



# 2024 IMPACT REPORT

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



# Foundation Overview

## Vision

Founded in 2016, You Run This Town Foundation is a registered 501(c)(3) non-profit public charity dedicated to serving youth in underserved communities. We believe that every young person deserves the opportunity to succeed, dream big, and pursue their goals with confidence. Although it may seem that the path to success is never clear or stable with the right opportunities, educational resources, and encouragement, YRTTF sees a future for all youth to become thriving, successful, and vibrant community members and leaders to one day “run this town”.

## Mission

You Run This Town Foundation’s mission is simple. We strive to bring opportunities to youth through the modalities of enrichment workshops, grant and scholarship opportunities, and community engagement initiatives that will encourage higher education, boost confidence, and bolster a sense of community. In turn, we encourage our youth toward success, set them up to thrive and one day come back as empowered, educated, compassionate leaders in our communities.

**“Believe you can and you’re halfway there.”**

**-Theodore Roosevelt**



# Who We Are

You Run This Town Foundation is a registered 501(c)(3) non-profit public charity founded in 2016 to serve youth in underserved communities and help them find a clear and stable path to become empowered young adults.

## Executive Team

**Michelle Pagtakhan**  
Founder & Executive Director

**Esther Choi**  
Associate Director

**Martha De La Torre**  
Finance Director

**Joanne Danganan**  
Grant Writer

**Diana De La Torre**  
Marketing/Admin Assistant

## Board of Directors

**Linda Schwartz**  
Founder at She Shed Comedy  
CEO of Indigo Buffalo Cabins

**Karina Celis**  
Philanthropist

**Alissa Subsarn**  
Operations Assistant at LASD

**Christine Suh**  
Partner & Sole Proprietor at Baryo LLC  
Special Education Consultant

**AJ Aguiluz**  
CEO at ARA Realty & Associates, Inc.

**Ajay Pondicherry**  
CEO at Block Party Real Estate Software, Curb Hero (Block Party Hero)

**Michelle Le**  
CEO at Integrita Sourcing LLC

**Michelle Pagtakhan**  
CEO at Breezy Agency

**Regina Moniz**  
CEO at Vitality Hut  
Health & Wellness Co

**Steven Plesa**  
Attorney



# Partners

## Board of Advisors

**Amelie Cabral**

Real Estate Investor/  
Flight Attendant, Alaska Airlines

**Ann Dalena**

Chief Executive Officer, Diversify Bx

**Blanca Nuno**

Volunteer at Habitat for Humanity  
US Air Force Retiree

**Cassandra Betts**

Senior Creative Manager, NBC Universal

**Christine Nguyen**

A-Sha Foods USA, Executive Assistant to  
CEO

**Deeana Garcia**

Product Manager, DirecTV

**Diane Cauton**

Special Education Teacher, LAUSD

**Eric Chen**

CEO, Erich Chen Photography

**Katie Card Neidermire**

Home Loan Coach, American Pacific  
Mortgage

**Liz Oh**

Consultant

**Luis Davila**

Food Service Manager, LAUSD

**Meetal Gandhi**

Global Ambassador  
Country Director Bioma Travel

**Reynaldo Soriano**

Founder at Onairos LLC

**Roman Pallares**

Personal Investor  
Creative Writer and JetBlue Retiree

## Our Partners





# Programs: Rize Up Academy

Designed to help youth develop leadership qualities and develop life skills to prepare and set them up for success in their future.

## Youth Participant Impact

**32**

Awards

**30**

Workshops Conducted

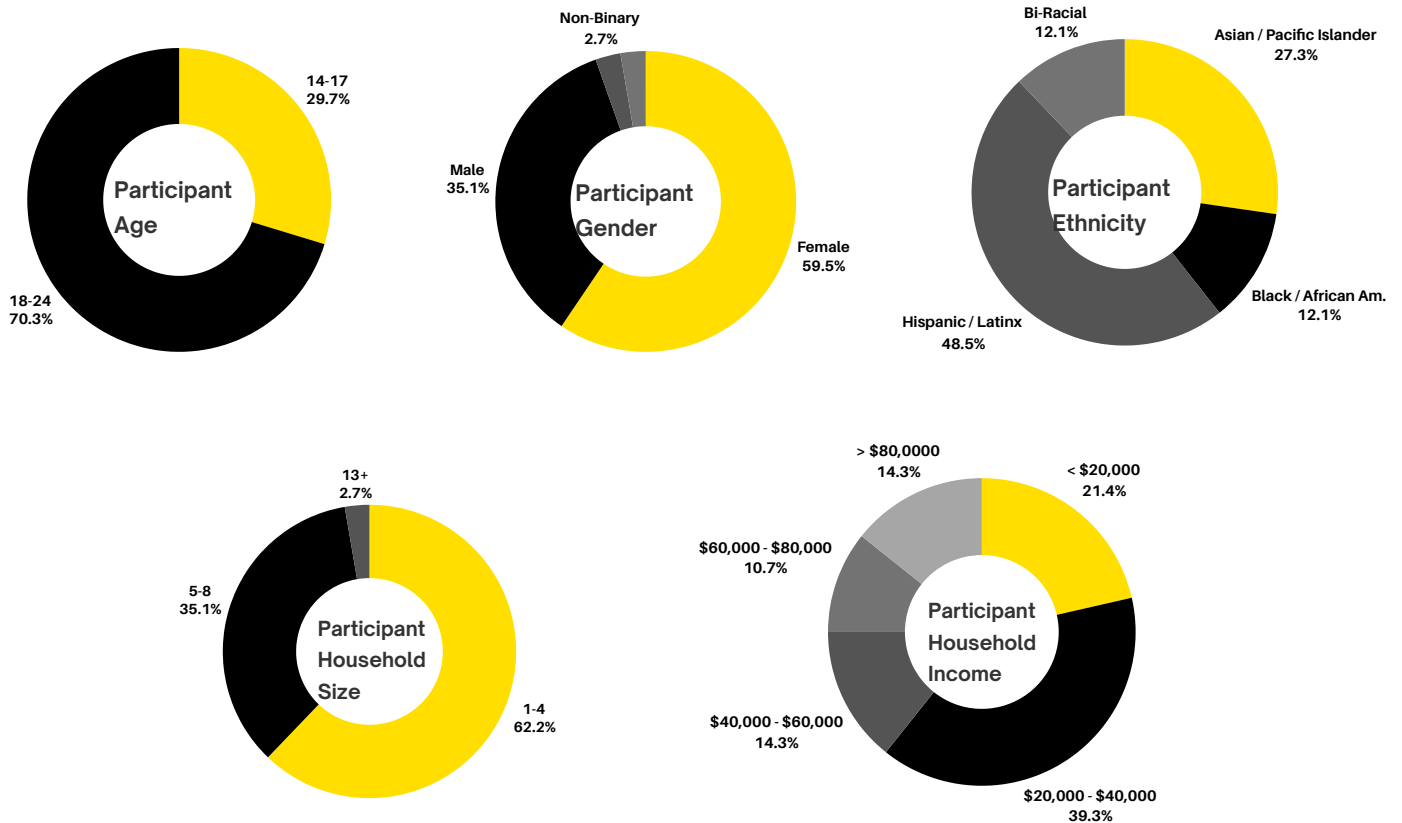
**\$2,950.00**

Total Awarded

**728**

Youth Participants

## Demographics



# Programs:

# Pac House

## Grants and Scholarships

Dedicated grants and scholarships to help build by investing in our youth and their visions, in hopes they follow their dreams academically and creatively.



### Spring Scholarships

Scholarships are offered every spring to high school seniors and above to our partnered schools and organizations.

**12**  
Recipients

**\$8,500.00**  
Total Awarded

### Big Boss Inc.

A grant opportunity for the business minded youth and future entrepreneurs, this award requires youth to develop a business model from scratch. ensuring all details are well thought out.

**5**  
Recipients

**\$1,500.00**  
Total Awarded

### I Run This Town Grants

IRTT was developed to encourage youth to find creative outlets to express themselves, explore their talents, and discover ways to impact their communities.

**4**  
Recipients

**\$1,200.00**  
Total Awarded

# Programs:

# Radio Caroline

## Community Engagements

Radio Caroline was founded on lifelong friendships and a tribute to a true friend. Our mission is to inspire youth to give back to their communities at every stage of their lives, because a warm smile is the universal language of kindness -- let's pass it on!



### Summer Family Movie Day

A fun movie day dedicated to collecting donations towards our We Thrive Bag Drive while giving the community a fun movie to watch during the summertime!

**30 attendees**

### We Thrive Bag Drive

Annual backpack drive providing youth with essentials to thrive wherever they may be in life.

**1,100 Bags Supplied and Donated**



### Meals for Kids

Each year we provide a hot meal for youth with multiple partner organizations from Long Beach to the Greater LA area.

**50 Hot Meals Provided**

### Holiday Bag Drive

In addition to the annual bag drive we hold every summer, this year we held a second bag drive during the holiday season for youth in LB and LA.

**150 Bags Supplied and Donated**





# Fundraisers

## 5k Cupid Shuffle



**Date:** Saturday, February 10, 2024

**Description:** A fun 5k run around Valentine's Day raising funds towards YRTTF's Radio Caroline Community Engagements!

## Beach City Classic - Golf Tournament



**Date:** Monday, September 23, 2024

**Description:** Annual Charity Golf Tournament raising funds towards YRTTF's PAC House scholarships and mini grants!

## Golden Hour Gala

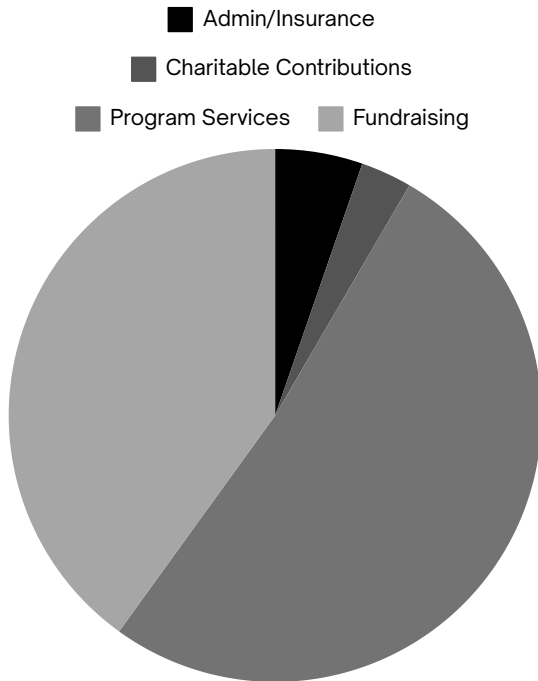


**Date:** Friday, December 6, 2024

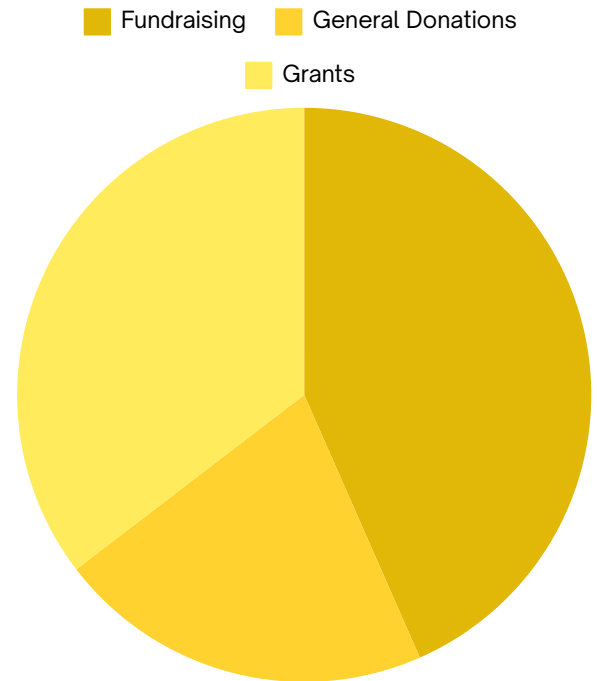
**Description:** This year we held our first ever holiday gala raising funds towards YRTTF's PAC House programs!

# 2024 Financials

## 2024 Expenses



## 2024 Revenue Sources



EXPENSES	JAN - DEC 2024
Admin/Insurance	\$7,933.96
Charitable Contributions	\$4,600.00
Program Services	\$76,562.10
Fundraising	\$59,456.20
<b>Total Expenses</b>	<b>\$148,552.26</b>

REVENUE	JAN - DEC 2024
Fundraising	\$88,151.85
General Donations	\$43,143.85
Grants	\$72,000.00
<b>Total Revenue</b>	<b>\$203,295.70</b>

CURRENT ASSETS	2024
Ending Total Assets	\$173,118.92

NET REVENUE	2024
Ending Net Revenue	\$54,743.44

# Thank you to our Sponsors!



Willis Family

Pagtakhan Family

De La Torre Family



# Contact Us



## You Run This Town Foundation

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Phone

562-269-0629

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Email

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Website

www.yrddf.org

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Address

140 Linden Ave, Suite 291  
Long Beach, CA 90802

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## Testimony

“It fills me with emotion to think back to the call [a student] gave me saying, ‘ Ms. Rosie, I WON, I WON! I can't believe I won the \$500.00 scholarship’. Followed by wait, ‘can you look at the email to see if I really won’?”

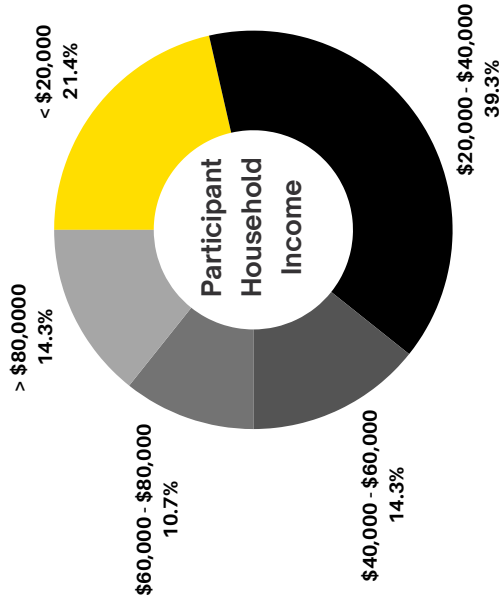
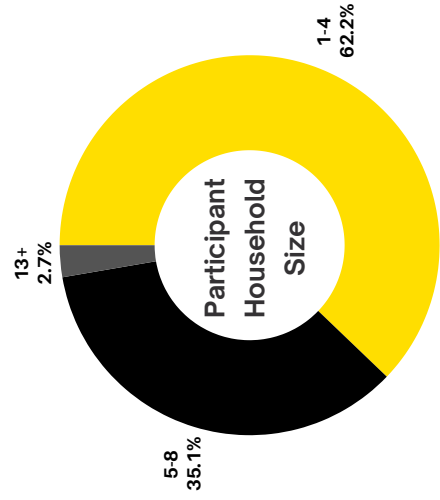
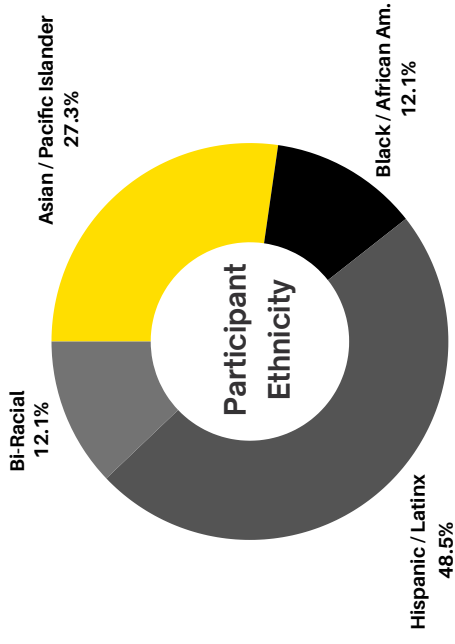
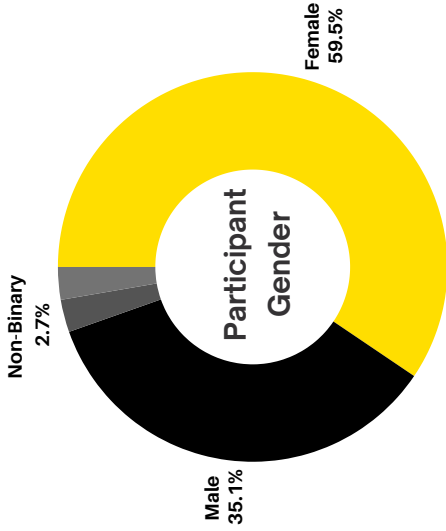
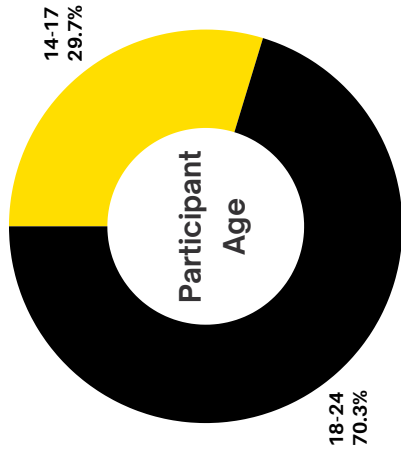
I am so grateful for the scholarship opportunity, but also for the experience that [this youth] was given. As a result of this opportunity, [the youth] shared that she now feels more confidence in herself and how she was not afraid to try for other scholarships or opportunities.

Thank you for all your support and we look forward to a continued and stronger partnership.”

**Rocio Jimenez, Ruth's Place**

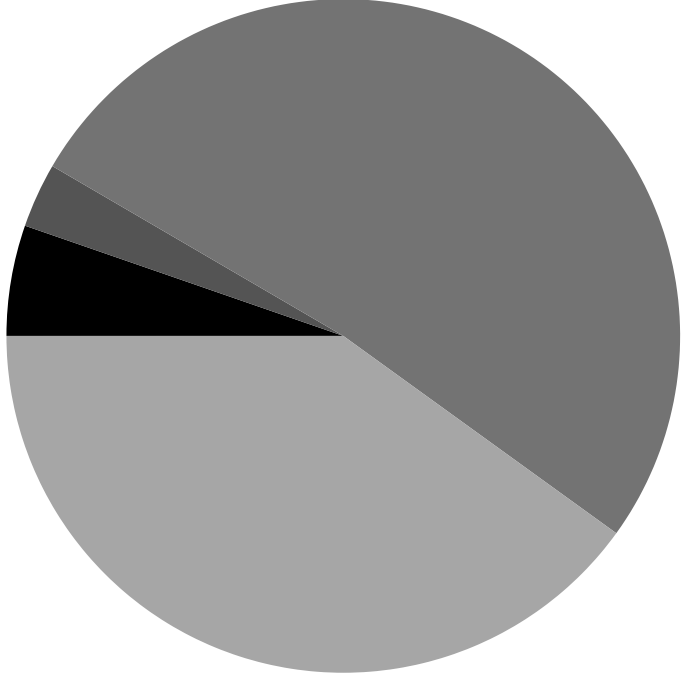
*Testimony from one of their youth winning YRTTF's Spring Scholarships*

# 2024 Workshop Participant Impact



## 2024 Expenses

- Admin/Insurance
- Charitable Contributions
- Program Services
- Fundraising



## 2024 Revenue Sources

- Fundraising
- General Donations
- Grants

