

Kiwanis Club of Pasadena

E-Newsletter September 7, 2022

Kiwanis meeting – Thursday Evening – September 8, 2022 – 5:30 – 7:00 PM – Brenda Lynch and Aaron Hill of Union Station – Update on the Union Station events and status report - 960 East Walnut Street, Pasadena, CA 91106



Leading the communications for Union Station Homeless Services, a leading provider of homeless shelter services, housing, and family programs, Brenda Lynch is at the forefront of the “Housing First” approach to ending homelessness in Pasadena and the San Gabriel Valley.

Prior to joining the nonprofit world, Lynch was an award-winning marketer to Fortune 500 companies. She provided strategic counsel to C-suite and senior-level executives, marketing solutions to drive sales and communication guidance to build national brands for top-tier companies including eBay, Disney Online, Peet’s Coffee, Jamba Juice, Bosch Home Appliances, Dole Packaged Foods, and The Jim Henson Company.

As the former senior partner and head of the West Coast Consumer Group of Finn Partners, a public relations agency with offices across the nation, Lynch ran the Los Angeles office. She coached executives and

managers to achieve a variety of performance objectives from audience segmentation and marketing tactics to developing relevant messaging and public speaking.

Previously, Lynch served as the director of the North American Consumer Practice and managing director of the L.A. office at MS&L, a leading international public relations agency. She spearheaded programs to share best practices and elevate the quality of strategic thinking, impactful messaging, and workplace skills across the agency. She has provided strategic counsel for some of the top companies in the nation: eBay, Red Bull, Mattel, Nestlé, Procter & Gamble and others.

Lynch’s commitment to the community extends to serving on the Mount Saint Mary’s University Rebranding Committee and Advisory Council of Allied Professionals Steering Committee for Planned Giving. She has been a featured speaker at The SCAN Foundation California Summit on Transforming Long-Term Services and Support (LTSS). She also has provided strategic counsel and coaching to Youth Mentoring Connections and Friends of Griffith Park.

Join Zoom Meeting <https://zoom.us/j/3292045590?pwd=RE9ubllra29HOVIwK2t1dThTeEtyZz09>

Meeting ID: 329 204 5590

Password: 329204

Dial by your location +1 669 900 9128 US



Aaron sees the world through relationships and loves helping donors bridge their passions with impactful missions. He currently serves as the Major Gifts Officer for Union Street Homeless Services and has also led fundraising efforts with a number of other organizations including, The Foodbank (Dayton, OH), March of Dimes (National), Miami University (OH), and The Gary Sinise Foundation (LA).

Growing up in a low-income household was challenging at times and forced Aaron and his family to rely on community services for food and other assistance. He was also a first-gen college kid who was incredibly hesitant to choose a major that would forever dictate his future. If that sounds like unhealthy pressure to place on a young adult, that would be correct. He opted for the more creative route, majoring in theater until his dad mentioned that a business degree would actually pay the bills. That resonated.

Aaron switched to marketing and graduated from college ready to dive headfirst into product branding. And he did. And honestly, he was really good at it. Partly because he wanted to excel but he also wanted to make his family proud. For the next decade, he spent time working alongside large, national product companies (P&G, Luxottica, and Ray-Ban) building out marketing programs and leading initiatives to bring more brand awareness to consumers.

And then he began to hate it. Every day, he walked into work and thought, "What am I doing"? Where am I going?" He didn't care about the corporate ladder and although the money was nice, that part didn't drive him much either. What was he missing? After sharing his career frustrations with a good friend and mentor, he was reminded about his passion for community. To help bring wholeness to others. To engage one's neighbor. To be a light.

It took Aaron a long time to head in the wrong direction (12 years to be precise), but it only took a moment to make a change... so that's what he did. He quit his job and found his way into working with non-profit missions he believed in. And isn't that the point? To believe in one's work?

Aaron is a 2002 graduate of Berea College and is also pursuing an M.A. of Philanthropic Studies from the Lilly School of Philanthropy (Indiana University). He holds a TEFL (Teaching English as a Foreign Language) from EBC Linguisticos (Madrid, Spain), Six Sigma Yellow Belt, and is an active member of Pasadena Rotary. He lives with his wife, daughter, and two cats in Montrose and patiently (and painfully) still cheers for his Cincinnati Reds.

See pictures from past events on our website and Facebook page.

**Web pages: <http://kiwanisclubpasadena.org/>
<https://www.facebook.com/kiwanis.pasadena> please "Like" our Facebook page**

Birthdays and anniversaries September 2022:

Birthdays

Noelia Santiago	09/01
Yvette McDowell	09/06
Joe Moore	09/07
Susan Lyte	09/11

Kiwanis anniversaries - Club

Bill Ingram	09/01/1988	34 years
Jody Davis	09/27/2012	10 years
Barry Ross	09/30/2004	18 years

Kiwanis anniversaries – Wedding

George Falardeau & Jami Pillow	09/05/2004	18 years
Karen & John Drew	09/09/2001	21 years

Future events:

Thursday, September 15, 2022 – 12:00 – 1:30 PM – Pat Miller, Financial Planner – Update on retirement and investment planning - 960 East Walnut Street, Pasadena, CA 91106

Kiwanis Division 10 DCM – Thursday, September 15, 2022 – 5:30 – 7:00 PM on Zoom

Division 10 – Saturday, September 17th – 9:00 AM to 2:30 PM Kiwanis Summer Summit Training -Salvation Army

Click this link to register or email me doug@theliteracyclub.org

<https://www.signupgenius.com/go/10c0e4dafa62eabf5c34-division>

Thursday, September 22 from 12:00 to 1:30 PM – Pasadena Kiwanis board meeting on Zoom only

Thursday, September 29th – Mijares social – 5:30 – 7:30 PM- 145 Palmetto Dr, Pasadena, CA 91105

Kiwanis 102nd Anniversary Dinner and installation – Thursday, October 13th – 5:30 – 8:30 PM - Roaring 20's Celebration

Kiwanis Club of Pasadena

What We Do

1. **Villa Esperanza Services** – we work with this organization to help disabled adults in Pasadena improve their self-esteem and help them to give back to their community through the **Aktion Club**.
2. **Salvation Army** – we ring bells during the Christmas season each year to raise money for their charity. We fill backpacks for students of low-income families. We also participate in the Adopt-a-Family Program.
3. **Elizabeth House** – working with homeless, young mothers and their children through support and hope.
4. **Camperships for Kids** – we provide funding to send kids to summer camp who cannot afford to go on their own. Boys & Girls Club and the Salvation Army
5. **Student Awards Program** - We provide annual scholarships to outstanding students from the schools in Pasadena.
6. **Key Clubs** that teach leadership skills to students from:
 - a. **Marshall High School**
 - b. **La Salle**
 - c. **Maranatha (KIWINS)**
 - d. **Pasadena High School (KIWINS)**
7. We have a **Circle K Club** with **Pasadena City College** where these students provide community service and learn leadership traits.
8. **Kiwanis Rose Float Project** – we assist in preparing this international representation of Kiwanis while also being the host club for the President of Kiwanis International.
9. Various other projects, i.e., Special Olympics, Boy Scouts, Girl Scouts, Veterans and others.

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

