



The current economic recession has affected all of us. Most of us have a family member or friend who has lost their job and nearly all of us have had to significantly cut back on our expenses. For our most vulnerable families, cutting back may mean not having essential services like food and shelter. Their problems are then compounded because many of the organizations that provide these essential services are struggling themselves and unable to help out when it is most needed.

From the Heart is a unique partnership between Glendale citizens, businesses, the city, the BHHS Legacy Foundation and local community agencies created to help those in need. Glendale residents and business make generous donations and every dollar that is donated to the From the Heart Program is matched at 50% by the BHHS Legacy Foundation and then distributed to social service organizations that provide valuable assistance for Glendale residents. I find From the Heart to be such a worthwhile contribution for many reasons, including the valuable organizations that are funded, the fact that each dollar grows through the match and because there is no money taken from the donations for administrative overhead.

Each resident has the opportunity to donate to From the Heart by adding \$1 to their monthly utility bill. Local businesses have also stepped up to help out those in need. The Ellman Companies, developers of Westgate City Center, make a monthly donation that is comprised of all of the money that is collected from those who "throw coins and make a wish" at the waterdance fountains. John Lund, President of Lund Cadillac made a donation of almost \$30,000 this year in the name of his father, Robert Lund who recently passed.

As many of you know, I have experienced the passing of both my Father and Mother over the past year. When my father died last June, I wanted to provide an opportunity for those who preferred to contribute to a special cause "in lieu of flowers." Because of all of the reasons listed above I determined that there was no better cause than From the Heart. Through the generosity of friends and family and the match from the Legacy Foundation, I am proud to say that over \$10,000 was raised for From the Heart. This past May, my Mother died and I have established another memorial fund in her name that will be part of the contributions that are distributed in 2010. I cannot tell you how comforting it is to know that my parents are still "helping others" through the generous memorials given by people who know our family. I want to sincerely plant a seed of thought in all of you to consider this idea when you have a loss in your family, and to recommend it to others, too.

Through the generosity of our residents we were recently able to distribute \$224,500 to Glendale agencies. Since the program's inception in 1997 over \$1.7 million has been

collected and distributed. One dollar goes a long way with the From the Heart program and I want to thank all of you for pulling together to help our fellow residents in need and encourage you to continue giving to this great cause.

[\(Click Here\)](#) to find more information about From the Heart and to see the list of agencies have were funded this year. [\(Click Here\)](#) to make a donation to From the Heart.