for kids. Think Together supports its mission by working closely with school districts to provide families no cost afterschool programs, early learning and school improvement - a trifecta that supports academic achievement for children and youth, from birth through high school.

Your support helps Think Together deliver programs to nearly 2,000 students in the Coachella Valley and almost 200,000 kids statewide.

We work in and around the traditional school day to ensure students receive the academic and enrichment support they need to succeed. You can help Think Together serve more students, train staff to deliver high quality programs, and purchase curriculum and materials needed to provide robust academic and enrichment content.

Together, we can shine a light for these students for another 25 years.

## ■ GALILEE CENTER

Continued from page 52

annual events include new shoes for children on Epiphany Day and backpack distribution in August, where over 1,000 children receive supplies they need for school.

With the generous support and donations of community members, and a dedicated and tireless staff, the Galilee Center is continually under expansion and always ready to meet the growing needs of our community. To learn more about Galilee Center, please visit [www.galileecenter.org](http://www.galileecenter.org).

## ■ MEN OF THE DESERT

Continued from page 55

entertained as our stylish models work the runway, each with a tail-wagging canine by their side!

All proceeds raised from the event benefit Animal Samaritans' Animal Rescue Program. Now in its 11th year, Animal Samaritans' Animal Rescue Program helps at-risk dogs and cats find their forever homes. To date, over 10,000 homeless animals have been adopted from our shelter into loving homes. Additionally, we've rescued over 14,000 at risk animals from other area shelters. Over 200,000 dogs and cats have been spayed and neutered through our on-going commitment to reduce the overpopulation and needless suffering of unwanted, homeless pets.

Tickets for Animal Samaritans' 13th Annual "Men of the Desert Fashion Show and Luncheon" are \$250/VIP Runway seating and \$200/General Admission seating. Tickets go on sale in October at [www.animalsamaritans.org](http://www.animalsamaritans.org). Event sponsorship packages are available. For details on our sponsorship packages please contact Jarred Ellis, Animal Samaritans' Director of Development and Philanthropy, at [jellis@animalsamaritans.org](mailto:jellis@animalsamaritans.org) or by phone at 760-797-7439.





**The over 1900 Rotarians in District 5330 and Governor Don Casper are honored to welcome Rotary International President Jennifer Jones to the Rotary District 5330 Foundation Gala at the Westin Mission Hills Resort in Rancho Mirage on Saturday October 8th, 2022.**

Jennifer Jones is Rotary International's president for 2022-23, a groundbreaking selection making her the first woman to hold that office in the service organization's 117-year existence.

Jones, whose confirmation comes at a unique time in history, is inspired by how the organization and its global members continue to adapt, connect, and serve their communities. Jones says she wants to harness this moment of change to develop metric-driven goals that challenge us to innovate, educate and communicate opportunities that reflect today's realities.

"This is a once in a lifetime event," proclaims District Governor Don Casper. "The first woman Rotary International President gracing our district and community with her boundless energy and inspiring message." Guests will have the unique opportunity to hear directly from RI President Jones at the District 5330 Foundation Gala where she will be the keynote speaker.

Rotarians and community members alike are welcome to attend this historic event. Registration is online at <https://district5330.org/gala-landing/>. The evening will include a cocktail reception, silent auction, opportunity drawings, dinner, presentation by RI President Jennifer Jones and after party. Attire is black tie optional. Reception begins at 5:30pm, dinner will be from 7:00pm to 9:00pm and the after party will be from 9:00pm to 11:00pm.

#### **Net proceeds will fund the following three areas of focus:**

##### **Desmond Tutu Desks**

Globally recognized, and in partnership with the United Nations Special Envoy for Education, the Tutu desk provides the answer to the classroom desk shortage crisis experienced in schools in developing countries. This favorite project of RI President Jennifer Jones offers children their very own workstation creating immediate, high impact and positive change in an instant, under any learning conditions.

##### **Eradicating Polio**

Since Rotary started the fight against polio, we've reduced the number of polio cases by 99.9% and reached more than 2.5 billion children with the vaccine. There are fewer polio cases today than ever before, but we will not stop until we reach zero.

##### **Food Security in the Coachella Valley**

Food insecurity has serious impacts on an individual's well-being, which may result in poor school attendance and performance, lowered workplace productivity, and physical and mental health problems. Individuals struggling with food insecurity must make tough decisions that no one should face. No family should have to decide between buying groceries or paying rent, no senior should have to choose between food and medicine, and no parent should have to skip a meal in order for their children to eat.

##### **Rotary**

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Solving real problems takes real commitment and vision. Since 1905 Rotary's people of action have used their passion, energy, and intelligence to act.

*Rotary District 5330 is comprised of 62 clubs with over 1900 business leaders and community members that are committed to Service Above Self. For more information visit <https://district5330.org/>.*

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