

**Pasadena Independent Schools Foundation**  
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**FOR IMMEDIATE RELEASE**

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**The Association of Fundraising Professionals, Greater Los Angeles Chapter  
Honors the Pasadena Independent Schools Foundation (PISF)  
as Outstanding Private Foundation for 2010**

Pasadena California, October 18, 2010: The Association of Fundraising Professionals, Greater Los Angeles Chapter (AFP/GLAC), will present the Pasadena Independent Schools Foundation (PISF) ([www.pisf.org](http://www.pisf.org)) with the Outstanding Private Foundation Award at the 25<sup>th</sup> Anniversary Celebration of National Philanthropy Day Gala Luncheon on Thursday, November 9, 2010.

This award recognizes a foundation that works collegially with grant-seeking charities and demonstrates exceptional leadership in its philanthropic activities by responding to the ongoing and evolving needs in the community and by helping raise the professionalism of the charities that it funds. As a recipient of this award, PISF joins an expansive list of prestigious community leaders who have shaped the spirit of giving and service in the Greater Los Angeles Area.

The **Pasadena Independent Schools Foundation (PISF)** is an innovative youth philanthropic education program that provides middle and high school aged students with a hands-on opportunity to operate a private foundation. The program is the ultimate embodiment of the “teach a man to fish - and feed him for life” philosophy. Youth that are taught the benefit of giving at an early age become givers for life. This one-of-a-kind program was developed by Jonathan Jaffrey, PISF’s founder and current president. Jaffrey, who comes from a background deep in philanthropy, was the COO of the W.M. Keck Foundation for over 15 years, bringing hundreds of millions of dollars of grant-making experience to PISF. Dedicated to making a meaningful difference, Jaffrey also serves on the boards of the Greater Los Angeles Zoo Association, The Parker Foundation, Kidspace Children’s Museum, the Los Angeles County Education Foundation, and is Chairman Emeritus of the USC Hillel Foundation.

PISF was launched in 2007 with the support of Nestlé USA, one of the local organizations to recognize the importance of this effort and PISF’s lead sponsor. Rob Case, president of the Nestlé Beverage Division also serves on the PISF board. “When the opportunity presented itself to be the lead sponsor for the Pasadena Independent Schools Foundation, it was a natural fit,” said Case. “This program will

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help kids grow by challenging them to challenge themselves to understand the world around them, and it will show them how they can help through their direct leadership.” PISF is also supported locally by Clifford Swan Investment Counsel, Wells Fargo, local investment professional Richard McWhorter, and philanthropist Gail Ellis, as well as other local foundations and individuals.

The goal of the program is to give the students a comprehensive and thorough understanding of philanthropy and nonprofit operation, enhance their ability to think critically and make decisions, and help them develop and build leadership skills as well as learn the benefits of voluntarism. By giving the participants of this program the opportunity to experience the fulfillment of contributing to the betterment of their community, PISF moves closer to its ultimate goal of having its students acquire a life-long passion for giving.

Students spend part of their time learning about nonprofit organizations and philanthropy. Experts in the field of philanthropy and nonprofit management provide classroom instruction on issues related to nonprofit and foundation management, budgeting, grant proposal review and assessment and financial decision-making. Local nonprofit organizations can submit a proposal for funding from the foundation. Teams of students evaluate the proposals and make site visits to the charities to learn more about the purpose of the grant. At the conclusion of the visits, the students hold a meeting and determine, based on the proposals and the information they gain from their site visits, which charities will be awarded a grant. Student participants, with the assistance of faculty, parent and philanthropic advisors, will grant \$96,000 to local charitable organizations and, in the process, will strengthen their connections with the community as well as each other during the first year. In the second year of the program, students make return visits to the charities to learn how the funds were spent and how it benefitted the organization.

There is no program of this depth and magnitude available to youth that gives them the responsibility for overseeing tens of thousands of dollars of actual giving. PISF hopes to offer the curriculum nationally starting in 2012.

### **About Nestlé USA**

Named one of “America’s Most Admired Food Companies” in Fortune magazine for 13 consecutive years, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2009 sales of \$10.4 billion is part of Nestlé S.A. in Vevey, Switzerland — the largest food company in the world with a focus on Nutrition, Health & Wellness — with 2009 sales of \$99 billion.