



**ERIC GARCETTI**  
**MAYOR**

June 5, 2018

Honorable Members of the City Council  
c/o City Clerk  
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Brian Pendleton to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2023. Mr. Pendleton's current term expires on June 30, 2018.

I certify that in my opinion Mr. Pendleton is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Brian Pendleton  
**Commission:** Board of Fire and Police Pension Commissioners  
**End of Term:** 6/30/2023

### Appointee Information

- 1. Race/ethnicity:** Caucasian
- 2. Gender:** Male
- 3. Council district and neighborhood of residence:** 4 - South Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Board of Fire and Police Pension Commissioners
- 6. Highest level of education completed:**
- 7. Occupation/profession:** Philanthropist/Entrepreneur
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Nathanson, Adam	West LA	5	Caucasian	M	30-Jun-20
Pendleton, Brian	South Valley	4	Caucasian	M	30-Jun-18
Salimpour, Pedram	South Valley	5	Caucasian	M	30-Jun-22
Tapia, Corinne E.	West LA	11	Latina	F	30-Jun-19
Vega, Belinda M	Central	4	Latina	F	30-Jun-21

**Brian Pendleton**  
**Philanthropist - Entrepreneur**

Brian Pendleton is a Los Angeles based philanthropist entrepreneur. As Founder and board member of CauseForce, Pendleton used his personal experience, entrepreneurial vision and motivating style to lead a workforce of over 150 employees around the world. Today, CauseForce is a world-leading peer to peer fundraising company that partners with charitable organizations to help them raise money for their mission. Since inception, Pendleton's CauseForce programs have raised over \$850 million for life-saving research and care for premier institutes around the world. Adding his other professional efforts, Pendleton has raised over 1 billion dollars for charity.

In 2016, Brian sold his company to a private equity firm and transitioned out of the c-suite. In 2017, he created and led #ResistMarch which was a 100,000-person human rights march that replaced LA's annual Pride Parade. #ResistMarch brought the LGBTQ+ community together like never before and also included community allies.

Pendleton's business experience includes employee development, corporate strategy, international banking, audit, budget and finance, mergers & acquisitions, global branding & marketing, technology and general business operations. His not for profit experience includes all phases of development, peer to peer fundraising, major donor cultivation, corporate partnerships, social media and traditional marketing, PR, events, board development, program development and maintenance.

Privately, Pendleton spends his time working in the community and supporting charities. He works to help communities gain access to academic facilities, scholarship programs and receive life saving medical support:

- Appointed by LA Mayor Eric Garcetti, Commissioner Pendleton sits on the 9 person Los Angeles City Police and Fire Pension Board overseeing 21 billion dollars in pension assets.
- Bohnett Fellow at Harvard University, John F. Kennedy School of Government, Executive Education
- Appointed by former Mayor John Duran, Brian served on the West Hollywood Transportation Commission in the city of West Hollywood
- The "Goldman-Pendleton West Hollywood Library Mall" in West Hollywood, CA is a landmark facility for the community's commitment to lifelong learning.
- In the Philippines, two state-of-the-art "Pendleton-Goldman Learning Centers," are serving local communities to help break the generational cycle of poverty in their communities.
- The Goldman-Pendleton Language Learning Center and several scholarship funds at the University of Tennessee.
- The Pendleton-Goldman PrEP clinic provides HIV education and prevention to underserved individuals in South Los Angeles.
- Pendleton has served as Chairman of the Board of Directors - Trevor Project, and served on the Board of Governors - Human Rights Campaign.
- Past awards include
  - #ResistMarch – Proclamations from LA City, LA County Board of Supervisors and LA County Assessor.
  - Out100 Award - Out Magazine's list of the LGBT community's most influential members.
  - 2015 PREA Rich Chicotel Award – LGBT inclusiveness in Public Pension Funds.
  - 2014 State Farm Good Neighbor Award - GMCLA
  - 2014 Community Impact Award - The Los Angeles Association for Corporate Growth



**ERIC GARCETTI**  
**MAYOR**

June 5, 2018

Mr. Brian Pendleton

Dear Mr. Pendleton:

I am pleased to inform you that I hereby reappoint you to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2023. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Claudia Luna in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible.

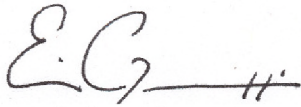
As part of the City Council confirmation process, you will need to meet with David Ryu, your Councilmember, and Councilmember Paul Krekorian, the Chair of the Budget and Finance Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Budget and Finance Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Claudia Luna will assist you during the confirmation process if you have questions.

Mr. Brian Pendleton  
June 5, 2018  
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If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Mr. Brian Pendleton  
June 5, 2018

### **Nominee Check List**

#### **I. Within seven days:**

Mail or email the following forms to: Claudia Luna, Office of the Mayor, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

\_\_\_\_\_ **Remuneration Form**

\_\_\_\_\_ **Undated Separation Forms**

\_\_\_\_\_ **Background Check Release**

\_\_\_\_\_ **Commissioner Information Sheet/Voluntary Statistics**

#### **II. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

\_\_\_\_\_ **Your City Councilmember David Ryu**

\_\_\_\_\_ **Councilmember Paul Krekorian, Chair of the Council Committee considering your nomination**

Staff in the Mayor's Office of Legislative and External Affairs will assist you with these arrangements.