



PERLMAN FOUNDATION

April 2013  
Issue 1

# elevate

A newsletter dedicated to celebrating the success and empowerment of low-income families and youth, and the organizations working to improve their communities.



## BGA Grant Winners

Meet a handful of our Bridging the Gap Award recipients.

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## The Big Give

The employees of GHC Housing Partners created their own fundraiser this past holiday season.

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## A Year in Review

Highlights of our accomplishments and proudest moments.

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# Bridging the Gap

Welcome to the inaugural newsletter of the Perlman Foundation – *Elevate!* This quarterly newsletter will keep you apprised of the Perlman Foundation programs and efforts, and share stories of some of the special individuals who are working hard to ELEVATE their lives.

Since the Perlman Foundation was founded in 2009, our mission has expanded from primarily assisting low-income tenants living in subsidized housing to helping a more global universe of low-income people inside and outside of our communities. Our constituents are now qualified by their demonstrated commitment to help themselves better their lives. We have been truly honored to assist these extraordinary individuals who were looking for a hand up, not a hand out – as well as the organizations that have helped them along the way.

The stories featured here will show you a sample of the impact your support of the foundation has made. I hope they are as inspirational to you, as your support has been to me.

  
Gregory Perlman  
Founder and CEO

# spotlight of Achievement

## New Homeowners (and Parents) Tracy Neely and Jay Brantley.

After getting married in 2008, Tracy Neely and Jay Brantley began to plan for their future together, which included having children and raising them in their own home. For the past four years, while living at GHC’s Breezes Del Mar Apartments in Venice, CA, the couple created a “house fund” and, no matter how tight money was, diligently set aside at least \$250 a month from Tracy’s paycheck and Jay’s business revenue. Last year, with one dream coming true — the couple welcomed a baby boy to the world — Tracy and Jay became increasingly motivated to finally purchase a home of their own. Still shy of the total down payment needed, the Perlman Foundation decided to match the couple’s savings and gave them a \$12,000 grant to complete their dream.

“This is exactly the type of family the Perlman Foundation seeks to help,” said Perlman Foundation Founder and GHC Housing Partners President and CEO, Gregory Perlman. “We strive to help hard-working families who have taken the first steps to achieving their goals in life. This is not about giving a hand out; we want to provide a hand up.” ■



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## How a Handful of Our BGA Grant Winners are Improving our Community.

### **AIM for Academic Growth, Excellence, Success (AIM)**

AIM uses school-based and community-outreach activities to promote academic achievement, character development and college/career success in schools and communities where student performance is below the national average.

### **Code to College – Connecting Communities to UCLA (CODE)**

CODE is a three-day residential summer program that provides 40 disadvantaged foster youth with academic support, enrichment and encouragement to assist them in becoming competitive college applicants.

### **Heart Gallery Alabama**

Heart Gallery Alabama promotes adoption of Alabama's foster children by recruiting professional photographers to take meaningful portraits that capture the unique spirit of each child. The portraits, combined with video and/or audio interviews, are displayed in a variety of venues across the state for prospective adoptive parents.

### **La Casa de San Gabriel Community Center**

La Casa works to help economically disadvantaged children and families in their efforts to overcome the barriers of limited education, underemployment, poverty, language, inadequate housing and lack of medical care.

# BGA Grant Winners

## Building Communities One Grant at a Time.

Always in search of new ways to bridge the gap, the Perlman Foundation made its first grant in 2011 to the Black Male Youth Academy (BMYA) in Inglewood, CA. With a \$10,000 grant, we were able to keep the program funded for a full year at Morningside High School. That experience made us realize that there are numerous small organizations like the BMYA that were making real change on small budgets.

"We found so many grassroots organizations that we wanted to support, so we created the Bridging the Gap Award (BGA) to help small- and medium-sized charitable organizations build their capacity and continue their amazing work," said Shaun-Teka Joyner, Executive Director of the Perlman Foundation.

Each organization was required to submit a video describing how they are making a difference in their community. The Perlman Foundation had originally planned to give \$50,000 to 10 to 15 organizations. But, after reviewing the applications and assessing each organization's needs, the foundation decided to contribute a total of \$111,000 in funding to 20 organizations.

"We were overwhelmed by the quality of the BGA applicants and the importance of their work," said Gregory Perlman, Founder of the Perlman Foundation and President and CEO of GHC Housing Partners. "So we decided to more than double our grant funding and increase the number of organizations that we could impact."

The Perlman Foundation selected the BGA recipients based on the vision, passion and documented results of each organization. These nonprofit organizations have risen to the challenge of supporting their mission and services, as shown in the creative video submissions that can be viewed online at [perlmanfoundation.org/bga](http://perlmanfoundation.org/bga). ■





# ON THE ROAD to SUCCESS

When you first meet Shari Walker, you cannot help but smile. Between her bubbly personality and infectious laugh, it's hard to believe that Shari's journey in life has been so challenging. A native of Los Angeles, Shari couldn't always rely on getting support from where we need it most: family. After suffering years of abuse, she was finally placed in the foster care system at the age of 15.

After high school, Shari "aged out" of the foster care system and was out on her own. Determined not to end up as a statistic (80% of children who age out of foster care end up homeless), Shari successfully enrolled in college and began the next phase of her life. But living on her own without any support system was a daunting challenge.

"It was a real struggle at first," Shari recalled. "Between finances and class load, everything just built up."

But that's when Shari found her way to United Friends of the Children (UFC) and two new mentors — Niki Gingerfly and Stephanie Day Krohn. Through

UFC's programs and her mentors' inspired passion and commitment, Shari was able to get her life on track. Gingerfly, who introduced Shari to the Perlman Foundation, focused on her transition out of foster care, while Krohn taught Shari useful life skills like budgeting and goal-setting.

"I knew Shari had the drive that it took to be successful," Krohn said. "She just needed some helping hands that most of us take for granted to guide her along the way. Shari was doing everything right. She was never looking for a hand out, just a hand up to get her closer to her dreams."

As a full-time student at Santa Monica College, Shari now has a 3.6 GPA, is on course to graduate this May and hopes to transfer to either UCLA or USC. She has accomplished this while working 20 hours per week and has had internships at Lionsgate and Dick Clark Productions — with Warner Bros. just around the corner this summer. The biggest hurdle Shari has faced to complete her commitments is

commuting via bus an average of two to three hours each way, while saving her small salary with the dream of being able to afford a car one day.

But after speaking with Gingerfly about the extraordinary strides that Shari was taking to improve her life and her commitment to higher education, the Perlman Foundation stepped in and gave Shari a \$4,000 transportation grant plus \$2,500 per year while she stays in school to complete her degree.

"Through her hard work and dedication, Shari had saved \$2,000 toward the purchase of a car," said Greg Perlman, Founder of the Perlman Foundation and GHC Housing Partners President and CEO. "She had done all the right things in the face of unimaginable adversity, so it was our honor to help her with the balance she needed to purchase reliable transportation to keep her on the road to success. The goal of our foundation is to help people who are equally committed to help themselves and Shari exemplified that. The possibilities for her life are endless." ■





Literacy Volunteers Working on Lesson Plans

# The **big** Give

## The Power of Philanthropy.

Inspired by the work of the Perlman Foundation, the employees of GHC Housing Partners (GHC) decided to do something special this past holiday season for the charitable organizations that they are most inspired by and passionate about. They created "The Big Give," a one-month fundraising program that empowered every employee to reach out to their family, friends, colleagues and associates and build a big community of givers.

**GHC Housing Partners matched all Big Give funds raised and more than \$105,000 was donated to the following deserving organizations:**

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**826LA**  
**A Window Between Worlds**  
**Compassion through Action**  
**Create Now**  
**Family Promise of East San Fernando Valley**  
**Food on Foot, Inc.**  
**For the Troops**  
**Foundation for Second Chances**  
**Free Arts for Abused Children**  
**Harvest Home**  
**Hope Veterinary Center**  
**Jr. Posse Youth Equestrian Program**  
**Los Angeles House of Ruth**  
**Neighborhood Foursquare Church**  
**Neighborhood Youth Association (NYA)**  
**Success through the Arts**  
**Youth to Leader – Tavis Smiley Foundation**

# mission philanthropist: Leading the **WAY**

**Did you know** that every dollar donated to the Perlman Foundation goes directly to programs, scholarships and services? That's right, **EVERY DOLLAR!**

In 2012, the Perlman Foundation received more than \$138,350 in outside donations and, with those donations, made a difference in the lives of more than 1,000 families.

### Here are a few ways your donation can make a difference:

- A donation of \$1,000 sends a child to summer camp.
- A donation of \$500 buys an instrument for a young aspiring musician.
- A donation of \$250 helps feed a child for an entire year!

We challenge each of you to donate any amount that is personally meaningful to you and then to get one person to do the same.

**Donations can be made online at:**  
[perlmanfoundation.org/donate.php](http://perlmanfoundation.org/donate.php)

**Or mail checks to:**  
*Perlman Foundation*  
 C/O Elisa Della Ripa  
 15301 Ventura Blvd. Suite B-570  
 Sherman Oaks, CA 91403

## 5 Additional Ways You can Make a Difference in Your Community.

- 1. Give a Helping Hand.** The simple and easiest way to make a difference is by volunteering your time with a local nonprofit.
- 2. Give Your Talent.** Are you an amazing graphic designer? Can you build a website? Are you great with business plans? If so, there is a nonprofit that needs you!
- 3. Give Mentorship.** There is a child in the world who could benefit from knowing you!

**4. Give "Stuff."** Gather old clothes from your closet, a set of old pots you don't use or make a bag of essentials like toothpaste and shampoo, and give them to a local shelter in your area.

**5. Give to the Golden Years.** Helping seniors is an amazing way to make a difference!

did you know?

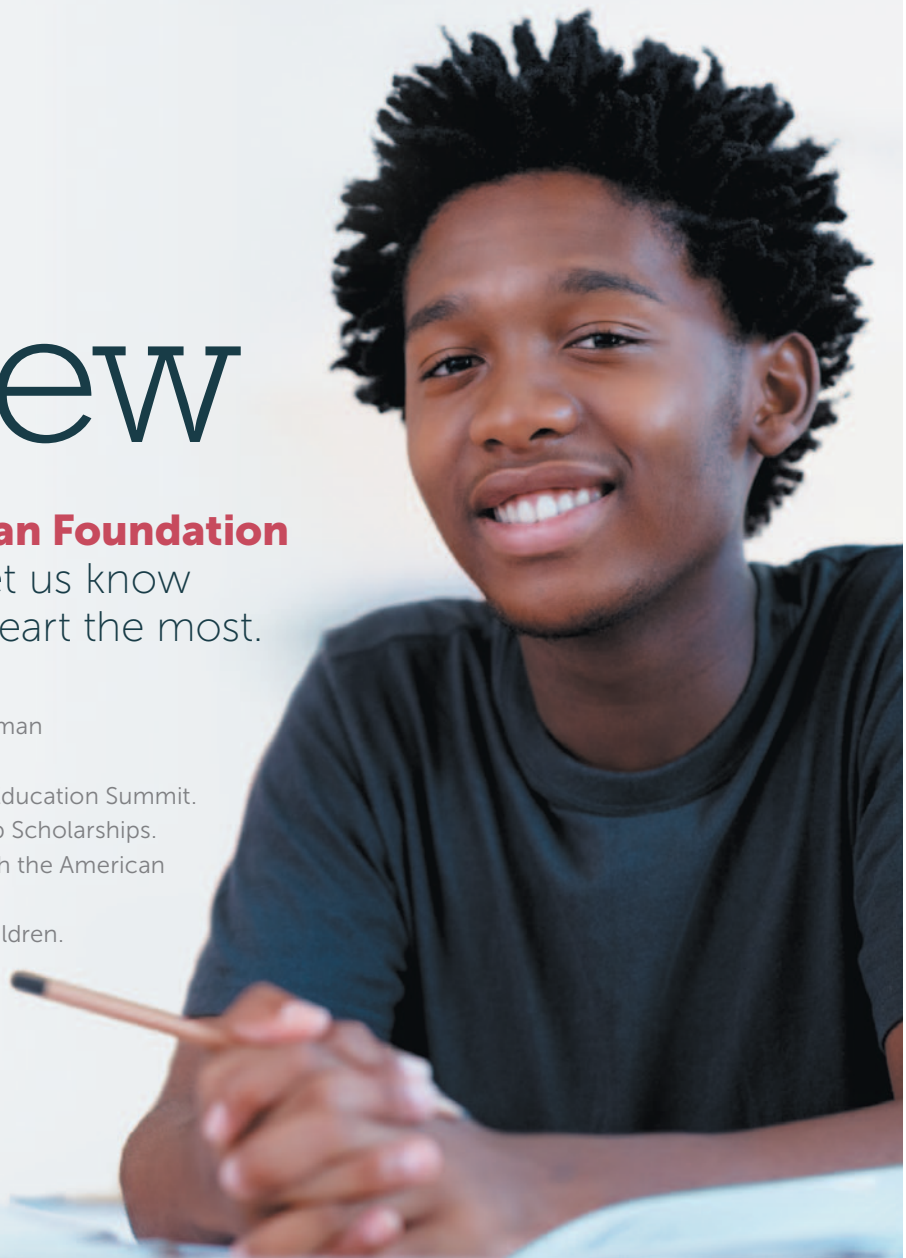
# A Year in Review

**Learn more about the Perlman Foundation and its accomplishments.** Let us know which one has touched your heart the most.

**Some of our proudest moments:**

- Helped 20 students go to college through the Perlman Education Scholarships.
- Challenged youth to succeed during the Perlman Education Summit.
- Shared a little summer fun with 250 Summer Camp Scholarships.
- Helped hard-working families purchase homes with the American Dream Downpayment Grant.
- Played Santa Claus to more than 500 deserving children.
- Packed 1,700 back-to-school backpacks.

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We look forward to a  
**better and brighter future!**



## Upcoming & **Events** & **Programs**

### My Future Scholarship

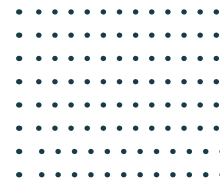
**Deadline** | May 3, 2013

The Perlman Foundation scholarship strives to enable academic excellence among historically underrepresented and undeserved students.

Understanding that most scholarships only support the highest-achieving students, the Perlman Foundation enables traditionally underserved and “middle-of-the-road” students to make a seamless transition into college. The scholarship assists students with expenses, such as tuition, room and board, tutoring, travel, equipment and other education-related expenses not covered by financial aid.

**Applications and qualifications details are available online:**  
[perlman.communityforce.com](http://perlman.communityforce.com)

# 2013 Nonprofit **Best Practices**



## **Best Practices are Best Practices...**Regardless of the Size of the Organization.

- 1. Involve the community** to develop a solution (program advisory board, parent surveys and volunteers). *New Rising Missionary Baptist Church*
- 2. Build your curriculum** to give tangible evidence of its success in the lives of its participants. *SEP Coaching*
- 3. Build partnerships** with residents and businesses within the community to develop strategies that create change and take advantage of corporate citizenship programs. This best practice requires considering both corporate and small businesses as partners in enhancing the quality of life of residents and communities through community giving and in-kind support. *SERA, INC. (Southeast Raleigh Assembly, Inc.)*
- 4. Use movement resources** like volunteer time, donor funds, trademarks, reputation and others to achieve the highest-possible impact in the pursuit of your vision. *Aim for It*
- 5. Use a vetting process** for applicants prior to entry into programs (applications, interviewing, background checks and references) to identify those who truly want to move forward in their life. Having all individuals we seek to serve have some skin in the game (i.e., ownership in the process). *The Milo Group*
- 6. Collaborate programs** with schools or organizations. This allows for long-term sustainability. High school students are most likely to participate in programs offered on school campuses, so our policy is to meet the students where they are and to leverage community resources in order to keep costs low. *College Access Plan*

## **Perlman Education Summit**

**Dates** | June 27–30, 2013

**Location** | UCLA

The Perlman Education Summit, an annual event designed to help low-income, first-year, college-bound students, will return to UCLA on June 27–30, 2013. The theme of the summit is “My Life, My Choice, My Future.” During the summit, participants are exposed to a variety of educational, cultural and recreational activities that focus on building their self-esteem, self-confidence and self-determination. Summit courses include: study skills; time management; note taking; collegiate writing; networking; financial management; health and wellness; and successfully balancing college workloads and personal life.







AIM for Academics Growth, Excellence, Success (BGA Grant Winner)

# Thank You

to our **newest donors** for your generous contributions and all the amazing things your donations make possible!

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Simone Rayden	Jay Zuckerman

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## 2013 National Sponsors



## 2013 Local Sponsors



## How to Give to the Perlman Foundation.

You can choose to make a **general, memorial or honorary donation** either **online at [perlmanfoundation.org/donate.php](http://perlmanfoundation.org/donate.php)** or **by mailing checks to:**

### Perlman Foundation

c/o Elisa Della Ripa  
15301 Ventura Blvd. Suite B570  
Sherman Oaks, CA 91403

## Stay Connected



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