

2021

Giving Guide



Bill & Cindy Shopoff
Owners
Shopoff Realty Investments



Emile Haddad
Chairman and CEO
FivePoint Holdings, LLC



Wing Lam
Co-Founder
Wahoo's Fish Taco



Charlie and Ling Zhang
Philanthropists

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Presented by



Faces of Philanthropy

The 2021 GIVING GUIDE

What inspires you to give?

My family and I have been given a lot by this country since we immigrated 35 years ago. We feel that giving back is a way to show gratitude for all that we've been given. I am blessed to have worked with a group of people for many years who have shared the same perspective on giving back to the communities we are a part of. The advancement of public education is a major focus, because that is the only way we're going to narrow the gap between social classes and provide opportunities for those who want to reach their full potential.

Summarize a personal experience you've had working with a nonprofit org that has had the greatest impact on you.

What we're experiencing with the pandemic reminds me of what I experienced during the civil war in Lebanon. I was volunteering at the American Hospital, and spent 80 days in the operating room helping doctors and nurses who were treating serious injuries and dealing with multiple casualties. It really helped me develop a perspective in my life and understand the difference between a problem and an inconvenience. It also gave me a strong appreciation for first responders, and the men and women on the front lines. I want to take this opportunity to thank all of the first responders.



Emile Haddad
Chairman and CEO
FivePoint Holdings, LLC

What inspires you to give?

My brothers Ed, Mingo and I never imagined how successful Wahoo's Fish Taco would be. Still, it's always been about doing what we really care about, showing compassion for our community and always being authentic. "Keep your brand promise honest, and your business will bring you success."

Our deeper purpose has always been about our family being in business to feed your family. We see that as a stronger and more emotional connection with our customers. And our customers are loyal because we keep our promise to them every time they come into a Wahoo's store. We never let them down. They can count on us for anything. That's the power behind our brand. *Keep your brand promise honest and your business will bring you success.*

Summarize a personal experience you've had working with a nonprofit org that has had the greatest impact on you.

Like most other businesses, this pandemic forced us to change how we do what we do. It didn't make us change why we do it. We've been able to pivot what we've been doing in our stores during this pandemic to take care of our employees and their families, and even get meals to over 19,000 hungry frontline workers. This effort turned into the California Love Drop and ultimately turned into a movement. It's because of our connection with our loyal customers that we have the power to do this.

The California Love Drop has now "dropped" meals, beverages, treats, and supplies to hospitals, medical centers, police stations, fire departments, and more to over 200 locations. With support from multiple businesses, additional Love Drop branches have begun to support more local communities including Las Vegas, New Jersey, Erie, Pennsylvania and Texas Love Drops. Witnessing the positive impact created by so many is what has had the most significant impact on me. This is a time that I will always remember in giving a little to help so many. For more information on the California Love Drop, go to californialovedrop.org.



Wing Lam
Co-Founder
Wahoo's Fish Taco

What inspires you to give?

We were both raised in very hardworking families that taught us not only the value of hard work, but also the value of giving back. Having been blessed with success, we believe there is a moral, and perhaps even spiritual value, sometimes bordering on obligation, to share the blessings we have received. As a couple we have been committed to planning our lives and reaching certain goals, and part of that planning has always included giving.

In fact, we even set budgets for our children starting from a young age, teaching them the importance of giving through their allowances. Each week, they were allowed to spend a portion of their money, but they also had to save and contribute portions. Fostering this commitment in our children reinforced our own focus on giving. Giving back comes from a place of feeling truly grateful, and wanting to share with those organizations that align with our beliefs. Over the years we have given to organizations that support everything from education and arts, to homelessness and HIV/AIDS services support, striving to always directly impact those in need.

Summarize a personal experience you've had working with a nonprofit org that has had the greatest impact on you.

CINDY: Being on the board of the Friendship Shelter has had the greatest impact on me personally. Before I really delved into homelessness and housing insecurity, I will admit I felt conflicted as I had such a strong pride in personal work ethic. Being part of this organization broke down any prejudices in me, and I now feel as the "adult" generation, having this crisis manifest on my watch is an indictment on my generation and myself. Strong words, but undeniably true.

BILL: For nearly 20 years I have participated in the AIDS/Lifecycle ride, striving to be one of the top fund raisers for the event each year, and also contributing as a corporate sponsor, the event focuses on raising money to assist the most vulnerable in our communities impacted by HIV and AIDS. We've also sponsored the Orange County Ride for Aids (OCRA) as well as Radiant Health Centers.

In the wake of the pandemic, we've focused over the past year on giving to organizations that tackle food insecurity and assist the working poor. Inspired by our own strong work ethic, seeing people who are willing to work, yet experiencing the despair of not knowing how they will survive and feed their families has touched Cindy and I deeply, and will continue to be a focus for our family and company, even after the crisis subsides.



Bill & Cindy Shopoff
Owners
Shopoff Realty Investments

What inspires you to give?

As an immigrant, I came to this country with a clarinet and twenty dollars in my pocket and committed to one day give back. Ling and I have been blessed in life and that inspires us to help make the world a better place. We want to give back and influence people to do the same. We have a lot of role models, and have seen a lot of people give back to make America a beautiful story.

Summarize a personal experience you've had working with a nonprofit organization that has had the greatest impact on you.

Ling and I love music and education – this is our passion. So it has been very rewarding working with Pacific Symphony and OC Music and Dance, which I am proud to say is Orange County's premier nonprofit community music and dance school. We were pleased to find a home for both of these organizations, in a building we bought in Irvine. Not only does music feed our souls, but we are gratified to experience how music and dance can transform lives. Watching the growth of the young musicians in Pacific Symphony Youth Ensembles and how their lives are changed through music is so important to us. We find joy in helping others.



Charlie and Ling Zhang
Philanthropists