



# IMPACT REPORT

ONWARD  
&  
UPWARD

A reflection of how  
You Run This Town Foundation  
has empowered our youth and  
tomorrow's leaders.

# a letter

Dear YRTTF Community,

As we go back and reflect on the impact and the changes made in 2023, I am struck by how supportive, committed, and generous this community has been and continues to be. Our numbers continue to climb and each year I am in awe at how many young lives we were able to touch, enrich, empower, and open up even a sliver of opportunity that may not otherwise have been granted. The workshops and enrichment programs we provide are the lifeblood of this foundation. But did you know that they were all made possible by each and every single one of YOU? Everytime your hearts said “yes” with generosity, we were able to make a positive impact. So, THANK YOU!

I wish there had been programs like this available to me in my youth. Being from a low income family myself, I grew up through the hard knocks and became independent at the tender age of 16. Looking back on those years, I wonder what my life would have been like if I had mentors and a foundation like YRTTF, championing my success. It means so much to me to be a part of something that is helping our youth build a solid foundation for their future success. It’s an honor and a privilege for me to be in a position to be able to lend a helping hand when and where I can.

*My message to our future leaders:*

Keep going. Keep learning. And keep your head up. Soon, you’ll be able to look back on your life and connect the dots contributing to your success. And my wish is that our work here at YRTTF keeps us all connected, always.

Much Love,



Linda Schwartz  
Board Chair

# our 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”.

# our 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.

"The future belongs to young people with an education and the imagination to create." — Barack Obama

# 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 peoples.

## EXECUTIVE TEAM

**Michelle Pagtakhan**  
Founder & Executive Director

**Esther Choi**  
Associate Director

**Martha De La Torre**  
Finance Director

**Naomi Howansky**  
Operations Director

## BOARD OF DIRECTORS

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

**Karina Celis | Board Vice Chair**  
Philanthropist

**Alissa Subsarn | Board Secretary**  
Custody Assistant

**Christine Suh | Board Treasurer**  
Partner & Sole Proprietor, Baryo LLC  
Special Education Consultant

**Michelle Pagtakhan | Founder & Board Member**  
CEO of Breezy Agency

**AJ Aguiluz | Board Member**  
CEO of ARA Realty & Associates, Inc.

**Ajay Pondicherry | Board Member**  
CEO of Block Party Real Estate

**Michelle Le | Board Member**  
CEO of Integrita Sourcing, LLC

**Regina Moniz | Board Member**  
CEO of Vitality Hut  
Health & Wellness Coach

**Steven Plesa | Board Member**  
Attorney





## BOARD ADVISORS

### **Amelie Cabral**

Flight Attendant, Alaska Airlines

### **Blanca (Kiki) Nuno**

Retiree, US Air Force  
Volunteer, Habitat for Humanity

### **Cassandra Betts**

Creative Director, NBC Universal

### **Christine Nguyen**

Executive Assistant to CEO, A-Sha Foods USA  
PR & Marketing

### **Deanna Garcia**

Product Manager, At&T

### **Diane Cauton**

Special Education Educator, LAUSD

### **Erich Chen**

CEO, Erich Chen Photography

### **Katie Card Neidermire**

Home Loan Coach, American Pacific Mortgage

### **Luis Davila**

Food Service Manager, LAUSD

### **Meetal Gandhi**

Global Ambassador, Country Manager, Actura

### **Reynaldo Soriano**

Founder, Onairos LLC

### **Roman Pallares**

Investor & Creative Writer  
Retiree, Jetblue

# our partners



Jefferson High School

St. Anthony High School

Millikan High School

USC/NAI Program

CRCD/Ruth's House

Walk With Sally

Love Beyond Limits

LGBTQ Youth Center - LB

Learn4Life

St. Joseph Center

UCLA YSC West

Casa Youth Shelter

SAE: School Of Art And  
Enterprise

We The People

My Friend's Place

LB Cap

LACOE

CHLA/USC

LAUSD



2023 IMPACT  
**programs**



# rize up academy

## ENRICHMENT WORKSHOPS

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

### COVERED TOPICS

- Career Development
- Resume Building
- Interview Techniques
- Dress for Success
- Follow Your Dreams
- Financial Literary
- LinkedIn & Social Media

### YOUTH PARTICIPANT IMPACT

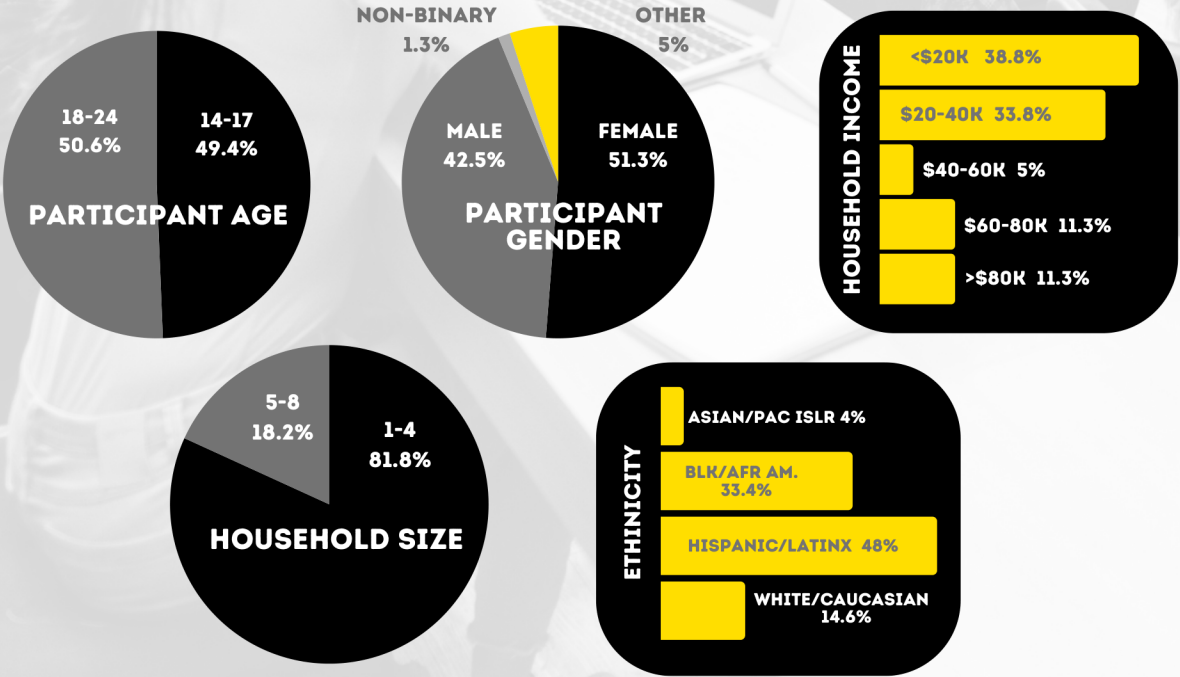
**16**  
WORKSHOPS CONDUCTED

**355**  
YOUTH PARTICIPANTS

**23**  
AWARDS

**\$2,800**  
AWARDED

### DEMOGRAPHICS



# pac house

## GRANTS AND SCHOLARSHIPS

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



### SPRING SENIOR SCHOLARSHIPS

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

**6**

RECIPIENTS

**\$3,000**

AWARDED

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### BIG BOSS INC. (Formerly Shark Tank Jr.)

*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 thoughtout.*

**3**

RECIPIENTS

**\$900**

AWARDED

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### I RUN THIS TOWN GRANT CAMPAIGN

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

**14**

APPLICANTS

**5**

RECIPIENTS

**\$1,500**

AWARDED



# radio caroline

## COMMUNITY ENGAGEMENT

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.

### SENIOR PORTRAIT DAY

*A professional portrait can go a long way when starting the professional phases of your life. We offer these headshots to deserving senior scholars as they start their next chapter.*

**96** STUDENT PARTICIPANTS



### WE THRIVE BAG DRIVE

*An annual backpack drive providing youth with essentials to thrive wherever they may be in life.*

**1,000** BAGS SUPPLIED AND DONATED



### MEALS FOR KIDS

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

**122** MEALS PROVIDED



### VOLUNTEERS

*YRTTF thrives from the support of our volunteers who make every initiative come to life.*

**42** VOLUNTEERS



# fundraisers

## DREAM BIG L.A. MAY 18th, 2023

A virtual event that honors all the grant and scholarship recipients from that year, Dream Big L.A. brought together our board, staff, sponsors, supporters, and all the youth who made our mission possible. We used this event as a platform to empower youth, providing them with growth opportunities, mentorship and the resources needed to develop into civically engaged, independent and highly skilled young adults.



## CHARITY GOLF CLASSIC

YRTTF celebrated our 2nd Annual Charity Golf Classic at the beautiful Recreation 18 Park in our homebase of Long Beach, bringing community leaders, organizations, golf enthusiasts, and philanthropists and our ever supportive donors and sponsors from all over Long Beach and Greater Los Angeles. It was a day filled with comraderie, friendly competition, giving back, and having fun.



# financials

## 2023 ACTIVITY STATEMENTS

Revenues	Jan - Dec 2023
Fundraising	\$48,001.76
General Donations	\$35,333.26
Grants	\$74,000.00
<b>Total Revenues</b>	<b>\$157,335.02</b>

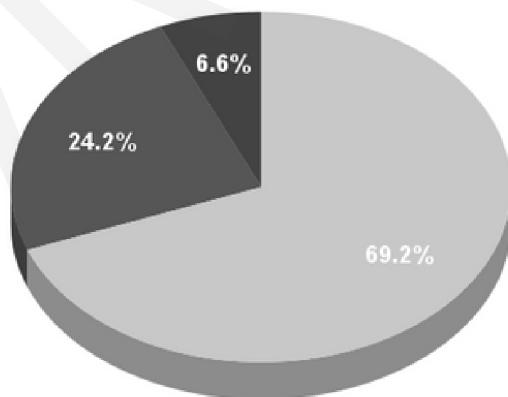
Expenses	Jan - Dec 2023
Program Services	\$67,508.88
Fundraising	\$23,665.16
Administrative/Insurance	\$6,437.94
<b>Total Expenses</b>	<b>\$97,611.98</b>

Net Revenue	Jan - Dec 2023
<b>Ending Net Revenue</b>	<b>\$59,723.04</b>

Current Assets	Jan - Dec 2023
<b>Ending Net Assets</b>	<b>\$117,906.72</b>

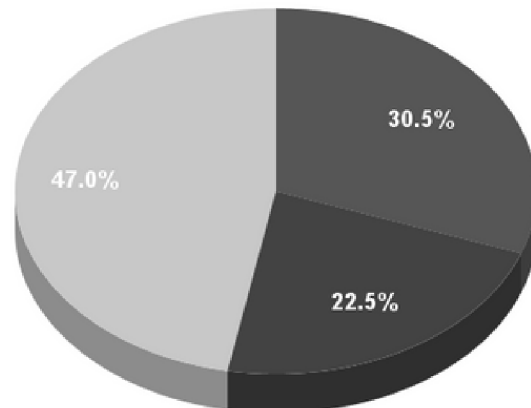
Jan-Dec 2023 Expenses

- Program Services
- Fundraising
- Administrative/Insurance



Jan-Dec 2023 Revenue Sources

- Fundraising
- General Donations
- Grants



# A HUGE THANK YOU TO OUR **sponsors**

