

Dilbeck Real Estate Partners with PISF for Investment in Future

By **CHARLIE PETERS**
The Outlook

Buying a home is an investment in a family's future. But now, thanks to Dilbeck Real Estate, buying a home can also be an investment in local students, philanthropy and the community.

Dilbeck Real Estate recently introduced a program with the help of HomeBenefitsPlus that will donate \$4,000 from every participating home purchase to the Pasadena Independent Schools Foundation, an organization that instills the values of philanthropy in local students and promotes the practical application of giving to non-profit organizations in the area.

"It plants the seeds for more charitable giving in the future," Dilbeck Real Estate President Mark Dilbeck said. "It spreads and hopefully over time creates a larger impact because more people are touched."

Whether an interested party is buying or selling a home, Dilbeck Real Estate will take care of the donation to PISF; it doesn't come from the home buyer or seller. Other than identifying early on in the home buying or selling process that they wish to participate in the donation program, the home buyer or seller doesn't need to do anything out of the ordinary for PISF, a bright light in Pasadena's wide array of philanthropic entities.



Photo by Toni LeBel / OUTLOOK

Dilbeck Real Estate President Mark Dilbeck (center) has joined forces with PISF chairman Jonathan Jaffrey to provide a brighter future for PISF and the community. Dilbeck and Jaffrey are flanked here by PISF students (from left) Dan Johnson, Angela Fung, Jack Welsh, Lauren Alonzo, Rileigh Clarke, Jordan Hu and Amy Viehl.

Students from Chandler, Clairbourn, Flintridge Prep, Flintridge Sacred Heart, High Point, Maranatha, Mayfield Senior, New Horizon, Pasadena Christian, Poly, Sequoyah and Westridge participate in PISF, a program that teaches children not only the value of philanthropy, but also how to create a non-profit and critically analyze a chari-

table organization. Students take courses focused on philanthropic-related topics, engage in debates, and meet with community and non-profit organization leaders. After personally raising funds and receiving matching donations from corporations, the students study local non-profit organizations and allocate \$96,000 to be split in varying

amounts among 16 deserving charities. Later, the students follow up with the organizations to ensure the money is being spent effectively.

"We've never done anything like this and PISF has never done anything like this," Dilbeck said. "We're not aware of any program in real estate like this."

For PISF Chairman Jonathan Jaffrey, the prospect of a partnership with such an established local business was yet another boost to an already-robust philanthropic program.

"Mark and his family have been such big supporters of this community for so long," Jaffrey said. "Adding someone like the Dilbeck group — Mark and his family — really solidifies our roots in the San Gabriel Valley."

Philanthropy is nothing new to Dilbeck Real Estate. The Dilbeck &

Associates Charitable Foundation was established in 2001 as a way to promote local charities and non-profit organization. Through fundraisers and donated company dollars from closing costs and agents, the Dilbeck & Associates Charitable Foundation has helped more than 40 groups in the greater Pasadena area over the past decade. While the program with PISF is run through Dilbeck Real Estate (not Dilbeck & Associates Charitable Foundation), Mark Dilbeck and his dedicated team are once again affirming their status as champion of charity.

"Schools are directly related to family," Dilbeck said. "Schools, children, family and home all go together. The relationship fits with our business."

Jaffrey agreed, noting that PISF's goals and Dilbeck Real Estate's philanthropic endeavors were aligned in their short-term and long-term goals.

"There's tremendous amount of synergy between Dilbeck [Real Estate] and PISF," Jaffrey said. "[Dilbeck customers] care about where they live, the education their kids are going to get and the opportunity [the community] provides. PISF is very similar, so it's as good of a partnership as you can have."

To take advantage of the program, contact HomeBenefitsPlus at (888) 603-9563, email contactus@homebenefitsplus.com or visit www.homebenefitsplus.com. The program will either place you with an agent or allow you to select your own from the Dilbeck Real Estate team and once the home transaction is complete, Dilbeck Real Estate will donate \$4,000 to PISF. It's important to note, however, a home buyer or seller must first contact HomeBenefitsPlus before reaching out to a real estate agent to participate in the program.



Just Imagine...


ON SALE NOW!

TICKETS FOR THE ROSE PARADE® & ITS EVENTS

SHARP SEATING COMPANY®
OFFICIAL GRANDSTAND SEATING COMPANY

626.795.4171
www.sharpseating.com

1737 E. COLORADO BLVD.
PASADENA, CA 91106




Ameriprise
Financial

Helping generations achieve their dreams.

Since 1894, we have been committed to putting clients first. Helping generations through tough times and good times. Never taking a bailout. Call me for a complimentary 30-minute consultation today, and discover how you can benefit from the strength of a global financial leader and the heart of a one-to-one relationship.

Our Advisors. Your Dreams. MORE WITHIN REACH®

Call me today at (626) 744.9766



Gail R Roque
Financial Advisor
Roque And Associates
A financial advisory practice of
Ameriprise Financial Services, Inc.
An Ameriprise Platinum Financial Services®
practice

245 S Los Robles Ave
Pasadena, CA 91101
626-744-9766
gail.r.roque@ampf.com
www.ameripriseadvisors.com/gail.r.roque

Ameriprise Financial Services, Inc. Member FINRA and SIPC. The initial consultation provides an overview of financial planning concepts. You will not receive written analysis and/or recommendations. © 2011 Ameriprise Financial, Inc. All rights reserved.

LIGHTING

contd. from page 7

see live reindeer fresh from the North Pole, ride a holiday choo-choo train and enjoy live music in this spectacular children's winter playground.

Children are also invited to create their own holiday crafts at a free craft area hosted by the Armory Center for the Arts.

Event attendees are invited to then head over to One Colorado at 6 p.m. to see Santa arrive to light the gorgeous 35-foot Christmas tree with the regal assistance of the 2012 Rose Queen and her Royal Court. Throughout the evening, One Colorado will host a special holiday choral performance and sing-a-long.

Everyone is encouraged to bring an unwrapped toy or book for the Charles Cherniss Tournament of Toys toy drive, which benefits underprivileged children throughout the San Gabriel Valley. Children and adults who donate an unwrapped toy or book will receive a free photo with Santa at One Colorado from 6:30 to 9 p.m., on Nov. 25 only.

The evening also includes the arrival of Santa's own personal mailbox, directly from the North Pole. All season long, children can write their holiday wishes to Santa and he will respond on his personal stationary.

Pasadena's largest holiday celebration is a free community event presented by Old Pasadena Management and One Colorado. The Charles Cherniss Tournament of Toys is presented by the Pasadena Star-News and the Pasadena Jaycees.

For further information, call (626) 356-9725 or visit www.old-pasadena.org.