



# ANNUAL REPORT 2025



## 2025 Annual Report Letter from the President/CEO

In 2025, Friendly Center met uncertainty with action.

Amid SNAP disruptions, government shutdown, federal, state, and local funding instability, and growing economic strain, families across our community faced fear around food, housing, and financial security. We did not scale back. We stepped in and expanded.

Friendly Mart, our new mini-mart model, two self-choice markets continued to grow, providing food access with dignity, safety, and cultural relevance. Families shop by appointment in welcoming spaces, selecting foods meaningful to their households, from tortillas and fresh produce to rice, sesame oil, and other culturally responsive staples. During supply challenges and benefit pauses, our shelves remained stocked (over 245,909 lbs. of food) and our commitment unwavering serving over 3,169 individuals, thanks to private donors, foundations, grants, partners like Second Harvest Food Bank, Supervisor Douglas Chaffee, Supervisor Vicente Sarmiento, City of Buena Park, City of Orange, States Logistics, Bracken's Kitchen, Grocery Outlet (Orange), Panera, Provisions, Crumbl Cookies, and even PetSmart.

At the same time, we strengthened our Education and Workforce Development pillar through Unlimited Futures, our enrichment initiative serving students in first through eighth grade. Through reading literacy, tutoring, art, and STEAM education, students gained academic support and creative exposure that broadened their confidence and curiosity. Unlimited Futures is more than after-school programming; it is an investment in long-term potential.

We also offered an Ai workshop and launched our GED (High School Equivalency) program, opening doors for adult learners seeking greater stability and career advancement. Internships, workforce exposure, and career awareness initiatives ensured that Friendly Center is not only known for strong tutoring, but as a bridge from education to economic mobility.

Through a partnership with Chapman University, over 60 students enrolled in three Professional Service courses completed over 10 hours of service hours and community engagement. Additional MFT trainees, high school students, and college interns fulfilled practicum and internship hours as Friendly Center intentionally positioned itself as a training site. We are developing future servant leaders while strengthening the workforce pipeline.

This work was amplified through partnerships with County Supervisors, City Mayors, School District Superintendents, Community College and University Deans, OC Regional Consortium, CHOC, and other community collaborators. Volunteers gave generously of their time and talent, reinforcing the power of community during challenging times.

None of this would have been possible without our donors, foundations, grant partners, staff, and Board of Directors. Your support allowed us to serve not only with resources, but with dignity, safety, and hope.

Looking ahead, our Full Shelves, Full Hearts initiatives will expand dignified and safe access to food while deepening education, workforce, and family programming. We are building stronger institutional partnerships and sustainable pathways that move families from crisis to stability, and from stability to opportunity.

For over a century, Friendly Center has stood beside families in their most vulnerable moments. In 2025, we reaffirmed that perseverance, partnership, and dignity remain at the heart of everything we do.

Thank you for believing in what we do and for not giving up on our most vulnerable. Together we are stronger.

With deepest appreciation,

A handwritten signature in black ink that reads "Kenia Cueto Ph.D." in a cursive, flowing script.

Kenia Cueto, Ph.D.  
President and CEO

# Our Mission

TO BRING STABILITY, OPPORTUNITY,  
AND HOPE TO CHILDREN AND  
FAMILIES IN POVERTY.

# Our Vision

TO END THE CYCLE OF  
GENERATIONAL POVERTY IN  
ORANGE COUNTY.



# Meet Our Leadership Team

**Kenia Cueto, Ph.D.**  
PRESIDENT & CEO



## Friendly Center Board of Directors



Marge Aguilar  
*Second Vice President*  
Bank of America



Patty Barrios  
United Business Bank



Vito A. Canuso III  
*Past Board Chair*  
Philanthropist



Adam Carr  
Modern Wealth Design



Dennis Corbett  
Philanthropist



Alisa Driscoll  
*First Vice President*  
Chapman University



Monique Dubisky  
Wells Fargo



Kris Erickson  
Law Offices of  
Kristin A. Erickson



Ken Fisher  
*Board Treasurer*  
Pacific Life Insurance Company



Claudia Keller  
Second Harvest Food  
Bank of Orange County



Valentina Khan  
Investors Philanthropic



Gisela Meier  
*Board Secretary*  
Philanthropist



Mark Richards  
*Board Chair*  
AWI Logistics



Fred Whitaker  
Cummins & White, LLP

# Directors/Staff



**Jessica Ruelas**  
EXECUTIVE DIRECTOR

As the Director of Community and Family Services at Friendly Center, I've had the privilege of supporting families in need by increasing access to resources, strengthening family resilience, and creating a supportive space where individuals can gain the tools, they need to build brighter futures. For the past 14 years, it has been an honor to walk alongside our community on their journey toward stability and growth.



**Steve Getman**  
DIRECTOR OF OPERATIONS

As Friendly Center's Director of Operations, Steve Getman concentrates on three pillars - marketing and events, information technology, and donor engagement - using each to amplify the mission of providing stability, opportunity, and hope to Orange County families.



# The Need

People reached out to Friendly Center for help in 2025. This page shows the scale of need in our community and how we connected individuals and families to support through Friendly Center programs and trusted partner organizations.



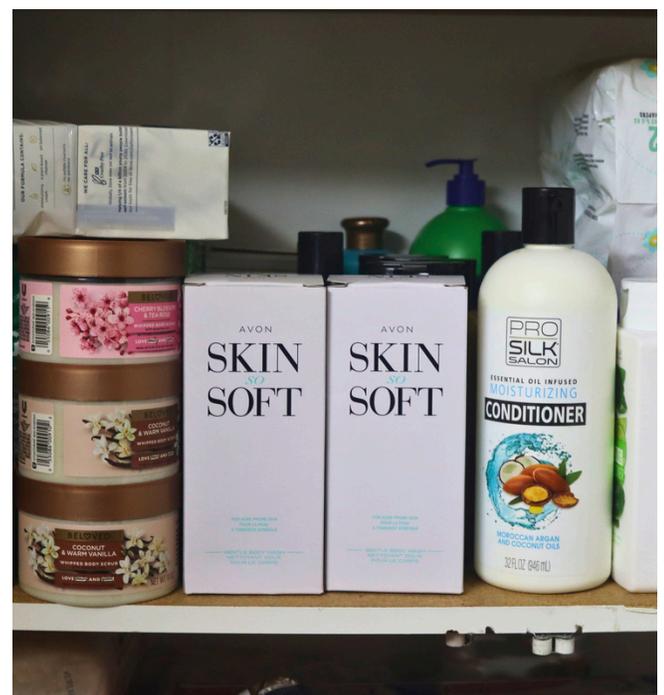
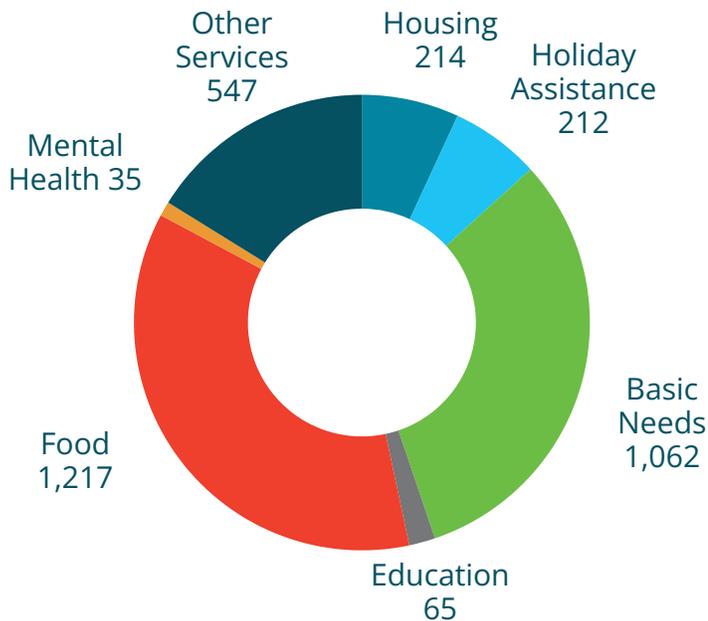
**3,464**

total  
referrals

**436**

Individuals received  
**Emergency Food  
Distribution:**  
One-time help for  
walk-in individuals in  
urgent need.

## Referrals Broken Down By Category



# Food & Basic Needs

Over the past 102 years, Friendly Center has remained steadfast in its mission to support the Orange County community. Thanks to the continued generosity of our donors, we are able to walk alongside those we serve and provide the assistance they need.

**245,909**

pounds of food distributed  
in 2025 supplied by  
Second Harvest Food Bank.

**3,169** 

## Weekly Food Distribution (Friendly-Mart):

Ongoing, choice-based support  
for registered households  
shopping regularly.

**600** 

Thanksgiving dinners, feeding  
**2,025** individuals, fostering  
community bonds and ensuring  
joyful holiday celebrations and  
stronger families.

 **Over 2000**

toys, and **600+** school  
**backpacks** distributed to  
**1203 children** through our  
holiday toy drive and  
other events throughout  
the year.



# Education & Workforce Development

## Education Programs Overview

### UNLIMITED FUTURES: Education That Moves Families Forward

Unlimited Futures is where academic support meets long-term social mobility. Serving K-8 students, the program strengthens literacy, math, STEAM exploration, and enrichment, while building confidence and early awareness of college and career pathways. We are not simply helping students pass classes. We are helping them see a future beyond poverty.

But real change happens when families grow together. In 2025, parents engaged in GED preparation, digital literacy, nutrition, health, and introductory AI workshops, gaining tools to support their children while advancing their own education. When a parent studies for a GED or learns how technology is shaping tomorrow's workforce, the entire household shifts. Education becomes generational.

For donors, the impact is clear: your investment supports both the student at the table and the parent beside them, creating stability today and opportunity tomorrow.

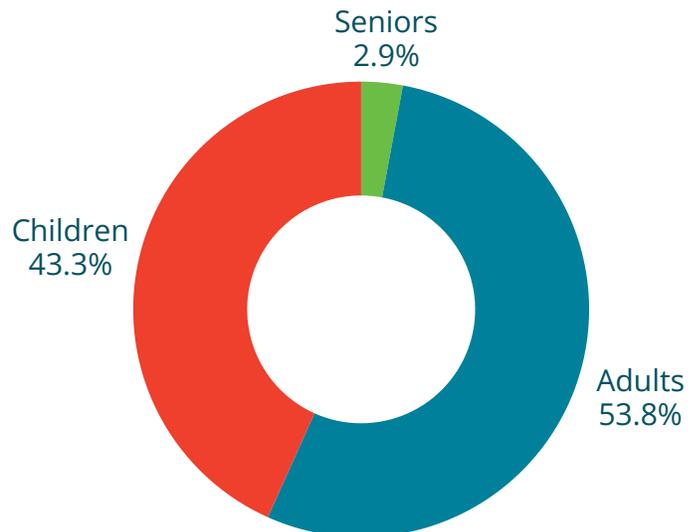


Unlimited Futures and STEAM exploration



GED graduates

### Education Services By Age



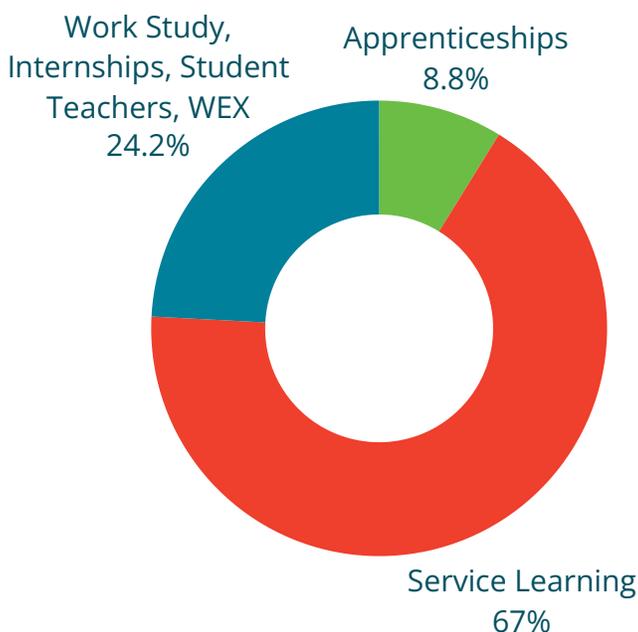


Chapman Students earn service hours working on projects for FC.



Apprentices from the Western States Regional Council of Carpenters built our Buena Park Friendly Mart shelves.

### Work Development By Program



## FRIENDLY CENTER TRAINING HUB: Developing the education to workforce pipeline

Through a partnership with Chapman University, 60+ service-learning students and interns strengthened our education programs while gaining real-world experience. MFT interns completed clinical hours toward their 3,000-hour licensure requirement while expanding access to culturally responsive mental health services for families.

Apprentices from the Western States Regional Council of Carpenters built new shelving for our second Friendly Mart location, gaining hands-on training while giving back to the very community they serve. Lessons learned. Skills strengthened. Community impact multiplied.

We also partnered with the Workforce Development Department's WEX program and organizations like University of California, Irvine and Vital Link to host interns, work-study students, and workforce trainees across education, healthcare, and nonprofit leadership pathways.

For donors, this means your support does more than fund programs, it builds an education to workforce pipeline. Students receive mentorship and experience servant leadership. Apprentices refine their craft. Interns complete career-defining hours. Families gain access to services that would otherwise be out of reach.

Friendly Center is not just delivering services. We are developing people, at every stage of the workforce journey.

# Family Services

This pillar provides holistic support that meets families where they are and helps them build a path toward stability and hope. Through personalized case management, mental health support, and meaningful family engagement events, we connect families to essential resources, strengthen well-being, and foster a sense of community—empowering them to thrive.



**252** people, including **63** families and **108** children, received hygiene items, promoting health, well-being, and dignity in our community.



**171** households were supported with **\$33,465.53** in **utility assistance** helping them maintain essential services, reduce financial stress, and improving quality of life.

**85,050**



diapers distributed to **1,440** people in Orange and Buena Park, providing essential support to families in need and promoting healthier communities.



**28** families received **\$73,069.50** in rental assistance, preventing homelessness and providing stability and security for those in need.

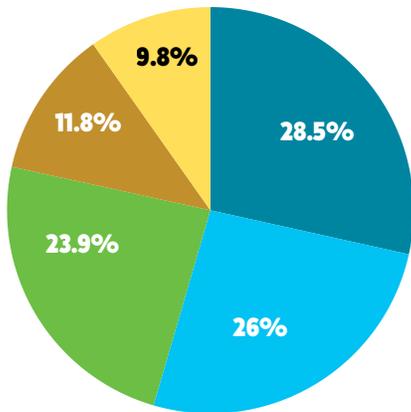
**922**

total families were served in the Buena Park and Orange Friendly Center sites.



# Our Financials

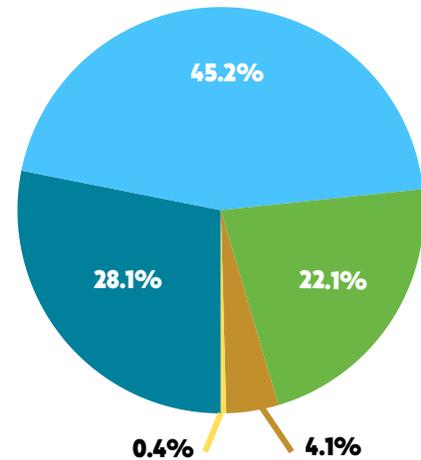
## Income



FUNDING SOURCE	AMOUNT
DONATED ITEMS	\$697,023
GRANT INCOME	\$637,371
CONTRIBUTIONS	\$587,683
OTHER	\$288,547
FUNDRAISING	\$239,349
<b>TOTAL</b>	<b>\$2,449,973</b>

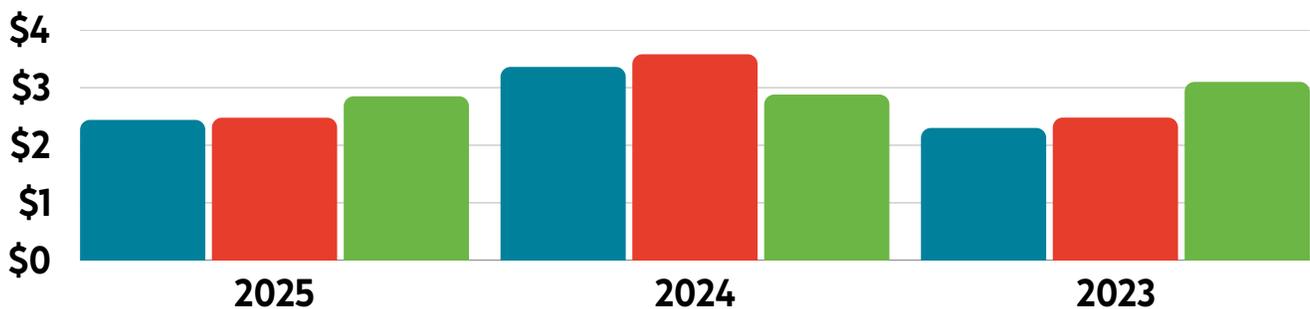
EXPENSES	AMOUNT
IN-KIND EXPENSES	\$697,023
PROGRAM EXPENSES	\$1,120,902
ADMINISTRATIVE	\$547,379
FUNDRAISING	\$102,762
OTHER	\$10,649
<b>TOTAL</b>	<b>\$2,478,712</b>

## Expenses



## Three Year Analysis in millions of dollars

● Income ● Expenses ● Net Assets



# Our Supporters

Alan Jaime Velazquez  
Alejandro (Alex) Lopez  
Alexis Seegan  
American Contract Furniture  
**American Heart Association, Inc**  
**Anne McPherson**  
**Bank of America Charitable Gift Fund**  
Bertha Hernandez  
Brad and Melinda Chisick  
**Brandon Turonek**  
BrightView Landscape Development  
Buena Park Elks 2046  
**CAPOC Diaper Bank**  
**Chapman University**  
**Chapman University - Department of Student Engagement**  
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Christine Drobish  
**Crumbl Cookies**  
Dan Slater  
David Pickering  
**Dennis and Kathy Corbett**  
**Diana and Ron Shepard**  
Dixie Healy  
Doug and Sue Howland  
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Dr. Roxanne Greitz Miller  
Duncan and Kathy Moffat  
Efrain and Angie Irizarry  
Erik Kuli  
Felicia Kaefer  
Frank and Shannon Tucker  
FMH Aerospace / Ametek

**Fred and Mignon Whitaker**  
Gabriel Rodriguez  
Gale Family Charitable Trust  
**Gisela Meier**  
**Global Cynergies, LLC**  
Grocery Outlet Bargain Market  
**Guaranty Chevrolet**  
Henry Klenke  
Hoag Memorial Hospital  
Presbyterian  
Horizon Sales Corp  
i2Tech  
Intense Lighting  
Jamie Lee  
Jason Alonzo  
**Jennifer Monson**  
Jerry and Shaunna Webb  
Jesse Mulder  
Jessica Wang  
Jim and Betsy Little  
Jim Sanders  
**Joe Macpherson Foundation, Inc**  
**John and Cyndi Ganahl**  
John Cueto  
**Jose and Nora Cueto Educational Fund**  
Joyce Claussen  
Juan Bugarin  
Juan Cueto  
Judith Atwell  
Julie Mansfield  
Kami Kenyon  
Karen Tyson  
Ken Fisher  
**Kenia Cueto and Victor Cueto**  
**Kenneth R. Coulson**  
Kevin McBride  
Kothari Foundation

Kristin Erickson  
Kurt Adams  
Kurt Cymerint  
Les Lewis  
Marcos Suarez  
Margaret Aguilar  
**Marisa Perez**  
Marisa Zarate-Zweiback  
Mark Richards  
Martha Nelson  
**Mary Balmages**  
Mary Yohman  
Matt Greville Farmers & Merchants Bank  
McMaster-Carr Supply Company  
Melinda Moore and Steve Wernett  
Melisa Suarez  
**Michael Landier**  
Michael Lubinski  
**Michelle Lund**  
Mike Lerner  
Modern Wealth Design  
**Monique Dubisky**  
Natalie Carroll  
Nicole Letarte  
Nora and Nick Clayton  
O L Moore Foundation Inc  
Orange Community of Christ  
**Orange County Board of Supervisors-Doug Chaffee**  
**Orange County Board of Supervisors, Vicente Sarmiento, 2nd District**  
Orange County Trial Lawyers Charities  
Pacific Life Foundation

# Our Supporters

**P.C. and Rosana Chao Foundation**

**Panera Bread**

**Petsmart**

Pastor Scott Christenson  
Patty Barrios and Kevin Boudreau  
Phillip Wolfe  
Prietto Cueto Fund of the Sacramento Region  
Community Foundation  
Rachel Monarrez

**Ray and Debbi Chao**

Ray and Jill Button  
Richard and Kara Dannenbring  
Richard and Sue Guilford  
Rick and Leissa Nazzareno  
Robert Frackelton

Robert Mell

**Ron and Claudia Nagele Roosters Foundation of Orange County**

Sacramento Region  
Community Foundation  
Saltikov CPAs

**Schlinger Family Foundation-WK**

Second Harvest Food Bank  
Shanbrom Family Fund  
Siddhi Khara

Simon and Angelina Gohil

**Sisters of St. Joseph Healthcare Foundation**

Solvay

**States Logistics Services Inc.**

Susan and Mark Hirzel  
Susan Dolnick

**Suzanne Vaugine**

Tammi Zelm

Terry Moore

The Paragon Agency

**The Sharon D. Lund Foundation**

**The Waltmar Foundation**

Tina Lopez

Tom Gibbons

Tonda Fields

Trinity Episcopal Church

**Ugalde Family Charitable Foundation**

United Business Bank

Valentina Kahn

**Vito Canuso**

Wendy Hsu

Western Digital Foundation

**Wheeler Legacy Fund**

Wil Dee

Yorba Middle School

*\*Names are listed based on gifts of certain criteria made in 2025. We apologize for any names inadvertently omitted.*



# Volunteers



**154**

volunteers



**2,327**

hours worked



**\$80,957**

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



**friendly  
center**

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**friendlycenter.org**



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