



Newsletter: Winter 2022 Edition

ISSUE 18

Our nonprofit charity foundation exists to honor the memory of thirteen-year-old Emily Rose Shane, who was tragically murdered on April 3, 2010 on Pacific Coast Highway in Malibu, CA.



The Emily Shane Foundation’s flagship SEA (Successful Educational Achievement) Program provides essential mentoring and tutoring support to disadvantaged middle school students in the mainstream classroom, at sites across Los Angeles and Ventura Counties.

SEA makes a difference in the lives of the children we serve.

Inside This Edition:

| | |
|---------------------------------------|-------|
| A MESSAGE FROM THE EXECUTIVE DIRECTOR | 2 |
| RAINBOW HALO INSTALLATION | 4 |
| 3 HEART STRINGS FUNDRAISER | 5-6 |
| BUTTERFLY MAGIC | 6-7 |
| SEA STUDENT SUCCESSES | 8 |
| LOCAL UNIVERSITIES AT WORK WITH ESF | 9-10 |
| STAFF SPOTLIGHTS | 10-11 |
| EMILY'S GIFT | 12 |
| GOOD DEEDS | 12 |

*Read how
your support
has changed
lives!*



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A Message From the Executive Director

Dear SEA Community,

ESF is now in its tenth year of operation, a notable milestone!

With the myriad of challenges that confronted the entire world due to the pandemic, ESF has adapted to the new realities of pursuing our mission. The start of the 2021-2022 school year had us navigate new required protocols that were precipitated due to COVID and the formal switch to a hybrid of both online and in-person SEA sessions at most sites. (Some still solely permit in-person sessions.) Many of our contracts and agreements with school districts and partner organizations had to be reworked.

The inclusion of virtual SEA where permitted allows us to serve more students in need, as the mentor/tutor's location is of no consequence. As an example, we have a mentor/tutor located in Houston who volunteers for SEA! Due to SEA solely being virtual and highly effective in 2020 amid COVID, online sessions will remain a reality.

As I reflect on what has transpired since our last newsletter, there are several significant highlights to be outlined in this issue. These include the first Rainbow Halo Installation in Malibu in Emily's memory on August 9th, the day that would have been Emily's 25th birthday. We are grateful to the support of those at the City of Malibu who helped make this a reality. Three Heart Strings, a nonprofit that helps other nonprofits by selling unique and custom designed bracelets, presented a fundraiser for ESF during the entire month of August. We are so grateful to all at this amazing nonprofit, which is run by high school students. Our annual fall fundraiser took place on November 15th. Butterfly Magic was a great success, and we are so appreciative to all who joined us on a perfect, sunny Sunday afternoon – in addition to all who volunteered to plan, prepare and present the event, and all who donated and participated in the auction and/or our butterfly sponsorship campaign.

We were faced with staffing challenges at a critical time, just as the school year was commencing. I feel so lucky that José Alvarez-Castillo responded to a posting for the SEA Program Manager position. He literally started three days before Butterfly Magic and is proving to be caring, committed and effective. You will learn more about him in this issue.

As we enter the second term of the school year, we once again look forward to our current students' progress and expect to be increasing our current roster of 55 students.

We have learned to weather challenges, and our tenth year proves that we not only have sustainability, but that we can adapt to continue to pursue our mission.

My sincerest gratitude to all who support us, follow us on social media, and who believe in our vision of empowering less fortunate youth to achieve success in school and in life.

Happy New Year to all. May 2022 allow you and our students to reach great heights!
Warmly,

Ellen Shane

Introducing our new SEA Program Manager



Executive Director, Ellen Shane, with new SEA Program Manager, José Alvarez-Castillo at Butterfly Magic.



José led many student orientations including Thousand Oaks and Pico Rivera, pictured above, this past month.
Read more about José in our "Staff Spotlight" on Page 10.



Rainbow Halo Installation

On Monday, August 9th, a Rainbow Halo was installed in Emily Shane's memory on what would have been her 25th birthday. The Rainbow Halo now stands permanently along the Pacific Coast Highway, memorializing Emily's life and encouraging safe driving.



Rainbow Halo installations are a project of the City of Los Angeles' Department of Transportation. We are grateful to the City of Malibu, particularly **Arthur Aladjajian** and **Travis Hart**, for their support and help in making the installation possible.

Jeri Dye Lynch, whose son Conor was killed due to a distracted teenage driver, attended the installation. Conor's Rainbow Halo is located in Sherman Oaks, CA, and it was the first one to be installed in Los Angeles. Jeri presented Ellen with a "rainbow of roses".

Many others contributed to the event to make it a reality. Thank you to all who embrace our passion for educating less fortunate youth, so they can achieve their dreams and goals.



3 Heart Strings Fundraiser

For the month of August, 3 Heart Strings selected the Emily Shane Foundation as their chosen charity. As a 501(c)3 nonprofit, the company creates and sells unique bracelets, accessories, and other products with 100% of net profits donated to a different charity of their choice each month.



To honor Emily Shane's memory during her birthday month of August, bracelets uniquely significant to ESF were sold at events and online to support the disadvantaged students in need of the foundation's SEA* (Successful Educational Achievement) Program across Los Angeles and Ventura Counties.



Tabling event at Point Dume Plaza.
From left to right: Julia Waldman, Anna Kim, Rachel and Bonnie Hofert



← Tabling at Butterfly Magic.

From left to right: Sara Lee, Marissa Gold, Ellen, Bonnie Hofert, Anna Kim

3 Heart Strings presenting the check from their fundraiser to Ellen.



From left to right: Anna Kim, Rachel Hofert, Lexi Gold



We are so grateful to everyone at 3 Heart Strings for their efforts in funding our SEA Program. We look forward to a continued collaboration.

Butterfly Magic

ESF's annual fall fundraiser

On November 14th, The Emily Shane Foundation held its annual Butterfly Magic event at Alumni Park, Pepperdine University. We are so grateful for the support of our guests, staff, and attendees for such a magical afternoon!



Butterfly release!



Children proudly showing their 3 Heart Strings bracelets and their copy of "Emily's Gift". All sales of the book support ESF's SEA Program.

Butterfly Magic



Our event headliner, Smooth Jazz Artist Les Sabler, flew in from Nashville. He was accompanied by Iraj Lashkary. Les played his hit single “Estelle’s Dance”, which was at #13 on Billboard’s Smooth Jazz Chart at the time of writing this newsletter. Take a listen!

Congrats to Les! Tune in and listen to him on [Spotify](#).



The amazing Lex Schwarz wowed the crowd with his Magic Show, and helped put the word “magic” in Butterfly Magic!



Robin Hild, who has never missed an ESF event, performed with Perry Gentile and provided the sound system. He sang his creation, “Emily’s Song”, when the butterflies were released.

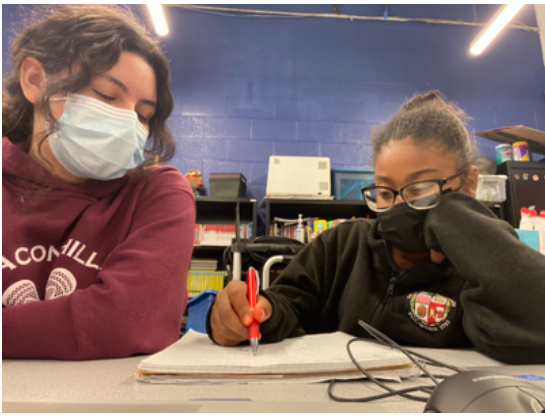


Butterfly Magic MC, Deborah Kobylt, an award-winning podcaster, CNN correspondent, and former news reporter for Fox11LA and K-Cal9 News, honored ESF by returning to host the event. She was accompanied by her husband John Kobylt (host of KFI AM radio’s John and Ken Show), and Ellen (ESF Executive Director) with her husband Michel (ESF Board Chair)

[Watch the Full Butterfly Magic Event Here!](#)

We have many to thank for Butterfly Magic. See full list at the end of this newsletter.

SEA Student Successes

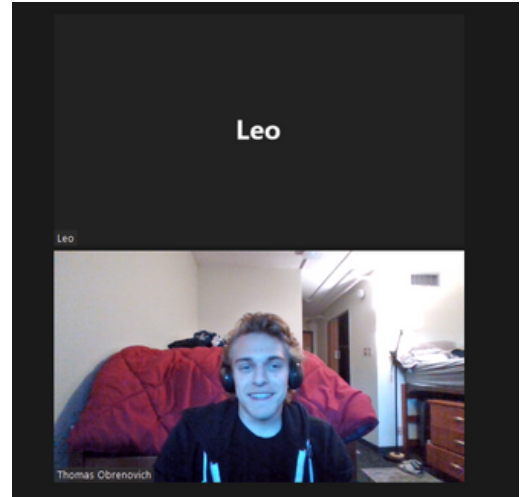


Naimah (7th) in South LA

Naimah struggled with both math and time management prior to commencing the SEA Program. With the help of her mentor/tutor Claudia, not only have her grades improved, but her dedication to her work has as well. Now she is eager for Claudia to help with her homework and to understand the mistakes she makes in class.

Leo (8th) in Pico Rivera

Since Leo began sessions with his mentor/tutor Thomas, he has made strides towards fixing his issues in school. He was lacking the fundamentals in all subjects and with inspiration from Thomas, he has changed his attitude and began to get passing grades. Thomas says "Leo is a pleasure to work with". Thomas works hard to help him in any way he can.



Leah (nickname is Silver) (7th) in Malibu

Silver started the SEA Program, believing that "middle school does not matter". She did not care about her academics and is altering her mentality for the better. Due to Eva's influence, Silver has been working very hard and has now acquired effective study habits. She has started to prioritize school over play, and Eva will continue her efforts to ensure this is sustained.

Jamariyae (6th) in Santa Monica

Jamariyae had 3 failing grades when he started the SEA program. After working with mentor/tutor Ciara, he has none! His grades and work ethic have been steadily improving as the weeks go by. This is thanks to Ciara who makes their sessions fun. She has earned both Jamariyae's trust and attention.



Local Universities at Work With ESF

BASKETBALL PHILANTHROPY EVENT AT PEPPERDINE UNIVERSITY

Two business fraternities at Pepperdine University, Delta Sigma Pi and Alpha Kappa Psi, supported ESF through a basketball fundraiser event. Katie Ross, Delta Sigma Pi's VP of Community Service, who is studying both business administration and education, felt that ESF was a perfect match for a charity to support, considering her field of study.

150 people attended and close to \$1,000 was raised!

A BIG Thank you to Delta Sigma Pi and Alpha Kappa Psi!



From left to right:
Inez Kim, President of Delta Sigma Pi (DSP)
Katie Ross, Vice President of Community Service of Delta Sigma Pi
Ellen Shane, Executive Director, The Emily Shane Foundation
Carol Zhou, Vice President of Service of Alpha Kappa Psi (AKPsi)
Cameron Zohary, President of Alpha Kappa Psi

ESF CLUBS AT USC AND LMU

The Emily Shane Foundation Club at the University of Southern California on September 2nd! Pictured is USC'S ESF Club President Valerie Araki tabling at the USC Fair.



Over a few days in August, Reese Garcia (left), a returning mentor/tutor, and Bianca Salinas (right), LMU'S ESF Club President, tabled at LMU's Involvement Fair.

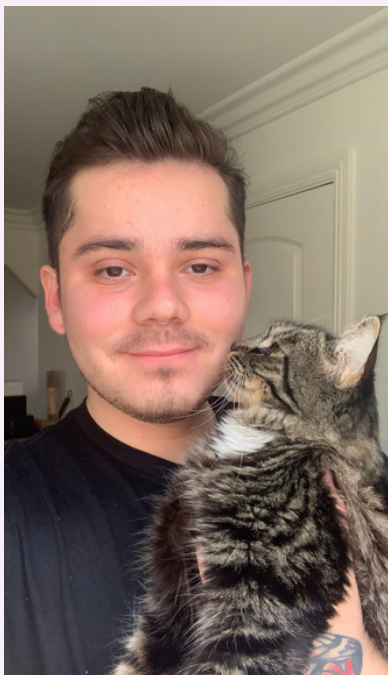


WORK STUDY PARTNERSHIP WITH CALIFORNIA LUTHERAN UNIVERSITY

We are happy to announce our formal partnership with the work/study division of Cal Lutheran University to source applicants for positions within ESF. We are fortunate to already have CL students working with ESF in various positions, such as mentor/tutors, and both social media and marketing assistants. We look forward to a long and mutually positive partnership with Cal Lutheran

Staff Spotlight

Meet our new SEA Program Manager, José Alvarez-Castillo!



"Hello! My name is José Alvarez-Castillo and I am very excited to be the new SEA Program Manager. I graduated from UCLA with a degree in Sociology and a minor in Education this past year and am very passionate about making a difference within the educational system. I am a first-generation Chicano who has been working for the past 8 years in many different fields. I worked at a time where my income was essential to putting food on the table, and I know what it's like to live paycheck to paycheck. I applied to ESF and happily accepted the position, because I saw the value of helping children at this crucial age. I wish I had a SEA Program around me when I was in middle school, and now I can help keep it going for kids who are just like I was."

Meet ESF Fundraiser Committee's newest members!



Dori

Dori Lansbach hails from Land O'Lakes, Wisconsin and now works at Pepperdine as the Relationship IQ Assistant for the Boone Center for the Family where she helps to educate and mentor college students on various aspects of peer, romantic, and familial relationships. Dori has a Bachelor's (Education with a minor in Film Studies) from Pepperdine, and earned a Master's Degree in Documentary Filmmaking from The University of Edinburgh, while playing professional basketball. Currently, she is completing her PhD in Psychology also from The University of Edinburgh.

Ever since being a Pepperdine student, Dori has had a deep love for the community of Malibu and its residents. With a passion for education, having also been a 3rd grade teacher, she was drawn to the story of the Emily Shane Foundation and the mission that was birthed out of the tragic loss of Emily Shane. She believes whole-heartedly in the Emily Shane Foundation's commitment to providing educational resources and life skills for students who may typically "fall through the cracks," as well as supporting the youth. Having the opportunity to get to know Ellen Shane and the other individuals on the committee has been a touching and inspiring experience!



Monica

Monica moved from Manhattan to Malibu last year, initially enraptured by the mountains and ocean. What she soon came to appreciate is the meaningful community of individuals that live there too. She came across the work of The Emily Shane Foundation and was impressed with the vision to take such a tragedy into transformational, positive change for others. Education and mentorship have been crucial to her career, and she is an advocate that students are given that experience too. She was overjoyed to be able to contribute to the Butterfly Magic Event in Alumni Park this past November, and she looks forward to our upcoming gala this spring.

Emily's Gift Purchases to Help Support the SEA Program

PLEASE NOTE: NEW PURCHASE LINK BELOW!

ESF's Executive Director released the first true story in a series about the family's dogs last August. The engaging and entertaining tale relates the journey of how the youngest Shane sibling tries to negotiate bringing a puppy into her loving and pet-less family.



Available in English and Spanish!

bit.ly/Emilysgift

**New Link to Purchase
Emily's Gift in English or
Spanish**



2021-2022: A Sampling of SEA Program Students' Good Deeds

I helped an older lady get something from the top shelf at 7/11.

- Rihanna, 8th Grader in Pico Rivera

I helped my mom set up Christmas decorations.

- Robert, 7th Grader in Malibu

I helped my classmates with homework they did not understand.

- David, 7th Grader in Pico Rivera

I helped my dad put away his tools.

- Angel, 8th Grader in Oxnard

I babysat my younger sister.

- Jamie, 7th Grader in Santa Monica.

I helped take care of my neighbor's baby and helped my mom clean the house.

- Maria, 7th Grader in South LA.

**Click Here for More
Good Deeds!**



Upcoming Event



Butterfly Magic 2021 - Many Thanks!!!

We are grateful to all our talented performers and artists! Headliner Jazz Artist Les Sabler, Musical Duo Robin Hild and Perry Gentile, Master Illusionist Lex Schwartz, and Artist Ann Krasner.

Special thanks to our food trucks, Savage Tacos and Scooter's Sweet Shack, and to 3 Heart Strings for joining too!

Thank you to the Malibu Middle/High School Orchestra, led by Dr. Maia Zander, who is the orchestra director at Malibu Middle and High School:

- Margaux Azarian, 8th grade
- Sarah Azarian, 10th grade
- Aidan Colburn, 8th grade
- Raya Israel, 9th grade
- Lauren Lapajne, 10th grade
- Kristie Martinez, 10th grade
- Tony Martinez, 8th grade
- Sean Perl, 9th grade
- Shannon Rosen, 10th grade
- Stephen Smith, 10th grade

A big thank you to our ESF Fundraiser Event Committee:

- Lisa Ellis
- Mary Garrison
- Monica Kemp
- Kathy Landmann
- Dori Lansbach
- Kelly Uchimura

The Emily Shane Foundation also expresses much gratitude to:

- José Alvarez-Castillo
- Katherine Bacino
- Rachel Berookhim
- Belen Carrasco-Cazares
- Jenifer Chavez Ramirez
- Alexandria Cordova
- Michelle Droeger
- Viannie Egbunike
- Winnie Fei
- Kylie Francisco
- Karen Haltrecht
- Chad Kono
- Kiana Liu
- Quetzali Lopez
- Katie Ross
- The LMU Belles Service Organization



3 ESF Fundraiser Committee Members preparing for Butterfly Magic's online silent auction.

Thank you to all of our generous Butterfly Magic Donors

- American Cinematheque
- Antigua
- A Noise Within
- Autry Museum
- Beverly Hills Plastic Surgery Group
- Boutique Air
- Brent's Deli
- Byington Vineyards
- Canyon Club
- Cami and Jax
- Carole King
- Chipotle
- Cline Family Cellars
- Coronado Playhouse
- Disneyland
- Domenico's Italian Restaurant
- Durango and Silverton Narrow Gauge Railroad
- Flappers Comedy Club
- Fountain Theatre
- Fountain Valley Skating Center
- Ganz
- Genesis Invitational
- Gorjana
- Go Kart World
- Henry Tarlow, Serita Stevens Ironbridge
- Irvine Lanes Bowling Alley
- Island Packers
- Jack in the Box
- Jacuzzi Family Vineyards
- Jakks Pacific
- Kayak Las Vegas
- King's Seafood Company
- Kimpton Rowan Palm Spring
- Laemmle Theatres
- Legacy Food Group
- Linksoul
- Los Angeles Chargers
- Los Angeles Clippers
- Los Angeles Dodgers
- MAC Cosmetics
- Malibu Bliss Massage
- Mary Fitzgerald
- Mission Inn Museum
- MooseTrack Boutique
- Morgan-Wixson Theater
- Murad
- Pala Casino Spa and Resort
- Pasadena Playhouse
- Peju Winery
- PRP Wine International
- Salon Centric
- San Diego Automotive Museum
- Sanrio, Inc.
- Shawn McMaster - Magician
- Sherman Library and Gardens
- Skirball Museum
- Sojourn Winery
- South Point Hotel, Casino and Spa
- Stampin' Up
- Tahoe Donner
- Theatricum Botanicum
- Theatre Palisades
- The Ranch at Laguna Beach
- USAopoly
- USS Midway
- V's Restaurant and Bar
- Wheel Fun Rentals

A special thank you to Emily Schmidt Goldstein for her significant efforts in making our auction possible.



The Emily Shane Foundation
is a member of the
LA Invest in Youth Coalition

Please Click Here to Support Our Mission!



www.emilyshane.org

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