



25th
ANNIVERSARY

PCDA

PROFESSIONAL CHILD DEVELOPMENT ASSOCIATES

our

*living
legacy*

2019-2020

annual report

PCDA is a friend and neighbor

The multidisciplinary capacities of PCDA are well known throughout the community, especially to the many organizations that we have partnered with and continue to partner with. Institutions of all kinds look to us for support of their own constituents which helps us to broaden our abilities as well as support the works of other worthy organizations.



PASADENA UNIFIED SCHOOL DISTRICT
Our Children. Learning Today. Leading Tomorrow.

South Pasadena
UNIFIED SCHOOL DISTRICT

Therapeutic services for students with developmental disabilities in these school districts



Music Therapy for their clients



Shriners Hospitals
for Children®
Educational and training partner



THE HUNTINGTON
Consultation for services for the inclusion
of developmentally disabled children
within the Huntington's offerings



kidspace
children's museum
Consultation for services
and programming



The Villas Regency Park
Music Therapy for their Senior
Community



Participates on the Advisory
Committee assisting the *Maternal,
Child, Adolescent,
Health Program*



Elizabeth House

Therapeutic services for their clients

**VILLA
ESPERANZA
SERVICES**



Music Therapy for their
clients

**Special
Olympics**



Programming for children not yet
of age for the Special Olympics

from the executive director



Community Connections.

Most of us have some connection.

Most of us feel some sort of connection, or desire to connect.

A connection to people - to family, friends and loved ones; or a connection to our most favorite things - our interests, ideas and actions. A connection to someone, or perhaps a unity through faith.

Communities.

Many of us may also have a connection to autism, neurodevelopmental differences, and other special healthcare and mental health needs and disabilities. A connection to someone who struggles and shines.

Connections.

At PCDA, we bring community and connection together to advance developmental potential for hundreds of individual clients and their families through innovative family-centered and multidisciplinary therapy programs and services that span from birth into adulthood.

As 2022 approaches, PCDA is completing 25 years providing the best-known care and most uniquely specialized programs and services based in the DIR Floortime Model in the Greater San Gabriel Valley and Los Angeles County - from the heart of Pasadena!

As I reflect on the transition from 2019 through 2020, I am humbled by the challenge and opportunity of being called on as a leader during such complex and unusual times. I am proud to stand up on values such as safety, equity and patience; and I am even more proud of our team and honored to help them serve all of the nearly 600 families who continue to seek our care and the continuity of our connection - week after week, month after month, and now into another year - in ways we never envisioned nor imagined.

Yet our connection and community manage to sustain us and help us strive to maintain our best selves, even during the worst of times.

Connection endures.

You too can help us mobilize connection by connecting with our community!

Authentically,

A handwritten signature in black ink, appearing to read 'Chris Perri', followed by a horizontal line.

Christopher Perri



mission statement

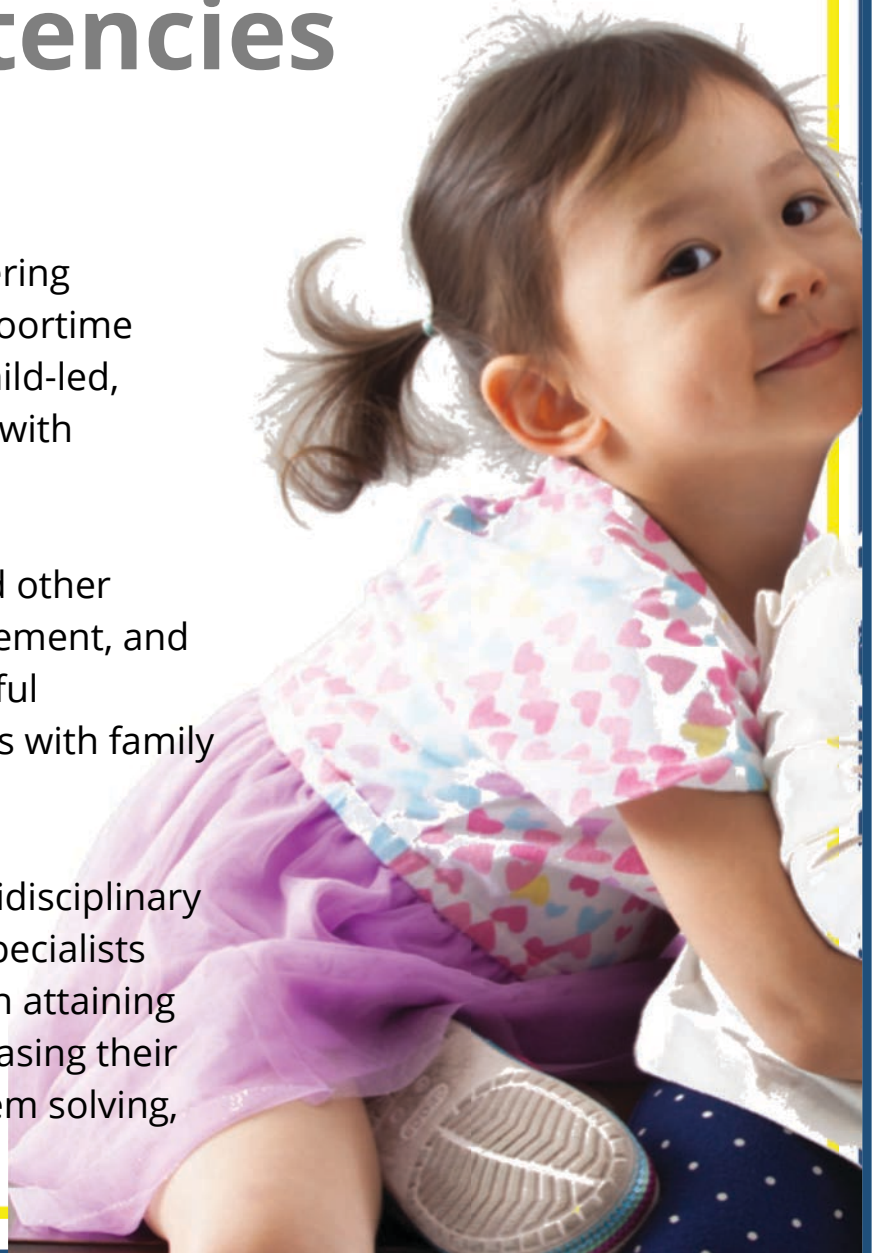
To profoundly impact the developmental outcomes of children with autism and other special needs through innovative multidisciplinary and family-centered therapeutic services, professional training, and outreach.

core competencies & values

We are recognized leaders in delivering innovative services using the DIR Floortime approach and administering this child-led, family-centered, play-based model with compassion and empathy.

We encourage family members and other caregivers' participation and involvement, and we strive to help children share joyful interactions and warm relationships with family and friends.

We coordinate a collaborative multidisciplinary team of therapists, clinicians and specialists who engage children and families in attaining developmental milestones by increasing their capacity for communication, problem solving, creativity and reflective thinking.



We acknowledge that each child, teen and young adult is as unique as their handprint and the intervention program provided will be as unique as they are.

We focus on the whole child and the whole family, understanding the profound impact on everyone who loves and supports a child with developmental challenges and social emotional needs.

We provide a depth of programming and services to garner the interests and strengths of each individual to enrich their experiences and increase their abilities to create meaningful relationships.

We expand our reach and share our knowledge and best practices by acting as mentors, educators and as a resource for parents, caregivers, clinicians and organizations.

We do our best to provide our services to families of all needs and means through a variety of funders and work to gather additional funds for those who do not have access to resources.

We benefit the community by offering a variety of no cost or low- cost enrichment activities for children with special needs and their families.

We enthusiastically collaborate with local community agencies as we work together to provide support to children with developmental challenges.

We are diligent, ethical stewards of the lives and resources entrusted to us.



a time like no other

As we embarked on our 25th year of service, Professional Child Development Associates (PCDA) was the largest known agency in the United States that utilizes the DIR therapy model. Since March 2020, we pivoted our services in their entirety, to a telehealth/virtual care model in serving children with developmental challenges, only recently returning to very limited in-person services that prioritize clinical need, and overall community safety.

Approximately 65 percent of our clients come to us with ASD (Autism Spectrum Disorder). Children on the spectrum have special needs for routine, sameness and consistency. This time of global crisis can be especially difficult for these children and their families, as their regular routines have been upended. And, with many of the services they depend on interrupted, they are in significant need of the support of the unique programming and the compassionate community that PCDA provides.

There is no question that the pandemic drastically changed how we operate and provide our services. As an organization that was accustomed to providing exclusively in-person services—whether in the clinic, at clients' homes, or out in the community—this change was a challenge. And considering how vulnerable our client population is, we knew we had to find a way to continue providing our much-needed services to the families we serve, and we knew we needed to identify a new way to continue our care with them, safely.

PCDA and the impacts of

On March sixteenth of 2020, we took the unprecedented, but necessary, step of suspending all client services. We wanted to best protect the families we serve as well as our staff from the community spread of COVID-19. Then ensued a whirlwind of information from regional center representatives and other government agencies, commercial insurers, banks, and leaders who helped to inform our decisions on what could be provided by way of services, or monies that would become available to help sustain our operations, while communicating with our client families about these changes.

As more became known about the pandemic and PCDA leadership assessed what could most immediately be done, we began providing telehealth services within a week of suspending in-person services. We used the technologies that we had on-hand which enabled us to continue our work, virtually. Clinicians continued reaching out to families to share information about our new virtual care model and to see if they wanted to continue services via telehealth. For understandable reasons, some of our families wanted to suspend or discontinue their services. Currently, PCDA is serving about eighty percent of our previous capacity. Prior to the pandemic, our organization served over 1,100 children—plus their family members—each year, through approximately 3,200 personal visits per month.

In large part, PCDA's therapeutic care model, DIR, is based on relationships between the child and their caregivers. Transitioning to telehealth rather than in-person care was not without challenges, but rather expanded upon the opportunities that our care model emphasizes since our specialists work closely with parents and caregivers and assist other professionals to understand the unique needs of each child and how to best support his/her growth and development.



COVID

virtual events



The COVID-19 pandemic significantly affected our ability to host in-person events. Because it was unsafe to gather for our Harvest Moon Gala, we decided to, instead, host a virtual bingo fundraiser night on November 22, 2020.

Attendees had a great time engaging in eight rounds of bingo, dancing to songs from Secret Agent 23 Skidoo, and learning about PCDA's services!



Bingo 2020 Sponsors

Presenting Sponsors

Phil Swan and Kristan Browne

Welcome Room Sponsors

Judy and Randy Wilson
Elliott & Ryan, Inc.

Round Sponsors

Lindamood-Bell
Lin and Alan Vlacich
Dr. Diane and William Cullinane
Supervisor Kathryn Barger
The D'Eliso Family
Ellen and Harvey Knell

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Spring - O



presenting sponsor
Laura Bushley & Associates, Inc.

Spring-O 2021 Sponsors

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Anonymous

Anonymous

Dark Spirits

After having successfully hosted our first virtual event, we thought it would be a great idea to bring our community together again for Spring-O!

PCDA has been helping children with autism and their families for 25 years. Most of the children we currently see have Autism Spectrum Disorder. To raise awareness and acceptance for this disability, we decided to host Spring-O during Autism Acceptance Month, on April 18, 2021.

Attendees had a great time playing eight rounds of bingo. We had a dance break with families, friends, and even our pets!



25 years of care

PCDA's founders - Diane Cullinane and Mimi Winer

Diane and Mimi are both California-born. Both did their share of traveling for the educations they each wished to have. But their travels would bring them back together, each a force in their field, each with the conviction that children deserved more than what they were getting, and that each of these ladies would find a way to provide it.

It was 1993, and Mimi Winer was employed at the East Los Angeles Regional Center. Mimi and Diane Cullinane had been traveling in the same work-related circles for a while, which included educational and professional opportunities that confirmed that they had the same interests and views of early childhood development. It was during this time that Mimi mentioned to Diane that the East LA Regional Center that she was working for had an opening for a developmental pediatrician. Diane was hired, and the rest, they say, is history.

It was while working at the East Los Angeles Regional Center that Diane was first introduced to Dr. Stanley Greenspan, a founder and authority of the DIR Floortime approach. Diane had felt that during her earlier jobs, training, clinical rotations and education, that treatment for various developmental needs were compartmentalized and disjointed. What Dr. Greenspan was sharing made immediate sense. It became the framework, philosophy and model for the clinical care that, within a year's time, PCDA would be providing.



Diane Cullinane, MD

After being introduced to Dr. Stanley Greenspan came the clarifying realization for Diane, "Here was the framework that joined everything together."

Mimi Winer, RN

"When I came back to Los Angeles with my perspective in the 80's, no one at regional center shared it."

"There was no other program or agency that subscribed to this theory."



It was in the early days of working together at the regional center when Diane mentioned to Mimi that she was thinking about creating a practice based on their shared philosophy of children's social emotional development, and asked Mimi if she would like to partner in this venture. It took about a year for the groundwork of what would become PCDA's initial offerings to be readied as a medical corporation. PCDA would be ground-breaking, as it was the only practice of its kind devoted to the DIRFloortime approach, which would put Diane and Mimi at the forefront of this child-led, family centered, play-based, model of care.

Even though the regional centers were not yet subscribing to the DIR model of care, both Diane and Mimi were trusted clinicians, and it did not take long for PCDA to become "vendored" through Lanterman Regional Center. Service providers, like PCDA, must be vendored by a regional center before they can provide and be reimbursed for services. "Vendorization" is the term used to describe the entire approval process involved in preparing to provide services to regional center consumers.

PCDA opened its doors in a small house near the Pasadena Playhouse. Starting with a small team of seven people, services began to take shape and best practices began to be identified. The first services introduced were what is now known as Building Blocks and SEDI. The Building Blocks program is an "in-home" and "community" inclusion support program for children from birth to 3 years old. It is a unique developmental program model designed to support a child through all areas and steps of development. Through direct developmental play-based intervention, PCDA's clinicians focus on the child's individual needs.

25 years of care

PCDA's founders - Diane Cullinane and Mimi Winer continued

The second program created and introduced was SEDI, or Social Emotional Developmental Intervention. SEDI provides a Developmental Interventionist (DI) who guides the family or caregiver in the home or community to help them with the challenges they are facing with their child. Parents and/or caregivers are always involved, and the DI may also work with other adults who are providing care and supervision. The DI forms a special relationship with each child and supports social-emotional development through an understanding of each child's unique challenges and capacities. The DI facilitates and supports social relationships with siblings, peers, and friends and provides guidance to parents and collaborates with other caregivers or community providers.

These two signature programs enabled the foundation for the many programs to follow. Today, PCDA is the largest clinic of its kind in the nation, with programs that are emulated throughout the country and abroad. PCDA now employs a team that fluctuates between 70 and 80 staff and, pre-pandemic, provided services to over a thousand children and families each year. Operations are now housed in a 22,000 square foot building in the heart of Pasadena.

Mimi would ask of Diane in 1993, as the idea for PCDA began to formulate, "Do you want an employee or a partner?"

Diane replied, "A partner."



Diane and Mimi have stood by their vision to provide something better to the many families who benefitted from their persistence, grit, determination, clinical expertise, stubbornness and selflessness.

Diane retired in December of 2019. Mimi will likely do the same sometime over the next few years. Each of these ladies still reside in the area. Each are provided constant reminders of what their years of work have enabled for so many.

PCDA has weathered many storms over the last two and a half decades and remains the destination for families whose children will benefit from our services. What would the lives be like for the children should PCDA have not existed? It is too difficult to consider. That is why PCDA's work has been positioned to continue on. PCDA takes our work from beyond our walls and has been providing clinical workshops, published articles and other forums to share and disseminate our care models to clinicians, students and other professionals who have interest in learning what we know. We are a recognized authority of our practice.

It is safe to say that PCDA has left a LIVING LEGACY. One without bounds or an end, as each child served will change the world in some way. And each change will reverberate and provide something meaningful to someone else.

What differentiates the two most prevalent therapy models for children with autism and other developmental challenges? PCDA's services are built on the DIR model.

ABA
(Applied Behavior Analysis)

- Reward based
- Clinician led

ABA is the use of techniques and principles to bring about meaningful and positive change in behavior.

DIR
(Developmental, Individual Differences, & Relationship-Based)

- Play based
- Child led

Relationship-based therapy as the parent/sibling/caregiver interacts with the child at their level. The goal is for adults to help children expand their "circles of communication" meeting the child at their developmental level and building on their strengths.

under one roof

When a family has a concern about their child's development — their ability to talk, walk, eat, or socialize — they may come to PCDA for help. Here, they find a team of professionals who can provide the answers and help that they are seeking. At PCDA, our work is centered on the conviction that every child is a “whole” child, with strengths and challenges as well as unique capacities, skills, and interests.

PCDA uses the DIRFloortime® approach in all services. DIR® stands for Developmental, Individual Difference, Relationship-based approach. It is a comprehensive, interdisciplinary approach that focuses on the emotional development of the child. It takes into account the child's feelings, relationships with caregivers, developmental level, and individual differences in a child's ability to process and respond to sensory information. It focuses on the child's skills in all developmental areas including: social-emotional functioning, communications, thinking and learning, motor skills, body awareness, and attention.

As leaders in the DIR® therapeutic model, we take an interactive, play-based approach to caring for and connecting with children with a wide range of developmental challenges — and we know that each child's family relationships are key to their progress. PCDA works closely with parents, considering the fact that they have the most profound influence on their children's development. We work together with them to achieve each child and family's goals. With our team of specialists, we join with families on the journey of childhood with great achievements and joy.



who we are

PCDA was founded in 1997 — 25 years ago! We now have 70 professionals from a range of disciplines who provide individual and group therapies and services to roughly 1,000 children every year. PCDA is unique in the wide range of services offered, including speech and language therapy, occupational therapy, many creative arts programs, counseling, early intervention, and socialization programs. Services span from infancy to 21 years of age.

It is rare to find an organization that has the power to provide an environment where a very specialized team of professionals can find a career, for life. PCDA has laid a groundwork for our care that begins with the empathetic professionals that help our client families through their lifetime journey with their child.

Several of PCDA's leaders and department heads have been at PCDA since the beginning and early years of their careers, and have been instrumental in the growth of the agency as much as the agency has contributed to their individual professional growth.

When gathering insights and thoughts from some of our team leaders and department heads who have been with PCDA for more than 15 years, what was mentioned was nearly universal – that other organizations simply do not provide the multidisciplinary environment that PDCA has. This type of environment benefits both the clinicians in developing their skills, as well as the client families who benefit from having the clinical perspectives of a diverse team, who are dedicated to engaging each other for answers that will help their children move forward towards richer lives and experiences.



everything's coming up

roses

Pasadena, the City of Roses, offers a wonderfully philanthropic community that sustains many non-profit organizations.

In 2019, the Outlook publication shared that Pasadena is one of the top two cities in the country based on the number of nonprofits per capita. Number 2!

This says so much about our city, our people, and the many organizations within the city limits that need support, and the many resources these organizations, like PCDA, can turn to.

PCDA receives support from Pasadena's most storied venues—its small but mighty local non-profits and our greater philanthropic community. In 2019, PCDA honored Darryl Dunn, Rose Bowl Stadium CEO and General Manager, at our annual gala. This was, in part, because he places such emphasis on providing for the families of our community, and for providing a platform and a voice for PCDA.

PCDA's choir has been a prominent component of the Rose Bowl's renowned Fourth of July festivities. This very visible venue enables PCDA to shine on a national stage. "I have had the honor of working with PCDA over the last few years surrounding their involvement in our AmericaFest Celebration," said Director of Communications, Meredith Thomas. "The joy and excitement seen on their faces as they perform for thousands tells their beautiful stories and we look forward to partnering together." The pandemic has curtailed this partnership recently, but everyone is looking forward to the next time.



"PCDA is an absolute treasure for our community," says Darryl Dunn. "It is amazing how it helps children and families, and I consider it a great privilege to be involved with the organization."

Pictured at left, PCDA's choir and then Executive Director, Diane Cullinane, getting ready to perform at the Rose Bowl's 4th of July celebration.

During what could have been a devastating few years for PCDA, we pivoted through the pandemic (*see story on pages 6-9*). We thought about what we could do, instead of what we couldn't. We made new friends and took on new opportunities. This included Pasadena Media, which is another of our city's valued non-profits.

PCDA originally partnered with them when introduced by a third party, to work together on our first virtual event held in 2020. On the Sunday leading into Thanksgiving weekend, we took inspiration from the timing of it being National Puzzle and Game Week. The lightbulb went on and, BINGO! What better way to convene families for family fun than BINGO!

Having no idea as to how to pull this off, we partnered with the pros at Pasadena Media, an organization that facilitates, promotes and produces public service television programming on behalf of Pasadena's four public and community access channels. They also operate Pasadena's community media training center and television studio.

The crew at Pasadena Media took extra care in helping us to develop a unique event that was so well received, we produced a second virtual bingo event, Spring-O, in April of 2021.

"Pasadena is so fortunate to have PCDA in our community. Pasadena Media staff had a great time helping re-envision vital outreach events such as Spring-O this past year and we are proud to support their work making a difference for so many families."

George Falardeau, Executive Director CEO,
Pasadena Media

Pictured at right, behind the scenes at Spring-O.



One of the foundations that allowed us to explore a new funding opportunity with them in 2021 was the Ann Peppers Foundation. The Ann Peppers Foundation has been supporting PCDA for nearly a decade. Even though PCDA has been in service for 25 years, it has only been a non-profit for 13 of them. Even in PCDA's formative state as a non-profit, the Ann Peppers Foundation was there to support our mission, and thousands of children and families since this formative period. At the time that this report becomes public, the Ann Peppers Foundation will have committed nearly a quarter of a million dollars to PCDA.

The Ann Peppers Foundation is administered by Whittier Trust, headed by Pegine Grayson, the Director of Philanthropic Services. Pegine works with the Ann Peppers board to help consider their funding decisions. The president of the Board is Phil Swan. Phil had shared that part of his passion in sitting on this board was how much he connected to Ann and Tom Peppers and their story, as he shared many of the same interests.

Tom Peppers owned the Western Fruit Growers in the Redlands area. He, at one time, served as president of the Del Mar Racetrack and Director of the Santa Anita Racetrack. Tom pre-deceased Ann and left his wealth to her, as the couple never had children. Ann's philanthropic interests included supporting children and adults' mental health and well-being, as well as education, the arts, and horses, amassing a large stable of them before passing. Before her death in 1952, she authorized the establishment of the Ann Peppers Foundation, which was incorporated in 1959 to support the causes for which Ann Peppers was passionate.



**Ann Peppers
Foundation**



"It is my honor and pleasure to serve as the Foundation's president, to work with my fellow directors, with help from our administrative and investment management partner, Whittier Trust, to make grant decisions that support the organizations that make our community a better place. Needless to say, Professional Child Development Associates is a special and important component of our grant-making portfolio."

Phil Swan, Board President, Ann Peppers Foundation

It takes a village to ensure that our enterprise thrives. PCDA is so fortunate to have a community of support for our worthy mission and the children and families who become the true beneficiaries of Pasadena's philanthropic legacy.

The three organizations that we have highlighted demonstrate how meaningful all kinds of support can be. Whether through helping to advance and bring attention to PCDA's programs, bringing specific expertise to PCDA's endeavors and making them shine, or in providing the funding that enables us to make significant differences in the lives of our city's most vulnerable population. We are so grateful.

Thank you for creating a rosier future for so many.

donor spotlight

Judy and Randy Wilson

Throughout the years, PCDA has had many dedicated supporters and donors, but none quite like Judy and Randy Wilson.

Judy grew up in a family where her sibling had developmental disabilities. Having lived through the challenges this presented to her sister, her parents and herself, she understands how important PCDA's approach is in providing care for the whole child, and the whole family.

Judy values community service. She has served on a number of boards in the city of Pasadena.

"Randy and I have been very lucky and we want to give back to our community, and this has been a wonderful organization to help and we are pleased to be a part of PCDA."

Judy joined PCDA's board in 2018, and in 2019, was voted in as Board Chair. Although she'll be leaving her role as Chair at the end of this year, that does not mean her legacy ends there. Judy and Randy have been significant supporters for PCDA, being Milestones Guild and Legacy 100 members. However, they also pledged further support by signing on as the lead gift for our newest initiative, 25 and Thrive.

"Randy and I have provided endowments for some of the organizations we feel closest to. Because we want our contribution to continue after we are gone." Thank you, Judy and Randy, for all you do — and continue to do — for PCDA!



supporting PCDA



Initiated in 2021

PCDA initiated a new major gift opportunity restricted to supporting the organization's greatest needs, either now, or in the future. "25 and Thrive" symbolizes donors taking significant ownership of the agency's financial health and our children's well-being. They are making an investment into our ability to provide care by helping to secure our future and to consider providing for a more autonomous and independent agency and lessen our need for future gap funding.

We are asking a very special group of PCDA's strongest supporters to consider making a five-year pledge of \$5,000 a year, \$25,000 total to be welcomed into this most august group.

This special group could be a next step for those who are Legacy 100 and are interested in furthering their philanthropic profile at PCDA and in the community. This level of giving will have significant recognition included the naming of an interior clinical use space at PCDA. Other than recognition, no tangible benefit is provided through this giving opportunity.

This gift either in its entirety or a designated amount, could be used for PCDA's endowment funding. If designated as endowment funding, PCDA would invest the annual contribution into our fund managed by the Pasadena Community Foundation. We would then utilize only the interest garnered from this gift's funds each year the pledge is being made. This enables 5 percent of the funds designated for the endowment to be utilized for PCDA's greatest needs. Additionally, when the full gift of \$25,000 is realized, PCDA would receive \$1,250 per year in perpetuity from the interest generated from the endowment. This is a significant legacy for PCDA and the children we serve. This is quite literally, the gift that keeps on giving.

For donors who are making this commitment, their gift in its entirety is fully tax deductible.

Lead Gifts

Judy and Randolph Wilson

supporting PCDA

Milestones Guild

\$2,500+ Annual Commitment

In 2018, the Milestones Guild was introduced to those in our community who would be willing to provide a contribution of \$2,500 or more annually. As a member of Milestones Guild, these members joined other donors who are helping our children reach significant MILESTONES in their developmental progress that will have long-term impact on their quality of life.

This program includes annual benefits which enable the donor to have the opportunity to engage with PCDA's mission by attending PCDA fundraising events and interacting with other supporters.

As IRS regulations dictate, there is a Fair Market Value associated with attendance at fundraising events where a Milestones Guild contribution is being used for participation, tickets and/or sponsorships. Because of this, there could be an amount which will not be tax-deductible from each charitable contribution made. This amount will vary annually depending on the actual costs of the event, and if the Milestone's Guild member took part in the event.

Members

Leslie and Michael Bernard
Glenn Crawford

Dr. Diane and Bill Cullinane
April and Dan Davila

Jessica and Levi Gelineau
Kimberly and Eric Kaufman

Ellen and Harvey Knell
Ron Margolis

John Meisenhelder
Stephen Peters Family

John Plumb

Carey and Michael Skinner

Lin and Alan Vlacich

Judy and Randolph Wilson

Kathy and Warren Wimmer

Legacy 100

\$10,000+ Commitment

The Legacy 100, PCDA's premiere recognition designation for donors who make a minimum cash gift commitment or pledge of \$10,000 in unrestricted support to PCDA. Only the first 100 donors who make this commitment will be eligible to be recognized as a "Legacy 100" designee.

This special designation will forever identify our donors who are investing in new opportunities for our children, families, and organization. Legacy 100 designees will be recognized in significant ways through PCDA's events, annual report, newsletters, website, donor wall and other media.

We are happy to provide this opportunity as a pledge of up to five years with equal payment installments annually. Once your first installment is made and a signed pledge form is received, you will have immediate benefits as a Legacy 100 designee. To signify your commitment, you will also be provided a Legacy 100 pin, which will identify you throughout the community and PCDA events, as a special member of our donor supporters.

Members

Cynthia Abrams
Ann Peppers Foundation
Anonymous
Autism Speaks, Inc.
Brett Barnard
Leslie and Michael Bernard
Michael Bevan
Boeing, YourCause, LLC
Lorraine Triolo and Jeffrey Thomas Burke
Laura Bushley
California Community Foundation
Diane and William Cullinane
Sara Marie Cullinane
April and Daniel Davila
Mona and Scott Delahooke
Elliott & Ryan, Inc.
Colleen Ferguson
Sylvia Dinman and Mose J. Firestone
First Foundation Bank
Jessica and Levi Gelineau
Michelle Kolsi and Armen Gregorian
Bill Hannon Foundation
Henkel
Kimberly and Eric Kaufman
Ellen and Harvey Knell
Ellen and Joseph Lee
Lockton Companies, LLC
Walter Lopes
Los Angeles County Board of Supervisors
M&D Hudson Professional Building, LLC
Christine Mandion-Splichal
Ronald Margolis
John Meisenhelder
Anne and Matthew Mettler
Joan and Jeffrey Palmer
Pasadena Community Foundation
Pasadena Lions Club
Memorial Trust
Pasadena Showcase House
Pasadena-Foothills Association of Realtors Charitable Foundation
Stephen Peters
John Plumb
Carey and Michael Skinner
Southern California Edison/Edison International
Special Olympics Southern California
Kate and Odom Stamps
Supo Foundation
Kristan and Philip Swan
The Capital Group Companies Charitable Foundation
The CIBA Foundation
The Green Foundation
The John C. Hench Foundation
Lin and Alan Vlacich
Carolyn and Craig Watson
Wells Fargo Foundation
Western Asset Management Co.
Judy and Randolph Wilson
Katherine and Warren Wimmer
Anita Yagjian

The names provided are Legacy 100 members as of August 1, 2021.

supporting PCDA

Planned Giving

In 2019, PCDA initiated a planned giving program, the John Plumb Planned Giving Society. John Plumb, a long-time PCDA donor and board member, was the first person that is known to us to have included PCDA in his estate plans. Within the first year of sharing with PCDA that we would be beneficiary to a portion of his residual estate, John succumbed to a long-term illness.

John gave significantly during his life, so it is in keeping with who he was and his philanthropic legacy to continue to provide for so many when his life came to an end. We are honored to recognize John by naming this program for him, for all he provided for those we serve and how through planned giving, he continues this support. In keeping with who John was, it was foreseeable that this prolific provider would continue to be there for us during this most challenging year of our lifetimes.

Planned giving is also referred to as gift planning or legacy giving. It enables philanthropic individuals to make larger gifts to charitable organizations than they could make from ordinary income.

Some planned gifts provide life-long income for the donor. Other gift plans use estate and tax planning to provide for charity and heirs in ways that maximize the gift and/or minimize its impact on the donor's estate.

Thus, by definition, a planned gift is any major gift made during life or at death as part of a donor's overall financial and/or estate planning. Whether a donor uses cash, appreciated securities, stock, real estate, personal property, life insurance, a retirement account, annuities, etc., the benefits of funding a planned gift can make this type of charitable giving very attractive to both donor and charity.

We are happy to share how you might consider a planned gift as a method to your philanthropic giving, and the legacy you could provide for our children and families.



honor roll 2019

\$100,000 +

M&D Hudson Professional Building,
LLC
Steven Supowitz

\$25,000 - \$99,999

Ann Peppers Foundation
John Meisenhelder

\$10,000 - \$24,999

Leslie and Michael Bernard
Lorraine Triolo and Jeffrey Thomas
Burke
Laura Bushley
Sara Marie Cullinane
Diane and William Cullinane
Ellen and Harvey Knell
Christine Mandion-Splichal
Ronald Margolis
Anne and Matthew Mettler
The John C. Hench Foundation
Western Asset Management Co.

\$5,000 - \$9,999

American Honda Motor Co., Inc.
Anschutz Entertainment Group
Autism Speaks, Inc.
Brett Barnard
Michael Bevan
Boeing, YourCause, LLC.
Jessica and Levi Gelineau
Michelle Kolsi and Armen Gregorian
Los Angeles County Board of
Supervisors
Joan and Jeffrey Palmer
Pasadena-Foothills Association of
Realtors Charitable Foundation
Stephen Peters
John Plumb
Chantel and Jeffery Pont
Sharp Seating Company
Kristan and Philip Swan
Lin and Alan Vlacich
Judy and Randolph Wilson
Katherine and Warren Wimmer

\$1,000 - \$4,999

Dorit Adler
Anonymous
Ada Arevalo
Bill Hannon Foundation

Claire and Bill Bogaard
Mary Colleen Carey
Citizens Business Bank
Denise and Tom Clark
Caren and Kyle Colburn
Monsignor Clement Connolly
Zivile and Glenn Crawford
Margaret and Douglas Ewing
Colleen Ferguson
First Foundation Bank
Marilynn Moscrip and Richard Garcia
Christine Sisley and Ken Garen
Julie and Peter Giullioni, Jr.
Marilyn Hancock
Kyle and Heather Hansen
Miranda and Jason Hayes
Hubert Ho
Thomas Johnston
Kimberly and Eric Kaufman
Alyssa and Manny Kim
Ellen and Joseph Lee
Mary MacMichael
Sally and Steven Mann
Juan Mavridis
Tigran Oganessian
Pasadena Arts League
Pasadena Community Foundation
Pasadena Lions Club Memorial Trust
Pasadena Tournament of Roses
Anne Perry
Shelly Bland-Reisch and Robert
Reisch
Sindee and Steve Riboli
Rose Bowl Operating Company
Singpoli BD Development, LLC
Special Olympics Southern California
The Capital Group Companies
Charitable Foundation
Maggie and Sam Thomas
Angel and Jeff Throop
Wells Fargo Bank, N.A.
West Coast University
Wonderful Giving/Wonderful
Company Foundation Inc.
Anita Yagjian
Cara and Douglas Yokomizo
Susan and Scott Ziegler

\$500 - \$999

Andrea and Mark Barrett
Linda Lopez and Tony Borrego
Debra and James Cahill
Phyllis and David Crandon
Lisa and Cameron Cripps
Debevoise & Plimpton
Mona and Scott Delahooke
Robin and John DeWitt
Bared Dilacar
Claudette and Darryl Dunn
Foothill Transit
Arlene Waichung Fu
David Galvez
Haskell Fund
Kristopher Hernandez
Ursula Hyman
Carol and Robert Joe
Matthew Jones
Cynthia and Steve Khachi
Diane and David Lasell
Lockton Companies, LLC
Jim Maines
Greta Johnson and Peter Mandell
Cynthia Kurtz and James McDermott
Therese and Mario Molina
Jimmie Morris
Network for Good
John Perez
Talin and Arbi Poulatian
Rotary Club of South Pasadena
Clay Sandidge
Suzanne Sena
Sandy and Michael Shannon
Chris Stickney
TechSoup
Woodsmall Law Group, PC



\$100 - \$499

Joan Aarestad
 De Le and Louis Abel
 Cynthia Abrams
 Alpha Medical Resources, Inc.
 Joanne Als
 Amazon Smile
 Sue and Ernest Arnold
 Jennifer Avendano
 Deborah Ballins Schwarz
 Betsy and Michael Bazdarich
 William Bird
 Lauree Bradley
 Brian Brantley
 Bridges Academy
 Dirk Broersma
 Brower Group
 Dedan Brozino
 Jim Bruinslot
 Frank Cargell
 Kelly Chamberlain
 Andrew Chan
 Kesila Childers
 Sophia and Amit Chopra
 Kathy Constantino
 Katharine Crnko
 Bhanu Cruz
 Casey Cullinane
 Catherine Davila
 Art Day
 Julie and Mike Delucia
 Tosha Dennis
 Leah and Kirk Dilbeck
 Edward Donnelly
 Brandt Dunlap
 Darnell Edwards
 Karen and David Enzminger
 Albert Fohrer
 Veronica Francis
 Steven Gossett
 Greg Grande
 Joe Grueter
 Goran Hagegard
 Heather Halperin
 Izzie Hansen
 Marjorie and Dean Heller
 James Hernandez
 Richard Hickcox
 Ken Hong
 Cameron Huntley
 Jamie and Steve Inzunza

Henry C.J. Jackson
 Patricia Jazmines
 Tracy and Armen Khatchadourian
 Gloria and Paul Kilian
 Gloria Kondrup
 H. Mark Lai
 Dinah and John Lee
 Tomas Lopez
 Laura and Matthew Lynch
 Deborah Winer and Stuart Lytton
 Kristofer Maines
 John McIlvery
 Tim Micsko
 Robert Morley
 Paula and Richard Morrell
 NAIFA - Los Angeles
 Sue Ellen and Paul O'Connor
 Aya Okamoto
 Onil Chibas and John Orders
 Julia Moreno and Christopher Perri
 Anthony Portantino
 Karin and Jon Primuth
 Daniel Provencio
 Lori and Philip Putnam
 Hilary Quatinetz
 Tom Roberson
 Ruth and Michael Sangervasi
 Margaret Sedenquist
 Dennis Severse
 Ittai Shadmon
 Daveda and Nyle Shapiro
 Joan and Ted Shaw
 Kelly and Eric Shen
 Paul Shinto
 Brenda Keller and Jerry Shluker
 Barbara Sinclair
 William Sind
 Kate and Odom Stamps
 Preetha Sundareswaran
 Reyhanak Shafiiha-Taylor and Jason Taylor
 Shelly Thompson
 Andrea Valdez
 Amy Wainscott
 Emily Weber
 Jens Weiden
 Miriam Winer
 Lauriann Wright
 Anne and Gerald Yee
 Babak Zahabizadeh

< \$99

Lara Abousakher
 Susan and Dave Andres
 Craig Arteaga-Johnson
 Dawn Benander
 Bob's Discount Furniture
 Brandt Chamberlain
 Lydia and Albert D'Antonio
 Cynthia Cook and A. Franklin
 Maureen Girouard
 Ella Huang
 Journey House, Inc.
 Kidspace Children's Museum
 Kroger/Ralphs Grocery Company
 Franci Levine-Grater
 Lineage Dance Company
 Vidia Mamesah
 Thomas Murray
 Nicolette Quispe
 Betina and Danny Shain
 Tina Shim
 The Stand



Kathy and Warren Wimmer*



Leslie and Michael Bernard*

honor roll 2020

\$100,000 +

M&D Hudson Professional Building,
LLC
John Plumb

\$25,000 - \$99,999

Ann Peppers Foundation
Supo Foundation
The Green Foundation

\$10,000 - \$24,999

Boeing, YourCause, LLC.
Sara Marie Cullinane
Elliott & Ryan, Inc.
Federal Emergency Injury Disaster
Loan (EIDL)
Ellen and Harvey Knell
Christine Mandion-Spichal
John Meisenhelder
Pasadena Community Foundation
Kristan and Philip Swan
The John C. Hench Foundation

\$5,000 - \$9,999

Cynthia Abrams
Leslie and Michael Bernard
Michael Bevan
Lorraine Triolo and Jeffrey Thomas
Burke
Laura Bushley
Diane and William Cullinane
Jessica and Levi Gelineau
ICM Partners
Ronald Margolis
Lin and Alan Vlacich
Judy and Randolph Wilson

\$1,000 - \$4,999

Ada Arevalo
Bill Hannon Foundation
Bracken House
Cynthia Bengtson-Budzyn and Michael Budzyn
Mary Colleen Carey
April and Daniel Davila
Mona and Scott Delahooke
Robin and John DeWitt
Joshua Feder
Colleen Ferguson
Michelle Kolsi and Armen Gregorian
Charles Hackerman

Haskell Fund
Hubert Ho
Kimberly and Eric Kaufman
Ellen and Joseph Lee
Lockton Companies, LLC
Los Angeles County Board of
Supervisors
Greta Johnson and Peter Mandell
Tessa and R. Kenton Nelson
Joan and Jeffrey Palmer
Pasadena Arts League
Anne Perry
Stephen Peters
Anthony Portantino
Chris Stickney
Edmund Sutro
Betty Sargent and John Swain
Maggie and Sam Thomas
United Agencies Burbank Insurance
Services
Katherine and Warren Wimmer
Wonderful Giving/Wonderful
Company Foundation Inc.
Anita Yagjian

\$500 - \$999

David Galvez
Marilynn Moscrip and Richard Garcia
Steven Gossett
Nancy Greenspan
Shelly Bland-Reisch and Robert
Reisch
Sarah and Harry Yamazaki Wong



Lin and Alan Vlacich*



Laura Bushley and Anne Perry*



Ron Margolis*

\$100 - \$499

Dorit Adler
 Amazon Smile
 Dianna Armenta
 Jennifer Avendano
 Trisha Barradas-Waters
 Warner Brothers Entertainment, Inc.
 Benevity Community Impact
 Fund
 Wendy Betancourt
 Lauree Bradley
 Wesley Buhrmester
 Angelina Celix
 Brandt Chamberlain
 Kelly Chamberlain
 Andrew Chan
 Sandy Chiang
 Christopher Choi
 Nick Constantino
 Jazmine Contreras
 Phyllis and David Crandon
 Zavile and Glenn Crawford
 Katharine Crnko
 Lydia and Albert D'Antonio
 Anne Davis
 Jean Deliso
 Leah and Kirk Dilbeck
 Carolina Domantay
 Jules Elving
 Sally Follett
 Rebecca Gelber
 Gilbert Motor Service
 Maureen Girouard
 Julie and Peter Giulioni, Jr.
 Sara and Ralph Hattenbach
 Michael Henderson
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 Kroger/Ralphs Grocery Company
 Michelle Silver and Stephen Levine
 Deborah Winer and Stuart Lytton
 Sarah Martinez
 Beata Matossian
 Eva Mauer
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 Pamela McSweeny
 Julie Miller
 James Moiso
 Carol Lee Morgan
 Johanna Needham
 Wendy Tamaki Ogata

Erik Okland
 Julia Moreno and Christopher Perri
 Karin and Jon Primuth
 Patti Pueschel
 Lori and Philip Putnam
 Olive Roen
 Katie Roth
 Clay Sandidge
 Daveda and Nyle Shapiro
 Barbara Sinclair
 Southern California Edison / Edison
 International
 Elizabeth Suhre
 Jocelyn and Don Tahara
 Reyhanak Shafiiha-Taylor and Jason
 Taylor
 Arlene Fu Wai-Cheung
 Maraha Wakasa
 Julie Walters
 Celia Weiss
 Virginia Wilson
 Miriam Winer
 Scott Winnie

< \$99

Natalie Aguirre
 Mary Allison
 Nare Bagumyan
 BBVA YourCause, LLC.
 Linda Burchard
 Karen and Ryan Burchard
 Gina Cannady
 Anne Chaney
 Davina Chau
 Hsiu Chuan Chien
 Brad Colerick
 Craig Cotter
 Catherine Davila
 Chaya Drizin
 David Fernandez
 Carolena Garnica
 Susan and Phillip Hain
 Callie Henningsen
 Verliz Ilaya
 Mandeep Kaur
 Amy Kay
 Franci Levine-Grater
 Freda Lucas
 Tiffany Mann
 Lizbeth Manzo
 Kathleen McClain
 Tom Miller
 Network for Good
 Patty Novak
 Joe Ortiz
 Sylvia Pabon
 Melissa Perez
 Anthony Perri
 Judith Perri
 Margaret Rissman
 Guadalupe Rodriguez
 Aileen Rolon
 Rosalynn Romero
 Juliana Ross
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 Austin Warren Skidmore
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 Janice Wong
 Anne and Gerald Yee
 Desiree Yoro Yoo



John Meisenhelder and
 Christopher Perri*

**Photos on pages 23-26 by Keats Elliott*

special supporters



Dark Spirits is traditionally an annual event that coincides with Halloween in keeping with the double entendre in the name - marrying the love of dark spirits, bourbon and scotch, along with the dark and spooky holiday.

A committee was formed to produce this event, headed by Bill Cullinane, the husband of PCDA co-founder, Dr. Diane Cullinane. The committee meets throughout the year to plan the event while attending scotch and bourbon tastings.

The event itself has been hosted at the home of former PCDA board member, Odom Stamps. Odom, by trade is an architect and his wife is an interior designer. Their home provides a stunning setting for the Dark Spirits dinner and festivities.

The event is a fundraiser for PCDA, with its attendees providing payment to partake in a multi-course dinner and spirit tasting with entertainment to accompany the fun. The tastings are guided by professionals in the liquor industry whose knowledge is evident as they talk through each different spirit that is sampled. The most recent event in 2019 had a bagpiper and a banjo player which added lots of ambience to the evening.

To bolster fundraising at the event, there is a live auction component that enables additional fundraising.

This event has developed a following, and the number of participants grows annually. Dark Spirits enables PCDA an introduction to new friends with whom we can share our story. And the critical funding raised provides greater opportunities for our children to have something so much more tangible than hope. The Dark Spirits event is helping to support these families as they make their lifetime journey with their child.



how are we doing?

The most important opinions out there are the ones that are voiced by our families. This extraordinary time has had a major impact on their lives and how their services have been administered. We wanted to hear from them, to help inform our continued care and to make sure we were supporting their needs, with the efficacy that they have every right to expect.

In Fall of 2021, about 18 months into a mostly virtual therapy model, we fielded a survey to our families that we hoped they would be receptive to, in order to learn more anonymously how they were doing, how we were doing, what we were doing right, and what we needed to be mindful of and do better.

What we found out is on the following two pages.

Our survey was fielded to just over 800 client families and at the time of this report, there was enough participation to begin to get a valuable look at what our families are experiencing in their current virtual care model.

"My child has had the opportunity to work with different people and every person has been amazing, caring, and understanding."

Comment made in the recent Family Survey from a current client family.



family survey

When we accept new families for services, our intake protocols include questions where we can identify needed demographics. Most of the survey responses to demographic questions affirmed what we already knew. Most of the families that responded have children aged 6-12 years old. The next largest group of children were 13-17 years old. The majority of the respondents shared that their ethnicity was Hispanic, followed by Caucasian and then those of Chinese descent. And, as far as gender, two-thirds of our clients are male, one third female. More than half of our clients identify as having autism, and the majority of the respondents are having concerns that are speech and language related. Most of these statistics conform to our general and recent history.

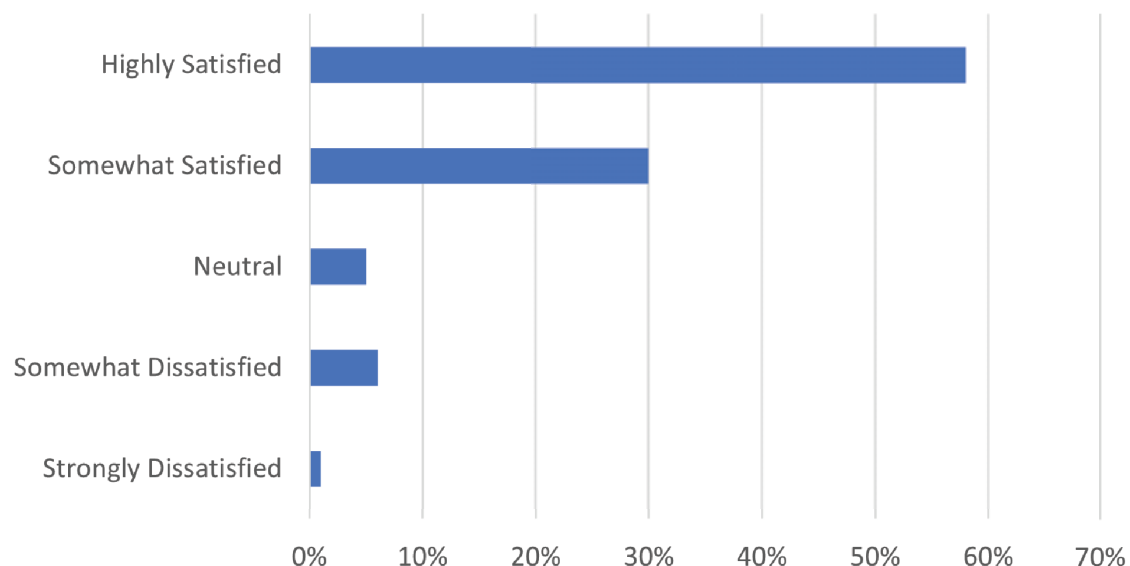
What did jump out at us is the number of families whose household income is well below the poverty line. The highest level of respondents reported a household income of \$35,000 or less, with an even larger portion combined who earn less than \$50,000 a year for the entire household.

The other statistic that told a significant part of our story is that the majority of our respondents have been receiving services with us for 3-6 years! We are often a part of the journey with these families *for years*.

Of all the data collected, how the families feel about their child's care through our services is the most critical feedback we could have. When you view the chart below, it shares that the majority, more than half of the respondents, are "highly satisfied" with their care, and when combined with the next highest category rating of "somewhat satisfied" we see a combined percentage of respondents (88%) as being pleased with the care they are receiving. This was followed by families who had a "neutral" feeling about their care (5%). The smallest percentages of respondents were dissatisfied on some level about their care. This was an "anonymous" survey so that families would feel most comfortable in providing a candid response. And for that, we are grateful. Families were also able to leave comments, and these comments as a whole will help us pursue any issue that was presented.

Many of our families expressed that they wished seeing people in person, while conveying gratitude that our services continued safely without interruption.

Client Satisfaction Survey

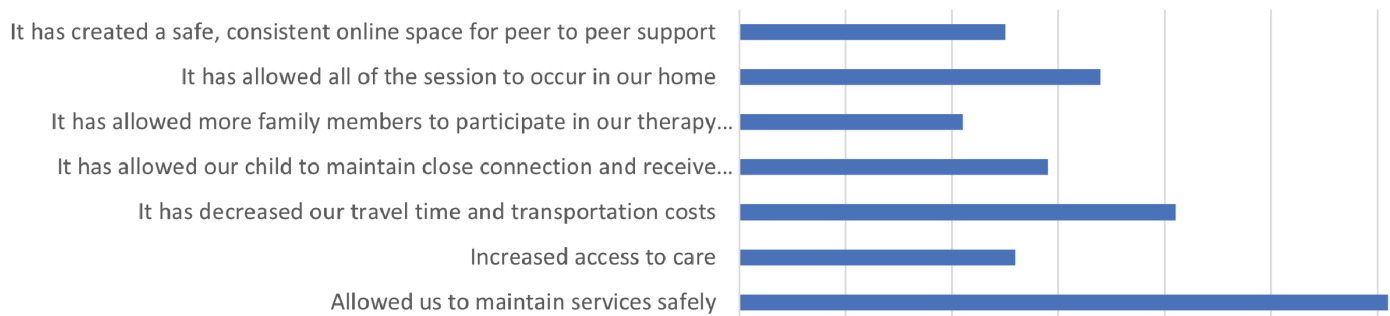


family survey continued

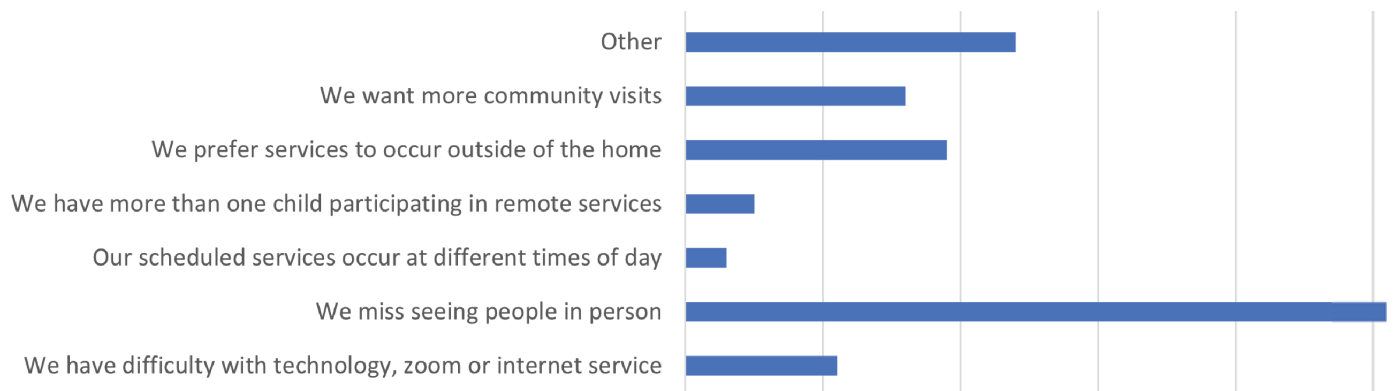
The last 20 months have been difficult on everyone. For our families who depend on an entire network of care that includes their children’s teachers, school-based aides, other support agencies and in-home caregivers, they have experienced many disruptions and changes. PCDA has done our very best in making our pivot to primarily virtual care, and what our families identified through this care model has been helpful as we think about our work, now and for the future.

The charts below share what our families think about virtual care. How it has benefitted them, and what challenged them, and us.

What families found helpful with virtual care



What challenged families with virtual care



“We have definitely benefited from the services received at PCDA. It has helped our family bond and address solutions to the relationship issues in our household.”

Comment made in the recent Family Survey from a current client family.

PCDA strives to do the very best for everyone. We want our families to feel valued, heard, and empathized with. When you distill the data that was provided through the survey, we know our families were challenged. Even on the best days, our families are challenged. And even with these challenges, for the most part, they have been happy and positive about their care. For that, we are rewarded and grateful.

Celebrating our Living Legacy



Join us on May 22nd at the Langham Huntington Hotel.



MOONLIGHT GALA

Presenting Sponsors Diane & Bill Cullinane and Mimi Winer



CELEBRATING
25 Years in
Providing a
Living Legacy

More information to follow.

Gala website will be available by February 21st, 2022

PCDA

PROFESSIONAL CHILD DEVELOPMENT ASSOCIATES



financials

The last two years could have been devastating for PCDA — but they were not. PCDA was fortunate, by all accounts, to have the resources we called upon. Whether from long-time friends and donors, government aide, or regularly counted upon reimbursement from our partners in care after we pivoted to telehealth, those and many other resources enabled our services to continue.

Many other organizations did not fair as well. We know we are fortunate. We also know that there was a team in place that was ready. Experience met opportunity and PCDA prevailed. We are in a stronger place now, than ever before in our 25-year history. Thank you, to everyone who contributed to this moment when we can exhale and ready ourselves for the next challenge.

	2019	2020
Public Support, Revenue, Other		
Contributions and Grants	\$845,501	\$770,906
Program Service Revenue	\$3,583,139	\$3,504,579
Other Revenue	(\$55,822)	\$5,316
Total Revenue	\$4,372,818	\$4,280,801
Expenses		
Salaries, Other Compensation, Employee Benefits	\$3,461,850	\$2,932,886
Other Expenses	\$1,085,584	\$989,509
Total Expenses	\$4,547,434	\$3,922,395
Revenue Less Expenses	(\$174,616)	\$358,406

Financial Position	start of 2019	end of 2020
Total Assets	\$822,631	\$1,847,717
Total Liabilities	\$439,028	\$1,091,024
Net Assets or Fund Balances	\$383,603	\$756,693



board of directors

Judy Wilson, Chair
Ada Arevalo
Glenn Crawford
Daniel Davila
David Galvez
Hubert Ho
Dr. Michelle Kolsi
Joseph Lee
Anne Perry
David Sifuentes



PCDA senior staff

Christopher Perri
Executive Director

Mimi Winer
*Co-Founder and
Finance Director*

Julie Miller
Clinical Director

Jennifer Avendano
Department Head; Programs

Brandt Chamberlain
Department Head; Child and Family Counseling

Shelley Danta
Finance & Operations Manager

Anne Davis
Department Head; Speech-Language Pathology

Juliana Frias
Department Head; Creative Arts

Maureen Girouard
Director, Development and Communications

Mariko Yamazaki-Sanchez
Department Head; Occupational Therapy, Nutrition, and Feeding Therapy



PCDA

PROFESSIONAL CHILD DEVELOPMENT ASSOCIATES

Annual Report Produced By:

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pcda@pcdatteam.org

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Stefan Studer Photography*