

# GIVING GUIDE

2025 Guidelines

**PUBLISHING: SEPTEMBER 19, 2025 ARTWORK DEADLINE: AUGUST 20, 2025**

## Highlighting the region's:

Nonprofits • Foundations • Health Services Agencies • Youth Programs • Educational, Cultural and Arts Organizations



“The Giving Guide is very important to include in our companies budget for advertising. As the largest, locally-owned community bank on the Central Coast, Montecito Bank & Trust is committed to making the communities we serve better places to live and work. We are very close with our Nonprofit friends in the community and see the Giving Guide as identifiable with our brand platform.”

- Montecito Bank & Trust

The Pacific Coast Business Times Giving Guide is an annual publication featuring nonprofits, foundations, health service agencies, youth programs, educational, cultural and arts organizations. The publication offers a needed, in-depth look at many of these organizations — highlighting their goals and sharing many of the ways they contribute to our community.

It is our hope that you may discover ways for you and your company to become more involved and assist these nonprofits in meeting their goals to improve the lives of many in our community.

The two-page spreads are highly discounted to afford all nonprofits the opportunity to participate. Many of the nonprofits featured are sponsored by corporations or individuals that believe in their work. If you or your business would like to support your favorite organization in the Giving Guide, please contact our account executives for more details.

The Giving Guide is a key resource that provides all of the information you'll need to make your giving and volunteering decisions.

**RESERVE YOUR SPACE TODAY!**

**Please contact your account executive with any questions you may have.**

Veronica Kusmuk: (805) 845-2708, [vkusmuk@pacbiztimes.com](mailto:vkusmuk@pacbiztimes.com) or Sean McCullough: (805) 845-2733, [smccullough@pacbiztimes.com](mailto:smccullough@pacbiztimes.com)

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## GIVING GUIDE: 2025 GUIDELINES

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Thank you for your participation in our annual publication of the Giving Guide! We've put together this PDF of guidelines in hopes that this process can be as simple as possible. Feel free to contact your account executive with any questions you may have. **(Veronica Kusmuk: [vkusmuk@pacbiztimes.com](mailto:vkusmuk@pacbiztimes.com) or 805- 845-2708 • Sean McCullough [smccullough@pacbiztimes.com](mailto:smccullough@pacbiztimes.com) or 805-845-2733)**

**PLEASE NOTE:** our annual Giving Guide is comprised of either two pages spreads, or single full-page ads. To simplify the process, each company/organization is placed alphabetically.

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### TWO PAGE SPREAD GUIDELINES

Company/Organization Information: (Left side of spread - see pages 4 & 5 of this PDF for samples)

- Please provide a high resolution(300dpi) logo, full color EPS, PDF, JPG or TIFF file.
- Use the word document provided to provide the information about your company/organization. Simple is best so we can format it to our template.
- No need to format the colors, fonts, etc. All we need from you is the basic information.
- Do your best to keep your entire document around 600 words.

Full Page, Full Color Ad: (Right side of spread - see pages 4 & 5 of this PDF for samples)

- Design should be 10"x14", CMYK and 300 DPI. ALL black text should be 100% black only.
- Please provide a High Quality, Press-Ready PDF. No crop marks, or bleed margins necessary.
- If we are designing your full-page ad, please send all design elements you wish to include in your ad - logo(s), verbiage, image(s), Inspiration references, etc. We will send you a proof to review for approval or revision requests before we go to press.

### SPONSOR LETTER GUIDELINES (See page 6 of this PDF for a sample)

- Please provide a basic word document. Simple is best so we can format the letter to our template.
- No need to format the colors, fonts, etc. All we need from you is the basic letter.
- Please include 5-10 word tag line that will appear at the top of the letter.
- Send images (logo and headshot - optional) separately. Do not add them to the word document. This will allow for higher quality images.
- Images for logos and headshots should be 300 DPI (High Resolution) and EPS, JPG, TIFF, or PDF format.
- Do your best to keep your entire document around 500 words.

### SINGLE PAGE, FULL COLOR AD ONLY (See page 3 of this PDF for a sample)

- Design should be 10"x13.5", CMYK and 300 DPI. ALL black text should be 100% black only.
- Please provide a High Quality, Press-Ready PDF. No crop marks, or bleed margins necessary.
- If we are designing your full-page ad, please send all design elements you wish to include in your ad - logo(s), verbiage, image(s), inspiration references, etc. We will send you a proof to review for approval or revision requests before we go to press.

### OTHER NOTES

- Calendar events are limited to 5 events per company/organization. (See page 7 of this PDF for a sample of our event calendar.)
- You can view a full sample of last years Giving Guide, and get more information, here: <http://www.pacbiztimes.com/giving-guide/>

**Please contact your account executive with any questions you may have.**

Veronica Kusmuk: (805) 845-2708, [vkusmuk@pacbiztimes.com](mailto:vkusmuk@pacbiztimes.com) or Sean McCullough: (805) 845-2733, [smccullough@pacbiztimes.com](mailto:smccullough@pacbiztimes.com)

# INSPIRING THE NEXT GENERATION OF INNOVATORS

**FULL PAGE SAMPLE**

Innovation does not happen in a vacuum. To ensure that the pace of scientific innovation continues to improve the lives of countless individuals, we must support those who will make the next big discovery. The Amgen Foundation, the philanthropic arm of biotechnology company Amgen, is deeply committed to inspiring and preparing the next generation of innovators. By sparking a passion for science and supporting young people who pursue it as a career, we hope to fuel scientific innovation and create a brighter, healthier future for all. Visit [www.amgeninspires.com](http://www.amgeninspires.com)

Learn more about our latest initiative! The Amgen Foundation and Harvard have joined forces to launch LabXchange, a free, virtual lab experience that integrates digital instruction with mentoring opportunities. Visit [www.LabXchange.org](http://www.LabXchange.org)

**AMGEN** Foundation

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## Women's Economic Ventures (WEV)

Marsha Bailey, Founder & CEO Emerita  
Kathy Odell, CEO

333 S. Salinas Street  
Santa Barbara, 93103  
P: 805.965.6073

WEV primarily helps low-income women, but we welcome people of all gender identities, ethnicities and income levels. WEV is a U.S. Small Business Administration's Women's Business Center, a certified Community Development Financial Institution (CDFI), and an SBA Micro lender.

Since 1991, WEV has provided business training, loans and consulting to more than 17,500 local women, men and underserved entrepreneurs. Services are provided in English and Spanish.

- WEV has helped more than 4,500 local businesses launch and expand
- WEV's Loan Fund has made over \$5.5 million in loans to small business owners
- WEV businesses have created more than 9,000 jobs and generate over \$300 million in annual sales revenue

### GET INVOLVED

WEV encourages community members to support local small businesses and offers several ways to get involved. Visit [wevonline.org](http://wevonline.org) or email

### BOARD OF DIRECTORS

Melissa Livingston  
*President*  
Director, County of Ventura, Human Services Agency

Banks Staples Pecht  
*Co-Vice Chair*  
Executive Coach, Attorney, Founder BanksCoaching

Andrew Winchester  
*Co-Vice Chair*  
Wealth Adviser, Wells Fargo Private Bank

Nancy M. Crouse  
*Treasurer*  
CFA

Linda Rossi  
*Secretary*  
President and CEO, Ventura County Credit Union

Aruni Boteju  
Relationship Banker, Bank of the West  
Emma Bridges  
Executive Director, Morgan Stanley

## TWO-PAGE SPREAD, SAMPLE (LEFT)

P: 805.456.2383 (Spanish)  
W: [wevonline.org](http://wevonline.org)

### SOCIAL MEDIA

- @WomensEconomicVentures
- @WEVenEspañol
- @womenseconomicventures
- @wevenespanol
- Women's Economic Ventures

### YEAR ESTABLISHED & MISSION

Marsha Bailey, Founder & CEO Emerita, established Women's Economic Ventures (WEV) in 1991 as a non-profit organization dedicated to creating an equitable and just society through the economic empowerment of women.

### ABOUT US

WEV serves Santa Barbara and Ventura counties, providing our community of clients the tools and training they need to face the challenges of business. Our programs and services prepare our clients to start, formalize or expand a small business. WEV provides business planning, operational coaching, financial literacy, business resiliency planning services, and makes loans to pre-bankable businesses for start-up and growth. WEV responds in times of disaster with specialized disaster recovery loans and advisory services, including our current efforts to assure small businesses survive COVID-19.

consultants in WEV business training programs.

**Join WEV's League of Extraordinary Women (and men!)** – A dynamic, influential and collaborative group of high achieving leaders who inspire and strengthen small businesses in our community through their 3-year commitment to WEV.

**Donate** – Every \$1 invested in WEV generates \$12 more in the local economy

**Sponsor** – Interested in partnering with WEV to support local businesses? Consider joining us as a sponsor. We have a range of levels available that offer prominent recognition throughout the year. Your generous investment can help us dedicate more resources toward the vital programs supporting local businesses impacted by COVID-19.

**Shop local** – Our local businesses need your support more than ever to survive COVID. Many businesses are offering curbside pickup or delivery. Shop from their online store; leave a review or testimonial, share/tag on social media – show your love for our local businesses!

### EMPOWERMENT IS PRICELESS

WEV's signature annual fundraiser, Empowerment is Priceless, will be held October 15 at 9am (as a virtual event). Guests will hear from WEV client business owners sharing their experiences as local entrepreneurs and the challenges, pivots and impacts they are facing during COVID-19. We will also feature a Trailblazer honoree – a local businesswoman who has been an influential, dynamic leader in our community. Attending EIP is a perfect opportunity to learn more about WEV and the impact it has on local business owners and our community. There is no charge to attend EIP and we hope our guests will be inspired to give on event day. Registration is required at [www.wevonline.org/eip](http://www.wevonline.org/eip)

Business Relationship Manager, J.P. Morgan Chase

Cheryl Heitmann  
Council Member, Ventura City Council

Junemarie Justus  
Founder, The Acorn Project

Elaine Kitagawa  
Former CFO, lynda.com

Emily Latour  
Senior Manager, Talent & Organization, Accenture

Rosanne Welcher  
Founder, Pacificview-Consulting, LLC

Joey Zumaya  
Public Sector Manager, LinkedIn

### STRONGER TOGETHER

"Pacific Western Bank (PWB) has a long-standing history of supporting local communities, and actively works with organizations such as Women's Economic Ventures (WEV) to encourage entrepreneurship and small business creation, across Santa Barbara and Ventura counties. PWB shares WEV's guiding vision to create broader access to opportunities for education, training and technical assistance, along with having better access to capital. Pacific Western Bank is proud to continue our long-standing support of Women's Economic Ventures!"

Sean Morreale  
*Executive Vice President*  
Regional Manager of Pacific Western Bank



**"When we lift up women, we lift up families,  
we lift up communities, we lift up economies."**

- Junemarie Justus, WEV Board Member and Founder of The Acorn Project



"It's hard to imagine doing business without WEV by my side. Over the last 7 years I have grown personally and professionally because of the impact WEV has had on me. During COVID-19 WEV has provided guidance and the emergency funding I needed to keep my business operating. Thank you to all of you who support WEV!"

## TWO-PAGE SPREAD, SAMPLE (RIGHT)

"One of the best things about succeeding as a female entrepreneur is that I have the unique opportunity to inspire others to chase their goals like I did. I joined WEV's League of Extraordinary Women because I'm a believer of being involved and giving back to my local community by supporting other women who are living their dreams of owning their own businesses. I'm also a believer of female empowerment - it's important in our society for women to be positive and an inspiration for others."

- **Jeanne David**, CEO and Founder of Outer Aisle

"I'm so grateful to WEV for believing in my dream. Coming from an immigrant working class family, I never knew anyone who owned a business. Although my heart was determined to serve my community, I just didn't know how. WEV believed in Semillas and gave me the foundation to create what I dreamed of for over a decade. I'm so proud to be a WEV graduate."

- **Pati Cortez Washington**, Semillas Counseling & Wellness



**Every \$1 invested in WEV generates \$12 more in the local economy.**

Visit [wevonline.org](http://wevonline.org) or call Kate MacNaughton, 805-908-0091  
and learn how you can become part of the WEV community.





### "What's your something?"

None of us could have ever imagined the impact of COVID-19. As we look around our community at our friends and neighbors, no one has been untouched by this most current disaster. We certainly know how to "do" disaster in our communities – we've had plenty of experience in recent years and proven our resilience and perseverance. But this time, is different. The entire world is sharing an experience like no other in our living memory.



Janet Garufis,  
Chairman & CEO

For me personally, this has been a time of reflection, to evaluate what is truly meaningful and perhaps even what will have mattered most, long after we are gone. Our Founder, Michael Towbes, was fond of saying "Everybody can do something." We are all evaluating what really matters to each of us, but the next step is finding out how we use what matters as our motivation to make a lasting IMPACT on the community we call home. I ask that each of you consider, "What's my something?"

## SPONSOR LETTER SAMPLES

needs and they need a hand up. Time, treasure or talent – we all have "something" to give whether it's lending that helping hand, offering a necessary skill or writing a check. And if we've ever had an opportunity to come together to help each other, now is the time.

For Montecito Bank & Trust, our "something" is clear: our mission is simply, to make the communities we serve better places to live and work. Over the years we've built significant relationships with our nonprofit neighbors who are here supporting us all, especially now, when we need them most. When COVID-19 reached our community, we wanted to do whatever we could to provide support and make an IMPACT. We immediately donated \$150,000 in urgent relief aid to nonprofits that were providing a safety net to our communities and we mobilized our team to process and fund more than \$205 million in Paycheck Protection Program (PPP) loans to local nonprofits and businesses. I'm incredibly proud that 10% of our PPP funding went to 191 nonprofits saving 4,300 nonprofit jobs in Santa Barbara and Ventura counties.

For 45 years, Montecito Bank & Trust has been serving the Central Coast, living our community bank mission and standing as testimony that **behind every great community is a great bank**®. Michael Towbes' vision of corporate philanthropy was the foundation of his "something." His legacy of community support. He would be so glad to know his Bank was ready to help our community and so proud to see his legacy in action today.

I'm grateful for all the organizations who are working tirelessly to lift us all up. And no matter how valiant the efforts of our entire nonprofit community, nearly everything seems to pale in comparison to the work that is being done by the frontline essential workers, the social service safety-net agencies and our amazing healthcare providers, struggling to keep us safe and to heal those of us who contract COVID-19. We can only imagine how challenging this time is and we are so grateful for all the ways you care for us.

We will get through this. We know we can do this, together: we've done it before. Take care of yourselves, your families and your neighbors. Stay safe and healthy. And, I hope during this pandemic you will not only find your "something," you will make it your legacy.

Janet Garufis  
Chairman & CEO  
Montecito Bank & Trust



### Disasters Happen. It's not a matter of if, but when...

To address a critical gap in our nation's ability to respond to the unthinkable, Wilma Melville founded the National Disaster Search Dog Foundation (SDF) in 1996 as a small, grassroots non-profit. SDF has now grown into a nationwide, dynamic organization that rescues shelter dogs and trains them to become highly trained search dogs, looking for survivors in the wreckage of earthquakes, hurricanes, tornadoes, and man-made disasters.

On January 9, 2018, when a deadly mudslide crashed through the town of Montecito and left a path of devastation in its wake, 18 SDF-trained canine disaster search teams answered the call for help. For over a week, these former shelter dogs and their first responder-handlers combed through the mud and debris, searching for survivors to ensure that no one was buried alive.

SDF has since responded to over 100 disasters in Santa Barbara County, including the 2018 mudslide.

included Joe and Riley, who each responded to incidents locally and internationally, including the devastating Japan earthquake and tsunami in 2011, the Nepal earthquake in 2015, and the Montecito mudslide in 2018.

Now, Santa Barbara's newest four-legged community hero is Waffles, a young Belgian Malinois, a former shelter dog turned search dog, who is partnered with Captain Eric Gray of the Santa Barbara County Fire Department.

These dedicated teams are just a few of the more than 230 teams SDF has trained over our nearly 25 years, serving Santa Barbara County and the nation. As part of our commitment to preparing our nation's search teams for the inevitable, SDF believes in supporting them in all areas—from ongoing training provided by SDF's professional trainers to veterinary care for every canine for their entire lives. Dogs that do not complete our training program are found other careers or placed in loving homes through our Lifetime Care Commitment, ensuring that once rescued, they will never need to be rescued again.

And we continue to enhance and expand our quest to help strengthen disaster response in this country through our National Training Center – our gift to America's canine disaster search teams. Located just south of Santa Barbara County, our National Training Center is the first of its kind, designed specifically for the search dogs and their handlers who work tirelessly to find survivors in the aftermath of disasters. Despite losing a portion of our new home to the Thomas Fire in December 2017, SDF has gotten back on its paws and completely rebuilt our facility to ensure we can continue preparing our nation's search teams for the next disaster.

As a service oriented and social purpose organization, it is our responsibility to share with you how your support is helping to give back to our local community, our nation, and beyond. The Giving Guide provides us the opportunity to assure you that your generosity is directly impacting the lives of shelter dogs and those in need following disasters.

Thank you for helping us make a difference. Thank you for being Part of the Search!

George Leis  
Chair, Board of Directors, National Disaster Search Dog Foundation  
President & Chief Operating Officer, Montecito Bank & Trust

To learn more about how you can help, visit  
[www.SearchDogFoundation.org](http://www.SearchDogFoundation.org).

# CALENDAR OF EVENTS

## SEPTEMBER 2019

September 15, 2019  
**CASA OF SB COUNTY**  
 Make a Splash for CASA

September 21, 2019  
**UNITED BOYS & GIRLS CLUB SB**  
 UBGC Golf Tournament

September 26, 2019  
**FOOD SHARE**  
 4th Annual Blue Jean Ball  
 Walnut Grove in Moorpark

September 28 - November 4, 2019  
**SANTA BARBARA BOTANIC GARDEN**  
 Fall Native Plant Sale

December 6 - 7, 2019  
**FOOD SHARE**  
 8th Annual CAN-tree Drive  
 Figueroa Plaza, Downtown Ventura

December 6 - 8, 2019  
**SANTA BARBARA MUSEUM OF  
 NATURAL HISTORY**  
 Folk & Tribal Arts Marketplace  
 Santa Barbara Museum of Natural History

## JANUARY 2020

January 18, 2020  
**SANTA BARBARA MUSEUM OF  
 NATURAL HISTORY**

## APRIL 2020

April 25, 2020  
**UNITED BOYS & GIRLS CLUB SB**  
 Rally 4 Kids

April 26, 2020  
**CASA OF SB COUNTY**  
 CASA Ducky Derby

April 27, 2020  
**BIG BROTHERS BIG SISTERS OF  
 VENTURA COUNTY**  
 BBSVC's Golf Classic  
 The Saticoy Club

## CALENDAR, SAMPLE

## NOVEMBER 2019

November 2, 2019  
**SANTA BARBARA BOTANIC GARDEN**  
 Fall Family Day  
 Santa Barbara Botanic Garden

November 20, 2019  
**BIG BROTHERS BIG SISTERS OF  
 VENTURA COUNTY**  
 Bags, Bling & Bubbly  
 Sherwood Country Club

November 23, 2019  
**CASA PACIFICA CENTERS FOR  
 CHILDREN AND FAMILIES**  
 Angels Spotlight on Style Fashion Show  
 Four Seasons Hotel Westlake Village

## DECEMBER 2019

December 2019  
**BIG BROTHERS BIG SISTERS OF  
 VENTURA COUNTY**  
 Holiday Angels  
 BBSVC office

December 4, 2019  
**PARTNERS IN EDUCATION**  
 Business & Education Partnerships  
 Breakfast  
 Earl Warren Showgrounds

## FEBRUARY 2020

February 20, 2020  
**FOOD SHARE**  
 Food Share Day of Giving

February 22, 2020  
**LOBERO THEATRE**  
 Lobero's Birthday Celebration  
 Lobero Theatre

## MARCH 2020

March (Date TBD)  
**UNITED BOYS & GIRLS CLUB SB**  
 Corks for Kids

March 14, 2020  
**CASA PACIFICA CENTERS FOR  
 CHILDREN AND FAMILIES**  
 25th Anniversary Gala  
 Four Seasons Hotel Westlake Village

March 21, 2020  
**SANTA BARBARA BOTANIC GARDEN**  
 The Santa Barbara Beer Garden  
 Santa Barbara Botanic Garden

**UNITED BOYS & GIRLS CLUB SB**  
 Carpinteria Kids Auction

## JUNE 2020

Friday, June 5, 2020  
**CASA PACIFICA CENTERS FOR  
 CHILDREN AND FAMILIES**  
 7th Annual Yummie Top Chef Dinner  
 CSU Channel Islands

June 7, 2020  
**CASA PACIFICA CENTERS FOR  
 CHILDREN AND FAMILIES**  
 27<sup>th</sup> Annual Angels Wine, Food  
 & Brew Festival  
 CSU Channel Islands

June 27, 2020  
**SANTA BARBARA MUSEUM OF  
 NATURAL HISTORY**  
 Santa Barbara Wine + Food Festival™

## JULY 2020

July 18, 2020  
**CASA PACIFICA CENTERS FOR  
 CHILDREN AND FAMILIES**  
 25th Anniversary Celebration  
 & Open House  
 Casa Pacifica Campus