

2021 NONPROFIT AWARDS

NONPROFIT & CORPORATE CITIZENSHIP



AWARDS 2021

2021 NONPROFIT AWARDS

ORGANIZATION WINNERS OF THE YEAR

FUNDRAISING EVENT



COLLABORATION



AWARENESS CAMPAIGN



BUSINESS ANGEL



NON-PROFIT



SOCIAL RESPONSIBILITY



EXECUTIVE WINNERS OF THE YEAR

SOCIAL RESPONSIBILITY



Jennifer Barnes

VOLUNTEER



Tim Cruickshank

NON-PROFIT



Tony Teravainen

2021 NONPROFIT

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AWARDS 2021

EXECUTIVES OF THE YEAR

NONPROFIT EXECUTIVE OF THE YEAR

Tony Teravainen Builds Financial Self-Sufficiency

EXECUTIVE: STEP Has Served More Than 5,600 Military and Veteran Families

■ By MARIEL CONCEPCION

Tony Teravainen CEO of Support the Enlisted Project (STEP) has won the Nonprofit Executive of the Year Award. In 2012, Teravainen built Support the Enlisted Project (STEP). The organization aims to build financial self-sufficiency among junior active duty enlisted members and recently discharged enlisted veterans and their families that are facing financial crisis. The nonprofit does so by providing counseling, education and grants.

To date, STEP has served more than 5,600 military and veteran families through its main Emergency Financial Assistance program. The families who turn to STEP are usually at risk of

losing a basic necessity, like their home, a vehicle, water, electricity or insurance, or don't have the financial means to purchase things like food and/or baby diapers until their next paycheck.

The STEP social workers counsel one-on-one with each family, helping with personal finance. Every client leaves with a personalized plan to achieve financial goals and, when necessary, STEP provides financial assistance grants to



prevent the loss of a critical basic need.

As CEO of STEP, Teravainen has grown its team to 12 staffers and hundreds of volunteers since 2014. The nonprofit's budget has gone from \$650,000 annually to \$2.8 million in nine years. And, it has positively impacted 40,000 lives each year since then. As a result, 92% of clients report being on track in their path of financial self-sufficiency, including avoiding pending eviction, repossession, disconnection, hunger and more.

Because of his accomplishments with STEP and his desire



to give back to his community, Teravainen also serves as leader of other local organizations. This includes the San Diego County Military and Veteran Advisory Council, San Diego Coast Guard City Committee, San Diego Regional Chamber of Commerce Veteran and Military Committee, North Chamber Economic Development & Advocacy Advisory Council, San Diego Leadership Forum, and Commissioner on City of San Diego Citizens Equal Opportunity Committee among others. ■

VOLUNTEER OF THE YEAR

Tim Cruickshank Chairs Annual Golf Marathon

VOLUNTEER: Personally Raises Over \$30,000 for Event

■ By MARIEL CONCEPCION

The winner of the Volunteer of the Year Award is Tim Cruickshank. Tim Cruickshank is on the Board of Directors for Big Brothers Big Sisters of San Diego County. He is also chair of the organization's annual golf marathon.

For the 28th Golf Marathon, which raised \$3 million to provide mentors to more than 2,000 children, Cruickshank led a group of over 75 golfers that raised an average of over \$4,000 each. He also spearheaded the effort that got approximately 30 corporate/hole sponsors involved in the event, including the title sponsor Sycuan Casino

Resort.

But most impressively, Cruickshank personally raised over \$30,000 for the event, an all-time record. These efforts by Cruickshank and other golfers means that over 150 at-risk children in San Diego will be matched with a one-to-one mentor for an entire year.

With current staffing, Big Brothers Big Sisters of San Diego County can match a total of 136 children, also known as "Littles", with a highly-vetted mentoring adult, or "Bigs", in 2021. That means every match in the organization's traditional mentoring program made this year will be supported by this event alone.

In addition to his accomplishments with the Golf Marathon, Cruickshank is being honored by the organization as a "Change Makers" at the annual Gourmet Dinner gala, to be held in October. He has now



chaired or participated in the event for 10 consecutive years, raising over \$1,500,000 for Big Brothers Big Sisters of San Diego County through the event and personally fundraising well in excess of \$150,000 during that span.

Now, being named a winner of San Diego Business Journal's 2021 Nonprofit awards is a hole in one. ■

OUTSTANDING SOCIAL RESPONSIBILITY EXECUTIVE OF THE YEAR

Jennifer Barnes Helps Nonprofits Manage Their Finances, Team

SOCIAL RESPONSIBILITY: Offered Over \$80,000 in Pro-Bono Services

■ By MARIEL CONCEPCION

Jennifer Barnes, CEO and founder of the Optima Office, has been named Outstanding Social Responsibility Executive of the Year.

Through the accounting firm Barnes has offered over \$80,000 in pro-bono services to companies struggling during the COVID-19 crisis.

During the pandemic, the president and CEO launched a nonprofit specialization within the company to help more



charitable organizations optimally manage their finances and team. Barnes also sits on many boards, including that of The Better Business Bureau, The Business Executives Council and Junior Achievements Young Executives Board. She

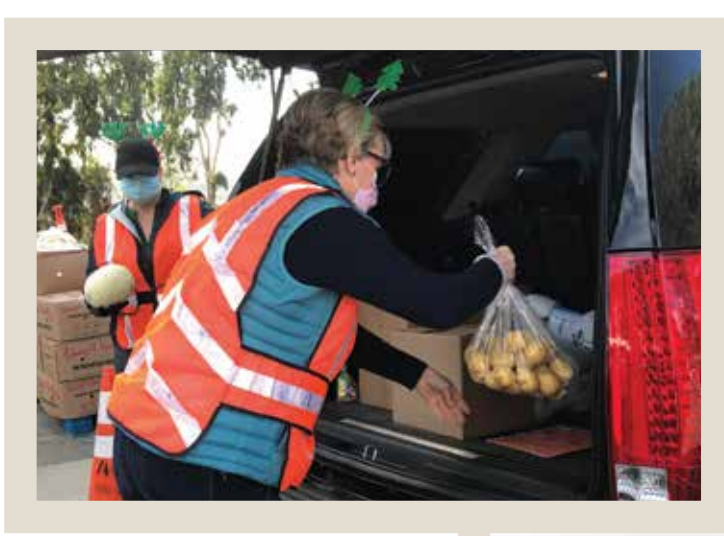
is currently a member of Rotary, Vi-stage International, Young Entrepreneurs Council and Entrepreneurs Organization.

At San Diego State University, Barnes volunteers her time by participating in the mentor program and also as a judge in various student competitions. She is active in Junior Achievement, helping set up youth for financial success, and serves as a mentor for the Lavin Program at the institution.

Within her own organization, Barnes ensured her employees' financial stability by not laying off a single employee as a result of the pandemic and giving the team flexibility in



their schedules to best address their evolving needs. Many of her employees with school aged children loved being able to work around their kids' at-home school schedule and continue to have the support of Barnes and Optima Office to manage the ongoing, everchanging situation. ■



Helping our neighbors create paths to healthy food, stable homes and safe relationships.



2021 NONPROFIT

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AWARDS 2021

ORGANIZATIONS OF THE YEAR

NONPROFIT OF THE YEAR

Promises2Kids Responds to the Needs of Foster Children

NONPROFIT: Provides Over 3,000 Youth With Opportunities and Guidance

■ By MARIEL CONCEPCION

Promises2Kids has been named Nonprofit of the Year. Since 1981, Promises2Kids has responded to the needs of foster children and provides support to children removed from their homes due to abuse and neglect.

Now celebrating its 40th anniversary, Promises2Kids provides over 3,000 current and former foster youth in San Diego County with the tools, opportunities and guidance they need to address the circumstances that brought them into foster care, overcome the difficulties of their past and grow into healthy, happy and successful adults. Promises2Kids supports these children through four programs: **The A.B. & Jessie Polinsky Children's Center, Camp Connect, Guardian Scholars** and **Foster Funds**.

During the pandemic, Promises2Kids was



able to successfully navigate and redirect its programs to meet the needs of employees and those they serve. It was able to ensure that all foster youth received the financial and emotional

support they rely on for basic needs. The organization acted quickly to secure funds necessary to support \$350,000 of unexpected expenses for the youth in response to COVID-19.

Additionally, Promises2Kids received a gift of \$1 million from San Diego's **McCarthy Foundation**, with a focus on child abuse prevention, and secured \$2.6 million. This allowed the organization to achieve the vision of supporting every foster youth in San Diego County as they reach age 18 and work towards their career or educational goals, within three years. Elsewhere, the essential support from businesses and community leaders to serve as role models and mentors for foster youth has resulted in more than 85% of youth in the Guardian Scholars program completing their education, compared to the national average of 11%. ■



FUNDRAISING EVENT OF THE YEAR

Big Brothers Big Sisters of S.D. See Record Funds

FUNDRAISING: More Than \$305,000 Raised at Golf Marathon

■ By MARIEL CONCEPCION

Big Brothers Big Sisters of San Diego County has been awarded Fundraising Event of the Year. With the support of company sponsors, golfers and over 1,400 donors, Big Brothers Big Sisters of San Diego County's "28th Annual Golf Marathon" raised over \$305,000 this year – a record for the event.

The fundraiser challenges golfers to play as many holes of golf as they can in one day while raising funds to help match over 150 at-risk youth with adult Big Brothers Big Sisters volunteers. Also known as "Bigs," mentors are paired with children, or "Littles," ages seven through 18 and living in communities across the

county for an entire year.

This year's event had a record 75 golfers participate, with each tee raising an average of over \$4,000. The affair also hosted approximately 30 corporate/hole sponsors, including **Sycuan Casino Resort**, the title sponsor. In June, Sycuan Casino Resort presented \$150,000 to Big Brothers Big Sisters San Diego in



support of the annual Golf Marathon.

The \$305,000 raised in funds surpassed the original \$200,000 goal by 153% and was the event's highest fundraising record. That means every match in the organization's traditional mentoring program made this year is supported by the 28th Annual Golf Marathon alone. For 60 years in



San Diego County, Big Brothers Big Sisters has been creating and supporting one-to-one mentoring relationships. The Big Brothers Big Sisters' vision is for all youth to achieve their full potential.

National research has shown that positive relationships between Littles and their Bigs have a direct and measurable impact on children's lives. By partnering children with its volunteers, the program helps create confidence, avoid risky behaviors and aim for educational success. ■

MOST INNOVATIVE AWARENESS CAMPAIGN

Feeding San Diego Launches Awareness Campaign

INNOVATIVE: Organization Demonstrates Feeding the Hungry is Not About Sourcing, But Distribution

■ By MARIEL CONCEPCION

Feeding San Diego received the award for Most Innovative Awareness Campaign. The organization's mission is ending hunger through food rescue.

In April 2021, Feeding San Diego launched the inaugural "Feed People, Not Landfills" awareness campaign. The impetus was to demonstrate that feeding the hungry is not a sourcing problem but a distribution problem.

According to **ReFED**, the national nonprofit working to end food loss and waste across the United States' food system, 35%

of all food produced is wasted in this country. Meanwhile, over one million people in San Diego County are at risk of experiencing hunger. Further, 8% of global greenhouse gas emissions are attributed to food waste. When still-edible food is tossed in the trash, it ends up in landfills, where it generates methane. According to the U.S. **Environmental Protection Agency**, 34% of all methane emissions in the U.S. comes from landfills.

As a result, the Sorrento Valley-based organization is rescuing high-quality food from local grocery stores, farms and other food donors like hotels, restaurants and

convenience stores and getting it to people that are food insecure. These partnerships are providing San Diegans with healthy meals while diverting food from the waste stream.

As part of the awareness campaign, Feeding San Diego launched a number of initiatives to capture the attention of both the general public and niche community groups.

One effort was partnering with **In Good Company**, a local brand that sells frozen meals in sustainable packaging prepared by some of San Diego's favorite chefs. In partnership with the **Girl Scouts San Diego** and



Swinerton Renewable Energy, it introduced the Climate Controller Badge. Feeding San Diego also held a virtual film screening of the documentary "Wasted! The Story of Food Waste," with an introduction by **Betina Hausman**, president and chair of the San Diego Chapter of the **United Nations Association** of the U.S. ■

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ORGANIZATIONS OF THE YEAR

BUSINESS ANGEL OF THE YEAR

Molina Healthcare Focuses on Underserved Families

BUSINESS ANGEL: Helps Increase Visibility and Awareness of Critical Community Issues

■ By MARIEL CONCEPCION

Molina Healthcare is the winner of this year's Business Angel of the Year award. The company places heavy focus on helping underserved children, teens and families in San Diego unlock life's opportunities through a commitment to education.

Molina Healthcare supports Words Alive and the San Diego community through volunteer engagement and recognition as well as support of special events that directly benefit Words Alive program participants and efforts. This helps increase visibility and awareness of critical community issues and the nonprofits working to address them.

Words Alive connects children, teens and families with the power of reading. Its mission is to open opportunities for life success by inspiring a commitment to reading. Molina Healthcare believes that empowering experiences turns individuals into agents



of change and advocates for their own education. It also stands behind the idea that

when everyone can read, whole communities thrive.



In the summer of 2020, Words Alive connected with the regional San Diego office of Molina Healthcare to discuss the severe effects of school closures on academic performance and student engagement. From that stemmed a partnership of ideation, collaboration and commitment to recover learning loss and provide students and families new ways to learn skills in socially distanced settings.

Molina Healthcare's core programming serves nearly 4,000 students and families in San Diego facing extraordinary circumstances such as homelessness, poverty, foster care, abuse, impact by the juvenile justice system and teen pregnancy. It collaborates with 80+ schools and community organizations to reach these youth and families. ■

OUTSTANDING SOCIAL RESPONSIBILITY AWARD

Wilson Turner Kosmo Launches Diversity, Equity, Inclusion Group

SOCIAL RESPONSIBILITY: Law Firm Stands in Solidarity Against Racial Injustice

■ By MARIEL CONCEPCION

In the wake of the death of George Floyd, a black man murdered at the hands of a Minneapolis police officer last year, San Diego-based **Wilson Turner Kosmo** immediately took action to stand in solidarity with the movement against racial justice.

One of the largest certified women-owned law firms in California, Wilson Turner Kosmo launched a Diversity, Equity & Inclusion

practice group to support companies and organizations that lacked their own diversity programs. It also undertook a matching donation for four community groups that support the advancement of minorities. This included the **Earl B. Gilliam Bar Foundation**, headquartered Downtown, and **Turner Dream Foundation**, in Chula Vista.

Meanwhile, Wilson Turner Kosmo continues to promote diversity within its own four walls. Almost 85% of all firm personnel

are women or minorities, with women making up over half of all equity partners and over 76% of attorneys. Nearly 50% of the firm's attorneys, and 31% of all equity partners, are minorities.

Wilson Turner Kosmo's continuously-expanding diverse makeup reflects the goals upon which the firm was founded: creating an enriching and inclusive workplace that values diversity, professional development and leadership in, and service to, the legal

WILSON TURNER KOSMO
LLP

profession and the communities it serves. The firm is dedicated to hiring diverse people who are active in their communities and maintain ties with local causes.

For these efforts, Wilson Turner Kosmo was named winner of this year's Outstanding Social Responsibility Award. ■

OUTSTANDING COLLABORATION BETWEEN A BUSINESS AND A NONPROFIT

Connect ALL and Union Bank Make Lasting Impact

COLLABORATION: Work Together to Address Historic Inequities and Barriers

■ By MARIEL CONCEPCION

Union Bank and **Connect ALL @ the Jacobs Center** are making an immediate and lasting impact in the region by helping small San Diego businesses and start-ups develop and grow. They are being honored as Outstanding Collaboration between a Business and Nonprofit.

By working together, they are trying to address historic inequities and major barriers facing different communities - particularly those in underrepresented and underserved neighborhoods of color. This includes access to support resources, networking opportunities and working capital for fledgling start-up businesses and their entrepreneurial founders.

The public-private partnership is able to do so by hosting a Start-Up Pitch Competition that provides thousands of dollars in



cash prizes to the winners. All pitch competition participants are cohort members of the Connect ALL @ the Jacobs Center's business accelerator program, which is focused on serving low-to-moderate income and diverse

business start-up founders in San Diego. Participants receive in-person and online programs that provide them with mentors, weekly workshops and guidance on how to scale their businesses.



In 2018, the MUFG Union Bank Foundation made a \$300,000, multi-year commitment to help establish Connect ALL @ the Jacobs Center. The program is San Diego's only business accelerator program focused on low and moderate income and diverse founders. It is free for participants and does not require an equity stake. Elsewhere, with investments from the City of San Diego and the foundation, Connect ALL @ the Jacobs Center is helping San Diego-based start-ups that are poised for growth to create jobs for residents with low to moderate income. ■



ANTHONY J. DESALIS, ESQ.
*President & CEO,
The Arc of San Diego*



JULIE LYON
*Board Chair, The Arc of San Diego's
North County Chapter Advisory Board*

Congratulations!

SAN DIEGO BUSINESS JOURNAL
2021
**NONPROFIT & CORPORATE
CITIZENSHIP AWARDS
FINALISTS**

ANTHONY J. DESALIS, ESQ.
Nonprofit Executive of the Year

JULIE LYON
Volunteer of the Year

*Changing Lives.
Building Stronger Futures.*

Providing essential services to children and adults with disabilities throughout San Diego County for 70 years.



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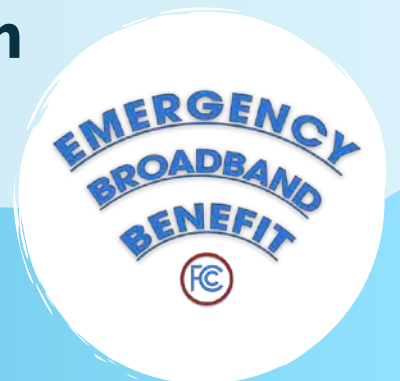
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vulnerable families
with the EBB
program**



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unused electronics today!



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Moving Forward Together

We're committed to meeting individuals and families where they are and delivering the compassionate services that have helped generations of San Diegans transform their lives.



Jewish Family Service

of San Diego

Providing Vital Services to the Community During Challenging Times

From providing critical assistance during the pandemic, to welcoming asylum seekers and refugees, and helping San Diego's vulnerable populations, we offer compassionate services that create a stronger and healthier community where everyone can thrive.

Community is the Home We Build Together
www.jfssd.org

Jewish Family Service of San Diego • JOAN & IRWIN JACOBS CAMPUS • Turk Family Center • 8804 Balboa Ave, San Diego CA 92123



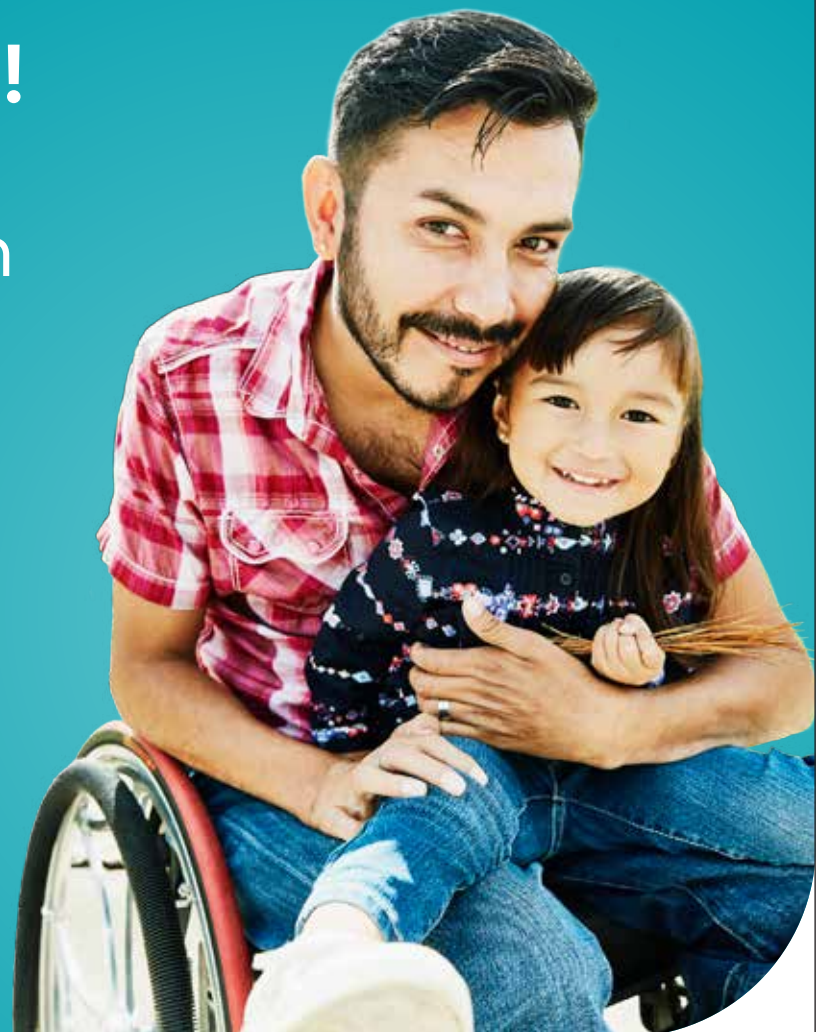
13 years in a row!

Congratulations to all of the nominees and winners!

Molina Healthcare has been taking care of moms, kids, and families for 40 years.



MolinaHealthcare.com





PROMISES2KIDS

40th Anniversary

Promises2Kids is honored to be selected as San Diego Business Journal's Nonprofit of the Year!



Proudly serving foster youth for 40 years!

Thanks to the support of the community, Promises2Kids is *creating a brighter future for foster children*®!

To learn how you can make a difference in a child's life, visit www.Promises2Kids.org



SAN YSIDRO HEALTH



We are honored to be a **FINALIST** for the San Diego Business Journal's 2021 Nonprofit & Corporate Citizenship Awards.

Invest in San Ysidro Health for a healthy San Diego.

Thank you for supporting our mission of improving the health and well-being of the communities we serve with access for all.



108,000
lives in our care



47
health centers & program sites



2,400
workforce dedicated to our mission



55,000+
COVID-19 vaccines administered to date

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www.syhealth.org

We are proud to
be a finalist for the
**Nonprofit & Citizenship
Awards 2021**



Opportunity through work

We help businesses grow, rebuild and thrive equitably, while equipping job seekers to increase their economic mobility.

We believe in the power and dignity of work, fight for equity and inclusion, and dedicate ourselves to building services that meet people where they are.

workforce.org



The Support The Enlisted Project Board and Staff
Congratulate their CEO & Co-Founder

Tony Teravainen

**Executive of The Year
2021 Nonprofit Citizenship Awards**

Thank you for the nine years of inspirational leadership needed to create STEP – positively affecting the lives of thousands of young military and veteran families each year – in a manner which upholds our values to always do the right thing, honor patriotism and service to country, build relationship, respect others, and deliver results with excellence.

TeamSTEPusa.org



WILSON TURNER KOSMO

LLP

is honored to be selected as the
WINNER of the

2021 NONPROFIT & CITIZENSHIP AWARD for OUTSTANDING SOCIAL RESPONSIBILITY

by the

SAN DIEGO BUSINESS JOURNAL



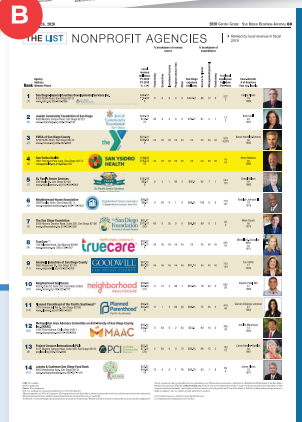
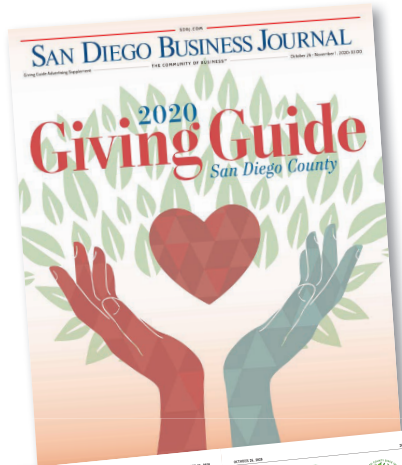
Congratulations to our Partner

MICHAEL S. KALT

on being selected by *The San Diego Business Journal* as a Finalist for the
2021 VOLUNTEER OF THE YEAR AWARD



Learn more about who we are at
www.wilsonturnerkosmo.com



SAN DIEGO BUSINESS JOURNAL

2021 Nonprofit Giving Guide

The San Diego Business Journal will be publishing the 2021 Giving Guide on October 25th.

The Giving Guide will feature in-depth two-page profiles on local nonprofit organizations in the area and is an ideal platform for organizations that serve nonprofits helping them to grow and thrive. Professional services are used by every nonprofit and this section is a great opportunity to promote your services.

Publication Date: October 25, 2021

Ad & Profile Deadline: October 1, 2021

For more information, contact **AnnMarie Gabaldon**
p. (760) 271-1660 | e. amgabaldon@sdbj.com

2021 NONPROFIT AWARDS

EXECUTIVES OF THE YEAR



Jennifer Barnes
Optima Office



Peter Callstrom
San Diego Workforce Partnership



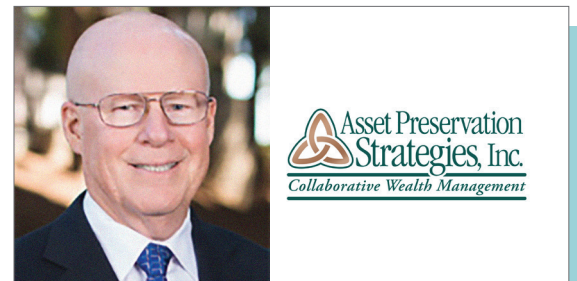
Tim Cruickshank
Big Brothers Big Sisters of San Diego County



Anthony DeSalis
The Arc of San Diego



Toni Giffin
Goodwill Industries of San Diego County



John Jenkins
Asset Preservation Strategies



Michael Kalt
Wilson Turner Kosmo



Betzy Lynch
Lawrence Family JCC | JACOBS FAMILY CAMPUS



Julie Lyon
The Arc of San Diego



Paolo Piscatelli
Rescu



Nancy Sasaki
United Way of San Diego County



Tony Teravainen
Support The Enlisted Project (STEP)



Tonya Torosian
Promises2Kids



Dr. Amy Witman
Private MD

2021 NONPROFIT AWARDS

ORGANIZATIONS OF THE YEAR

NONPROFIT & CORPORATE CITIZENSHIP



AWARDS 2021

FINALISTS



Alzheimer's Association of San Diego/ Imperial Counties



Alzheimer's San Diego



Arena Pharmaceuticals



Athena



Big Brothers Big Sisters of San Diego County



Chicano Federation of San Diego County



Christopher Weil and Company, Inc.



Community Resource Center



Computers 2 Kids



CONNECT ALL @ the Jacobs Center & Union Bank



Feeding San Diego



Foundation for Women Warriors



Founders First Capital Partners



Girl Scouts San Diego



Home Start, Inc.



Jacobs Center for Neighborhood Innovation



Jewish Family Service of San Diego



Molina Healthcare



PRIDE Industries



Promises2Kids



Rancho Coastal Humane Society



ResMed



San Diego Blood Bank



San Diego Workforce Partnership



San Ysidro Health



Support The Enlisted Project (STEP)



The Honor Foundation



Wilson Turner Kosmo



Words Alive



Wounded Warrior Homes