



# WHY IS GIVING BACK SO IMPORTANT TO YOU?



**Bob Bogard** As a representative of a non-profit organization, I firmly believe in not only giving back financially, but also providing time and energy to support an organization or event. Anyone can write a check (and financial contributions are crucial to keeping a non-profit organization achieve its missions), but I try to “pay it forward” by serving on boards and committees to lend support and expertise that might not be available.

*Director of Marketing Communications  
Palm Springs Art Museum  
[www.psmuseum.org](http://www.psmuseum.org)*



**Helene Galen** Thousands of citizens of the desert spend hours working at our museum, our theater, our Stroke Recovery Center, our Animal center and our Hospitals. I know it makes them happy, so imagine my happiness at being so lucky, that I can not only give hours, but I can also give financially. Giving back means Getting Back, to all of us.

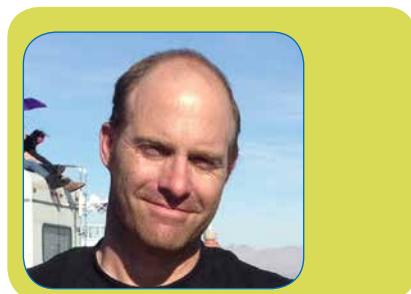


**Douglas K. Freeman** Giving to others of your time, talent, and treasure is one of the fundamental qualities of the American people. Whether it's motivated by a sense of responsibility, tradition, guilt, pride, love, sympathy or compassion, it serves to benefit humanity and to invigorate your own spirit. For me, it began as a teenager with gratitude... gratitude for the benefits bestowed on me and my family and my country. It became part of my purpose in life. I have no doubt that my own life has been rewarded far more than any of the lives of others that I may have positively impacted with my philanthropy.

*Senior Managing Director  
First Foundation Advisors  
[www.ff-inc.com](http://www.ff-inc.com)*



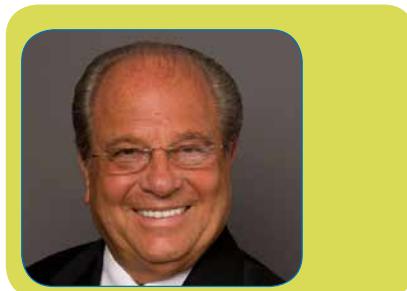
**Barbara Keller** One of the greatest delights of living in the desert, beyond the comfort of the weather and the beauty of the mountains, is being part of a loving, giving community. Here we can see the fruits of our labor. We can help to protect the weak, feed the poor, educate kids, speak for those who can't speak for themselves, fight for those who can't fight for themselves and, because it's a small town, we get to hug the recipients of our fundraising. I've passed the joy of giving on to my children and grandchildren and nothing can bring me greater satisfaction than that.



**David Herrlinger** Giving is easy. With life and business there are a lot of challenges...and it can definitely be difficult.

But the more you give as a person or a company, the easier things become. Once you figure that out, life and work become a joy.

*Vice-President, Hot Purple Energy  
[www.hotpurpleenergy.org](http://www.hotpurpleenergy.org)*



**Michael R. Dene** It's really all about taking the spirit of the season and doing what we can to help others. Specifically, my goal as a business owner was not only to donate food, but to ultimately inspire my employees, friends and others to give what they can.

It sounds cliched, but every bit counts—during the holidays, people are more apt to take the \$5 they would have spent on a coffee to buy a toy for a child. That's all I was trying to do.

*Owner  
Michaels Pizzeria, Rancho Mirage*



**Gary Hall** Giving back is important for me to make my life more meaningful and happy improving lives one person at a time contributing the quality of life in my community. Simply said; giving is like smiling, it invites good things into your life.

*Senior Vice President, Wealth Advisor  
Wells Fargo Bank*



**Jasen Thiesen**

Giving back is not only during the holiday season. I believe we should all focus on giving back all year long. It is not only because we need and want to, but it is our responsibility to give back to all in need. Giving back has a far reaching effect. Not only does it help those that receive, but all that are associated with the cause that is dear to their lives and hearts.

I believe in the gift of giving. It is a true privilege.

*Store Manager,  
Plummers Furniture, Rancho  
Mirage*



**Robert Schein**

Giving is the foundation of a great community. Providing opportunities for those that need our assistance is priceless.

Our lives are short, but our impact can live on far beyond our time here on Earth. If we all work together in giving, the difference will be noticeable each and every day. That's a force greater than any of us. That's the humanity God had designed! If you have the ability you should always try and make the world a better place and this is what makes life worth living.

*Managing Director & Partner  
HighTower Advisors  
www.hightoweradvisors.com*



**Theresa Maggio**

It's an honor to support the people in our Coachella Valley. Working for BIGHORN, I see incredible generosity everyday to a variety of non-profits. From monetary donations to dedication of time and energy, our community and our staff believes in its responsibility to give back through education, women's issues, supporting wounded warriors and taking care of families going through tough times. May God bless you all.

*Marketing Director  
BIGHORN Golf Club  
www.bighorn-golf.com*

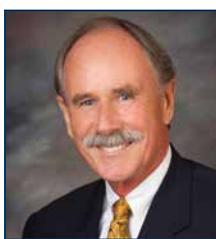


**Barry Dayton**

When I was a kid, my brothers and I laughingly called our parents "The P.O.C.s" – meaning "Pillars of the Community." But I came to understand and appreciate what they'd been quietly teaching us by example ... that whether you helped feed the hungry, educate the less fortunate, or contributed in any number of other ways ... the important thing was to extend your hand. The warmth you felt by pulling someone up, who could now look you squarely in the eye, was the real reward.

*Director of Marketing &  
Communications  
Desert AIDS Project  
www.desertaidproject.org*

## Connecting the Head, the Heart and the Pocketbook



**Stuart Bailey**  
*Vice President, Private Banker  
First Foundation Bank*



**Robin L. Calder, JD**  
*Vice President, Private Banker  
First Foundation Bank*



**Douglas K. Freeman J.D., LL.M.**  
*Senior Managing Director  
First Foundation Advisors  
Director  
First Foundation Inc. and First Foundation Bank*



**Valerie Van Winkle**  
*Vice President, Private Banker  
First Foundation Bank*

Our "Support our Community" initiative links our team of experts with non-profits to magnify their success. Douglas K. Freeman, J.D., LL.M, recognized nationally as Founder of National Philanthropy Day, provides leadership for our in depth charitable consulting services. Locally our team of Private Bankers can help you build your organization's capacity by collaborating with your non-profit to boost your community impact and financial success.

To learn more email [yourteam.palmdesert@ff-inc.com](mailto:yourteam.palmdesert@ff-inc.com) or call Valerie Van Winkle, VP Private Banker, Palm Desert Market Liaison at 760-391-6911.



44-801 Village Court, Palm Desert, CA 92260  
[www.ff-inc.com](http://www.ff-inc.com)