



'SPARKS' OFF THE ROTARY WHEEL

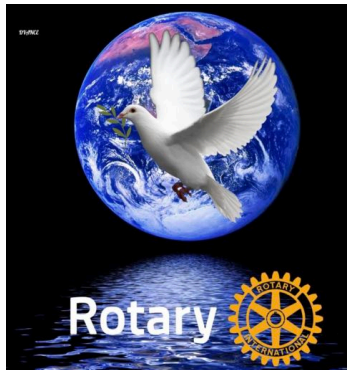
An Award-Winning Newsletter

Edited by Sarah O'Brien

The Rotary Club of Altadena meets Thursdays at noon at the Altadena Town and Country Club

Rotary Club of Altadena - #772

Chartered: February 14, 1949, P.O. Box 414, Altadena, CA 91003
 RI Pres: Stephanie Urchick, Dist. 5300 Gov: Michael Driebe



FEBRUARY 13, 2025

**THIS WEEK: REV. MEGAN KATERJIAN
 CEO, DOOR OF HOPE**

Westminster Presbyterian Church 12.00 - 1:30 pm

**February is:
 Peace-building and
 Conflict Prevention/Resolution**



CEO & Rev. Megan Katerjian has a 20-year career in fundraising, policy advocacy, program development, volunteer engagement, and pastoral ministry, working for nonprofits in Los Angeles, Chicago, and South Africa, as well as churches in California. Megan holds two master's degrees from Fuller Seminary, a bachelor's

degree from Cornell University, and a certificate in nonprofit management. When she isn't in the office, you used to be able to find Megan hiking her favorite trails near her Altadena home, cheering on her 10-year-old son and 7-year-old daughter at various activities with her husband Harout, and enjoying her favorite meal (usually dim sum) at Pasadena's amazing restaurants. But like many of our Rotary club members, Megan too lost her home in the Eaton Fire. She will be sharing with us how Door of Hope has utilized some of the funding that has been given to DOH since the fires.



<https://doorofhope.us/>

Officers
 President: Maricela Viramontes
 Vice President: Dawn Digrius Smith
 President Elect: Brad Roeber

Treasurer: Mike Noll
 Bus: 626-657-2287
 Secretary: James Gorton
 Bus: 626-793-6215

Directors
 Craig Cox
 Maria Perez-Arton
 Mark Mariscal
 Sarah O'Brien
 Lisa Rickard
 Doug Colliflower
 Brad Roeber

Chairs
 Executive Club Secretary: Mark Mariscal
 Membership: Maria Perez-Arton & Brad Roeber
 Foundation: Steve Kerekes
 Service Projects: Mike Zoeller

Subcommittees
 Community Service: Craig Cox
 Vocational Service: Steve Kerekes
 Youth Contests, Scholarships, Awards: Mike Zoeller
 Youth Activities: Tony Hill
 International Service: Sarah O'Brien



FIRE RELIEF / DONATIONS TO ALTADENA ROTARY CHARITIES

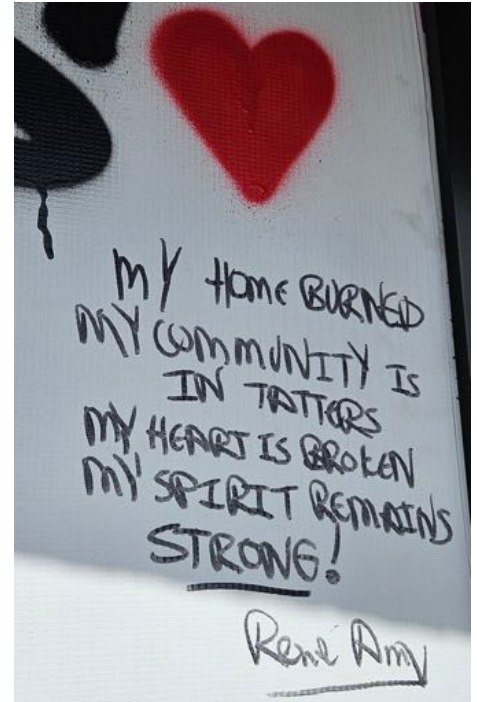
By Diana Yang

UPDATE: In times of crisis, community unites. That has never been more apparent than in the past month as demonstrated by our community of beautiful Altadena and beyond. Donations have poured in locally and from abroad in support of those who have been impacted by the devastating Eaton fires. In an effort to streamline this process going forward, all future giving to the Eaton Fire Recovery Fund should be directed to the following link: <https://givebutter.com/EatonFireARC>.

Givebutter is a free online platform that helps non-profit organizations manage donors and donations and makes giving even easier by streamlining all donations to one single page. From the site, you can donate via credit card/debit card, Apple Pay, Venmo, Paypal and Check. This link should soon be available on our website, dacdb and social media. Please spread the word and please give our sincere thanks to those who have already given and are aiding in the process of rebuilding our community.



<https://www.ecsforseniors.org/montecedro/>



CLUB MEMBERS WHO LOST THEIR HOMES TO THE EATON FIRE:

- Maricela**
- Lisa**
- Dawn**
- Mark**
- Rene**
- Sue**
- Carol**
- (Sue's sister and friend of Rotary)**
- Linda C.**
- Wendy**
- Lauren**
- Frank** - prospective new member
- Tony**
- Sarah**
- Roger Fennell**
- Dennis McGinley**
- Former member
- David Smith** lost his place of business (carpenter shop)

Altadena Rotary Charities

Share



Eaton Fire Recovery Fund

Our local community took a direct hit from the firestorm that started on January 7th and is currently, as of January 31st, 100% contained. Structures destroyed - just over 10,000 and 1,044 others damaged. This does not include structures believed to be destroyed but pending confirmation. More than 6,000 households will have to find other places to live over the next two to three years during the rebuilding process. Our club is committed to having as many of these displaced individuals back in our community.

Choose amount Secure

One-time Monthly

\$1,000 \$500 \$250

\$100 \$55 \$25

\$ Other USD

Add note/comment

Continue

<https://givebutter.com/EatonFireARC>.



(Cont'd) Local Altadena leaders asked our club if we would accept donations on behalf of the immediate, short-term and long-term needs to help ensure the community of Altadena comes back stronger than ever. Our club has 75 years of service and grant making and has proven to be a trusted non-profit organization.

Funds will be used in different ways:

Grants to other small local non-profits,

Mini-grants to businesses with Business in Altadena

Gift Cards to employees of local businesses who lost employment due to place of work burning down

Gift Cards to those in Altadena who lost housing (with a focus on renters)

Starting immediately, we will be accepting monetary contributions via checks, PayPal and Venmo. More options will be added shortly. In order to make financial contributions to the Altadena Rotary Charities, a 501c3 organization, please make checks payable to ALTADENA ROTARY CHARITIES and mail to:

Altadena Rotary Charities, PO Box 414, Altadena CA 91003
Fed Tax ID 95-4600758

Many more ideas are still coming in!
www.altadenarotary.org / Mark Mariscal

Carmel by the Sea Surprises our Club!

Last Friday, Mark and our newest member Deb Halberstadt had a scheduled lunch with Scot Smythe and Wanda Vollmer. They are members of the Carmel Community Emergency Response Team (CERT). They had driven down to present gift cards to our Altadena CERT members via a donation to our Rotary Club. During that lunch, they informed us that the Carmel By The Sea Rotary Club held a meeting earlier that week and agreed to contribute \$15,000 to our Altadena Rotary Charities for Eaton Fire Relief. On Saturday morning before the start of the Giveaway event, we were presented a check and took a picture.



From left to right:
Mark Mariscal, Wanda Vollmer, Club President Maricela Viramontes, Nikki Winslow, Lisa Rickard and Scot Smythe



PRESIDENT'S MESSAGE

By President Maricela

Giving Away the Store - an EPIC event!

(Photos opposite and below)

Last Saturday, our club organized an event that could be considered a magnitude 8.2 on the earthquake Richter scale!

Twenty-six members volunteered for our Day of Service, joined by 50+ Rotary members from around our District to offer assistance to those in need in the aftermath of the Eaton Fire. The location was our local Grocery Outlet Altadena store owned and operated by Sandra and Jose Valenzuela. The idea to hold a big "giveaway" was developed by Rene Amy, the Valenzuela Family and Mark Mariscal. With just under two weeks to plan and carry out the event, it easily exceeded our expectations. When I say



we "gave the store away", we gave more than \$100k in a combination of gift cards, clothing, perishable and non-perishable foods, household items, toiletry kits, diapers, and dozens of other items.

GIVE AWAY EVENT PHOTOS!



Our club partnered with other organisations such as the American Red Cross, Society of St. Vincent de Paul, (both at the Council level and the local conference housed at St. Elizabeth Church), LA County Public Works and LA County Library. Altadena Library District provided hot spots for families to keep. Many of the donations came from Rotary Clubs throughout our district, adding to those we received previously from Clubs around the US and internationally - including \$1,700 in gift cards from the Rotary Club of Duarte. We had a semi-tractor full of items delivered on Saturday morning that had driven down from the Las Vegas area (donated by clubs in Nevada). Also, Rotary Clubs in Arizona drove a big pull-behind trailer filled with household items, kitchenware, crockpots and many other useful items for people just starting to move and settle into houses or apartments after losing their own place to live.

I was impressed and amazed by:

- 1) The number of attendees waiting in line before the event began
- 2) The efficiency of Jose driving that forklift
- 3) Doug handling security for hundreds who arrived early
- 4) Mark's ability to get everyone organized and moving in the right direction asap
- 5) Lisa and Diana taking charge of our Rotary booth for the distribution of gift cards



6) The dozens of Rotary members with Rotary shirts and vests on!

7) Mark being interviewed what seemed to be every 10 minutes from different media sources

8) The respect given to the Fire Survivors requesting assistance

9) The respect that the survivors showed the volunteers



10) Watching Dennis handle the vehicle entrance while trying to protect everyone

11) The amount of items that Shelter Box USA was distributing, especially the white large bags

12) The efficiency of the clean-up efforts at the end of the day

13) The quality tacos provided by El Patron Restaurant - delish as always!

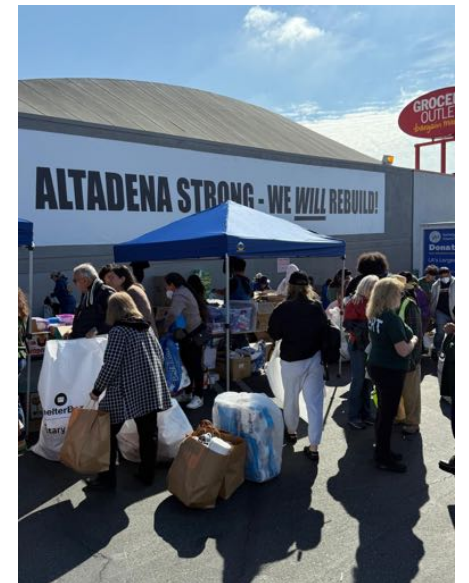
14) The good spirits that the Altadena Town Council members displayed to those in 91001

15) The number of volunteers from SVDP who interviewed most of the families for future gift card needs



The number of photos that have been shared and posted regarding last Saturday is priceless! Thanks to Wanda & Scot (Carmel CERT), Peter Huisking, Tony Hill and all who took photos and videos of the event. More will be featured in next week's 'Sparks'!

Finally, I want to thank Lisa Rickard for stepping up to chair the newest committee of our club. We look forward to updates about the work that she and the committee are focused on, regarding the donations to Altadena Rotary Charities for the rebuilding of our Altadena Community.



See you on Thursday - stay strong!

