



friendly
center

ANNUAL REPORT 2023





OUR **MISSION**

Providing stability, opportunity,
and hope to children and
families in poverty.

OUR **VISION**

To end the cycle of generational
poverty.

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HONORING OUR PAST, EMBRACING OUR FUTURE: A CENTENNIAL LETTER

Dear Supporters, Partners, and Friends,

As we approach the centennial milestone of Friendly Center in 2024, I am honored to reflect on our journey and share our recent accomplishments and future aspirations. For nearly 100 years, our mission has been to provide stability, opportunity, and hope to children and families in poverty in Orange County.

Reflecting on the past year, we have achieved significant milestones despite facing challenges. Notable accomplishments include celebrating our Family Resource Center's first year in Buena Park, which has had a lasting impact on the community.

We reaffirmed our dedication through our enhanced Program Pillars: Family Services, Food/Basic Needs, and Education/Workforce Development. We will expand family services to include additional mental health support, and our food distribution efforts will grow by creating a mini-market space to serve our families with added dignity. Our new first and second phase in 2024 of Emergency Rental Assistance in District 4 is addressing housing instability.

To prepare our community for a dynamic job market, we pivoted to aligning our programs with local schools, colleges, and adult education centers, and career technical education (CTE). Educational initiatives such as drone technology, entrepreneurship, the arts, AI, and free high school equivalency programs will be central to our strategy.

Celebrating 100 years of impact, we are filled with gratitude for our supporters, partners, and the resilient families we serve. This milestone is a testament to our collective achievements. Let us continue to build on this legacy, striving towards a future where every child and family in Orange County can achieve their full potential.

I also want to recognize the legacy of our past leaders and CEOs, specifically Cathy Seelig, who led Friendly Center with dedication for 25 years. Her contributions have been instrumental.

As the new President and CEO starting in December 2023, I am excited to lead us into this new chapter. I am grateful for the warm welcome I have received and am committed to working closely with all of you to further our mission. Together, we can achieve even greater things. Thank you for being a part of our journey. Here's to another century of making a difference.

Warm regards,



Kenia Cueto, Ph.D.
President and CEO

OUR IMPACT

Over the past three years, the need in our community has steadily increased. Friendly Center has been there every step of the way, and with the continued support of our donors, we will keep helping the Orange County community.

5,922 

households received food distributions, providing nutrition to **24,342** individuals and children.*

334 

Households participated in our Case Management Program - a program designed to bring families back to stability. These families and individuals may have been referred to Friendly Center through Orange County Social Services due to a crisis they have experienced within the home. 73% of households have remained stable after completing the Case Management Program.

 **1,287**

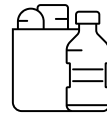
Children received a gift through the Holiday Toy & Gift Drive.

234,064
Pounds of food
distributed in 2023

*Based on count of households checking in to food distributions across all sites. May contain duplicates.

584 

Thanksgiving dinners, feeding **2,834** individuals, fostering community bonds and ensuring joyful holiday celebrations and stronger families.



518 families received emergency food supplies, feeding **1,406 individuals**, including **621 children**, ensuring their nutritional needs were met.



192 families, including **537** individuals and **245** children, received hygiene items, promoting health, well-being, and dignity in our community.



243 families supported with **\$62,136** in **utility assistance** helping them maintain essential services, reduce financial stress, and improving quality of life.

95,750 

diapers distributed, providing essential support to families in need and promoting healthier communities.



53 families received **\$62,065** in rental assistance, preventing homelessness and providing stability and security for those in need.


1,958

unduplicated households received assistance from Friendly Center in 2023.



Jennifer's Story





I was a prisoner of fear, trapped in a cycle of abuse. My breaking point came when my husband pulled a knife on me.

I silently suffered from the abuse of my husband for six years with my three children.

I didn't know how to make things better. It was difficult to see my kids struggling with our family being torn apart, on top of trying to make ends meet. Eventually I separated from my husband and got a restraining order, but he later convinced me to remove the restraining order and move back in.

That night he pulled a knife on me.

This was my breaking point. I knew I needed to leave and protect my children. I needed help. After separating again, I was referred to Friendly Center and that is when things changed for us. I met with one of Friendly Center's Family Support Advocates who immediately made me feel welcome and safe. She helped me develop a plan to help me move forward. We found an apartment that I could move to with my children, but it wouldn't be ready for a few days.

Friendly Center provided me with a motel voucher to stay somewhere temporarily until the apartment was ready. After the move, Friendly Center was there to help with beds for the kids and a dining table. Eventually, I started counseling at Friendly Center and joined a support group for women who were victims of domestic violence. I also continue to receive support with regular groceries and diapers.

Friendly Center offered us a lifeline.

Through their services, I found the strength to break free, to rebuild my life, and to rediscover my worth.

With thanks,

Jennifer

THE NEED IN OC

The continual increase in cost of living in Orange County has caused many struggling, working families to be on the brink of poverty. Reports show that 10.8% of children in Orange County are living below the poverty line, causing detrimental effects on children's physical and mental health and overall well-being of children. Research indicates the implications of poor academic achievement, abuse and neglect, behavioral, social and emotional problems, physical health issues, and development delays within children in poverty.



10.8%

of children under the age of 18 are living in poverty in Orange County.



52.9%

of children were eligible for free and reduced price lunch school program in Orange County.

*The 29th Annual Report on the Conditions of Children in Orange County (2024)

FRIENDLY CENTER ENTERS A NEW ERA



Kenia Cueto, Ph.D.
President/CEO

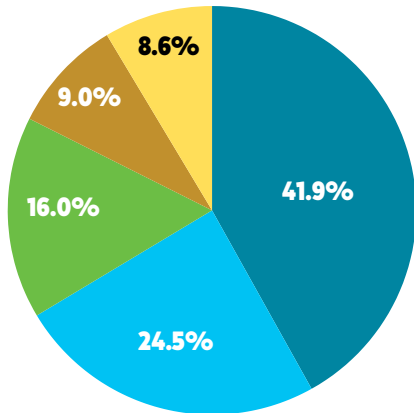
As Friendly Center approaches its 100th anniversary in April 2024, the arrival of Dr. Kenia Hernandez Cueto marks a pivotal moment in the organization's history. Her distinguished track record in driving growth and fostering innovation aligns seamlessly with Friendly Center's commitment to serving the diverse communities of Orange County.

Dr. Cueto's visionary approach, particularly in developing sustainable partnerships and implementing culturally responsive methods, has significantly strengthened the education-to-workforce pipelines in the region, acting as a catalyst for students' college and career readiness.

Beyond her professional achievements, Dr. Cueto brings extensive community service and board leadership experience to her new role. As Vice Chair of the Board of Directors at Vital Link, she has been instrumental in shaping the organization's mission. Her dedication to education is further evident in her role as Vice Chair of the Board of Directors at the Orange County Educational Arts Academy, where she actively enhances educational opportunities. This multifaceted community engagement underscores Dr. Cueto's unwavering commitment to making a positive impact across various fronts.

OUR FINANCIALS

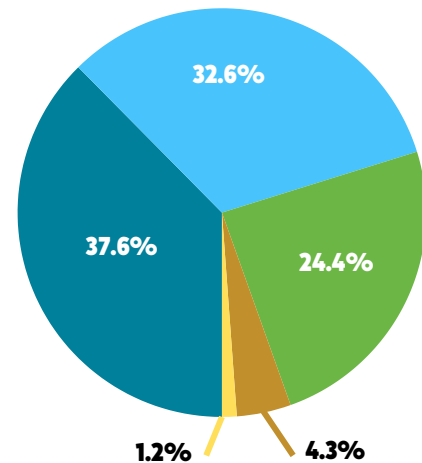
Income



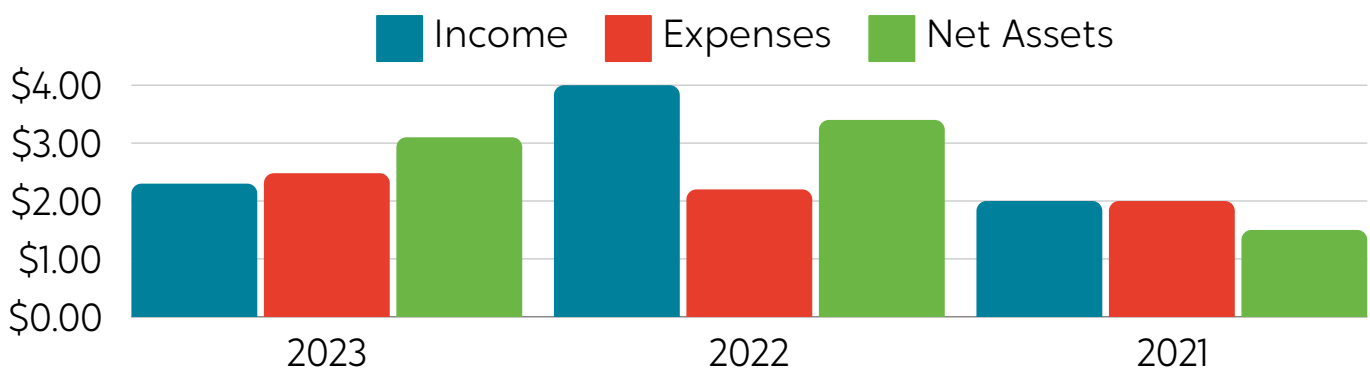
| FUNDING SOURCE | AMOUNT |
|----------------|--------------------|
| DONATED ITEMS | \$1,039,946 |
| GRANT INCOME | \$608,922 |
| CONTRIBUTIONS | \$398,096 |
| OTHER | \$222,171 |
| FUNDRAISING | \$212,445 |
| TOTAL | \$2,481,581 |

| EXPENSES | AMOUNT |
|------------------|--------------------|
| IN-KIND EXPENSES | \$1,039,946 |
| PROGRAM EXPENSES | \$901,569 |
| ADMINISTRATIVE | \$673,962 |
| FUNDRAISING | \$118,749 |
| OTHER | \$32,171 |
| TOTAL | \$2,766,397 |

Expenses



Three Year Analysis in millions of dollars



OUR BOARD



Board Chair
Vito A. Canuso III
Retired
Intellectual Property Lawyer



President/CEO
Kenia Cueto, Ph.D.



Marge Aguilar
Retired
Bank of America



Ken Fisher
Assistant Vice President
Corporate Development
Pacific Life



Patty Barrios
VP/Labor Services
United Business Bank



Gisela Meier
Philanthropist



Dennis Corbett
Retired
Pacific Life



Mark Richards
President
Associated Warehouses Inc.



Alisa Driscoll
Vice President
Community Relations
Chapman University



Laura Rothafel, MA, MFT, LPCC
Marriage and Family Therapist



Kris Erickson
Law Offices of Kristin A. Erickson



Fred Whitaker
Managing Partner
Cummins & White, LLP



**"Amazing. They truly are here to help out their community and it shows."
- Dinah R.**



OUR SUPPORTERS

Ametek/FMH Aerospace

Alexis Seegan

Alisa Driscoll and Phil Bowman

Anne and Patrick Truex

Annie Harry

Anonymous

Anthony Wenzler and

Catherine Fines-Wenzler

AO Architects

AOF/Pacific Affordable

Housing Corp

Art and Laura Rothafel

Bertha Hernandez

Bill Milroy

Black Gold Golf Club

BMS Foundation

Boldyn Networks

Brad and Melinda Chisick

Brightview Landscape

Development

California Credit Union

Chapman University

Chapman University,

Department of Student

Engagement

Charles McCandless Tiles Inc.

Chisick Foundation

Chris and Susan Simpson

Christi Matthews

Christine Drobish

City of Buena Park

City of Orange

City of Orange Police

Association

Community Action

Partnership

Crumbl Cookies

Cummins & White, LLP

Dale and Wendy Peterson

Dan and Janet Ugalde

Dan and Katie Delaney

Dana and Cathy Seelig

Daniel Lentz

Decorative Arts Society

Dennis and Elaine Deslatte

Dennis and Kathy Corbett

DevTo Support Foundation

Dhont Family Foundation

Disney VoluntEARS Community Fund

Dixie Healy

Donna Nelson

Doug and Sue Howland

Duncan and Kathy Moffat

Efrain and Angie Irizarry

El Modena High School Student Body

Elks Orange Lodge 1475

Eric Aubort

Families and Communities

Together Orange County

Feed the Children

First Christian Church of

Orange

First Team, Daniel Gray

First United Methodist Church Orange

Fred McCandless

Fred and Mignon Whitaker

Gerald E Andersen

Golden Sate Water Company

Gregory Bates and Joann

Leatherby

Guaranty Chevrolet, Bruce and

Cindy Hamlin

Hanmi Bank

Harlyn Lampert

Horizon Sales Corp

Jack and Cynthia Selman

Jack and Linda Shepard

Jack Raubolt

Jackie and Annie Slater

James Woody

JC Cortez

Jeff and Chantell Tibbets

Jim and Betsy Little

Joe and Stacy Griffin

John and Cyndi Ganahl

Judith Atwell

Julie and John Porsley

Karen Tyson

Karla Kjellin-Elder and Jeff Elder

Kelly Spicers Packaging

Ken and Gisela Meier

Ken and Janice Coulson

Ken and Robin Vecchiarelli

Ken Fisher

Kevin Darger

Kindred Hospital Westminster

Kitty Juniper-Aust and John Aust

Kiwanis Club of Placentia

Kiwanis Club of Orange

Kurt Adams and Kris Erickson

Labeltronix

Larry and Virginia Hamlin

Leslie Nelson

Little Scholars Academy

Margaret Aguilar

Marjorie Ellis-Dean

Mark and Beth Richards

Mark Pomerantz Holdings

Marlene Cook

Matthew Brown
 Matthew Nelson
McMaster-Carr Supply Company
 Michael and April Alvarez
Michael Landier
 Michelle Johnson
 Mike Connell
 Modern Wealth Advisors Inc
 National Charity League
 Orange Villa Park Chapter
 Neale and Ruth Davis
 Newport Center United Methodist Church
 O.L Halsell Foundation
 Orange City Fire Firefighters
Orange Community of Christ
 Orange County Board of Supervisors, Vicente Sarmie
 Orange County Department of Education
 Orange County Trial Lawyers
 Orange County Woodworkers Association
 Orange High School
 Orange North Rotary
 Orangeland Recreation Vehicle Park
 Pacific Life Foundation
 Panera Bread
 Patricia Hicks
 Paula and John Peeling
 P.C. & Rosana Hsu Chao Foundation
 People United for Christ
 Pizza Hut
 PwC, LLP
 Ralp Porter and Elizabeth Bezzerides
 Ray and Jill Button
 Ray and Deborah Chao
 Raytheon Technologies
 RC Hobbs Foundation
 Richard and Kara Dannenbring
 Richard and Sue Guilford
Rick Nazzareno
 Robert Mell
 Robin Nagele
 Ron and Claudia Nagele
 Roosters Foundation of OC
 Ross and Rachel Loehner
 Rotary Club of Villa Park
 Ruba Younan
 Ryan and Lily Seelig
 Saltikov CPAs
 Second Harvest Food Bank
 Shanbrom Family Foundation
 Shashidhar and Rekha Acharya
 Sheree Kim
 Siddhi Khara
 Simon and Angelina Gohil
 Solvay
 Sound Financial Services
 Stalky and Judy Lehman
 Stater Bros. Charities
 Steve and Shelley Ho
 Storehouse Foundation
 Sue and Richard Gilford
 Sundt Foundation
 Susan Dolnick
 Suzanne Vaugine
 Tamara Aguirre
 Tammi Zelm
 Telephone Industries
 Temple Beth Sholom
 Terin Marlatt
 The Beim Foundation
 The Brown Family Trust
 The Paragon Agency
 The Sharon D. Lund Foundation
 The Travel Corporation
 The Waltmar Foundation
 The Willows Foundation
 Thomas and Barbar Halvorsen
 Tim and Julie Connell
 Tom Gibbons
 Tonda Fields
 Toni West
 Total Environmental Management, Inc.
 Total Wine and More
 Toys for Tots
 Trinity Episcopal Church
 United Business Bank
 US Bank
 USH LLC
 VFS Fire and Security
 Vito and Renee Canuso
 Vivian Clecak
 Walmart
 Warne Family Foundation
 Warren and Judy Reynolds
 Wendy and David Landier
 Wes and Andrea Watkins
 Western Digital Foundation
 Wolff Horticulture, Inc.
 Woman's Club of Orange
 Your Exciting Escapes, Linda Neblett

*Names are listed based on gifts of certain criteria made in 2023. We apologize for any names inadvertently omitted.



272

volunteers



3,211

hours worked



\$102,109

value contribution

GET INVOLVED



Donate

Support financially. Professional Services. Give food and hygiene items. Sponsor.



Volunteer

Tutor. Distribute food. Event support. Skill-based volunteering. Admin support.



Attend

Golf Tournament of Hope. One Heart Gala. Back Bay Beerfest. Other events.



Partner

Food drives. Workplace giving. Start a Facebook fundraiser. Become a partner with Friendly Center.



Other Ways to Give

Donate stocks, mutual funds, securities. Include Friendly Center in estate plans.



CONTACT US



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instagram.com/friendlycenter

