

*Remembrances
of our dear friend
Rich Atlas*



Rich was an inspiration on how to live one's life. There is no one more caring, and who loved Lezlie and his family more. We will miss his guidance. He will forever be in our hearts.

MARK & CATHY LOUCHHEIM



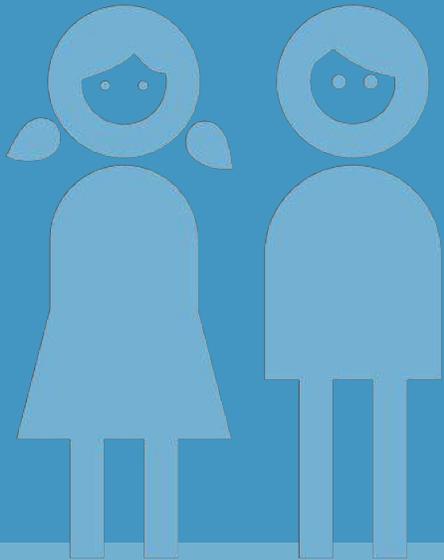
A young girl with dark hair in a bun, wearing a pink shirt and a beaded bracelet, has her hand resting on the back of an adult. The adult is wearing a red and white patterned top. The background is a plain, light-colored wall.

Rich modeled how to love, how to live, and how to listen and to learn —and for those of us honored to have known Rich, his “voice” will remain strong and guiding.

CEL LOMBARD
THE CALIFORNIA ENDOWMENT

Dear Rich. I am so so sorry that you have passed. I miss you already. You were a mammoth part of my life. You are one of my closest friends, humans and like a brother!! You treated everyone with respect and love. You knew the waiters and car parker's names. You flew to NYC for my 40th bday dressed up as a chicken to surprise me. You played a hundred jokes on me! I love you and will miss our special time together.

TOM MORGAN



I will always remember Rich as one of the kindest men I've ever met. I had tremendous regard for him professionally but I also valued deeply his advice and insights on parenting, family and love.

MEREDITH BLAKE
PROSOCIAL



I am blessed to have been Rich's friend for more than 60 years. We met each other in eighth grade Drafting Class at Emerson Junior High School, and became instant friends. We grew to be like brothers sharing many memorable moments throughout High School, and College. Together, we evolved through adolescence to adulthood. Rich was fond of telling people that I helped him get through school by tutoring him. In reality, the benefits were mutual. By his example, Rich inspired me to be a more sentient human being, a more compassionate person, and to appreciate the humanity in others.

We shared many memorable experiences during our school years. One of my favorites is the night he knocked on my bedroom window at about 10:30 PM. When I opened the window, there was Rich standing in the bushes beaming with pride asking me to guess why he was there. He couldn't wait to tell me that he just became engaged to the love of his life, Lezlie. We talked for a quite a while celebrating his happiness. Throughout the last several decades, my wife, Jan, and I have cherished our relationship with Rich and Lezlie, always looking forward to seeing them with great anticipation.

Rich was gifted with an exceptional ability to befriend anyone, to make them feel at ease and that they were important to him. Rich was eminently successful in business, but he cherished family above all else, something learned from his father, Jack.

Rich enriched everyone he knew with his integrity, compassion, generosity, his genuine love for his family and friends, his humor and charisma.

Rich may be gone from this world, but he will live in our hearts forever.

DENNIS GRIFFIN

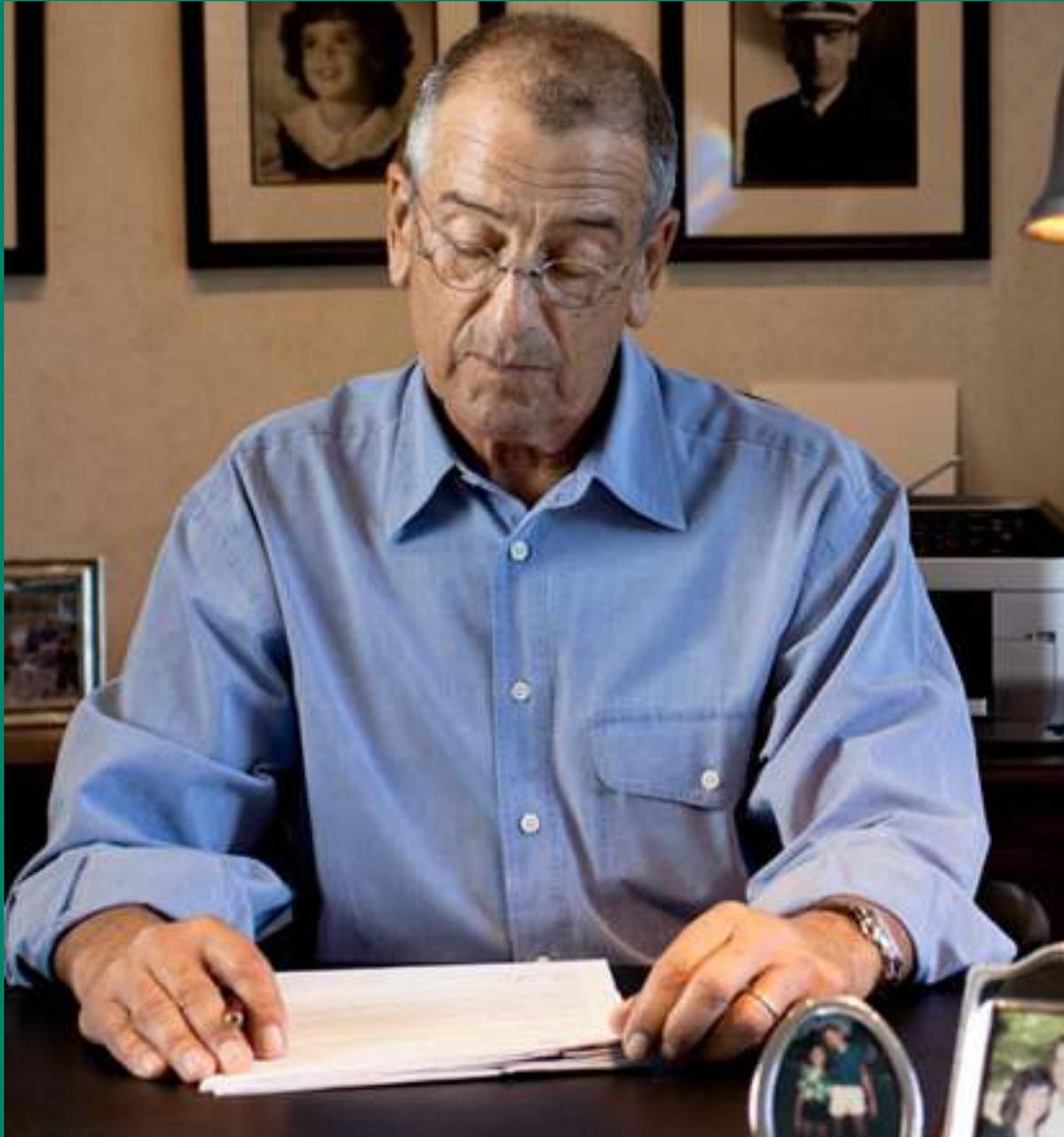




*He wrote me last May,
remembering without details
that it was an important date
for me; somehow he knew that
was the month I got married
two years ago. What a kind and
thoughtful person, always so
lovingly engaged with all of us.
May his memory be a blessing.*

WENDY GAREN

THE RALPH M. PARSONS FOUNDATION



Rich had a kind of vulnerability and tenderness that helped me understand what it means to be a better man and a better father. He showed me what it means to embrace and step fully into being the best version of myself. I will always cherish my time with him.

PARKER BLACKMAN

LA PARTNERSHIP FOR EARLY CHILDHOOD INVESTMENT





Among the many, many amazing things about Rich was his ability to connect deeply and personally with individual people, and to do so in ways that met others where they were comfortable emotionally or intellectually. For us, we always had a very playful relationship, right from the start. He read that in me, instinctually. I think that ability was one of his true gifts -- all of which we all will miss so much.

STEVEN CAHN

LA PARTNERSHIP FOR EARLY CHILDHOOD INVESTMENT

Rich's heartfelt compassion to others demonstrated the kind of humanity we all aim for. One day as we finished a meeting he noticed someone from that meeting being unkind to a parking attendant and Rich was quick to tell me that those who don't treat everyone with respect do not make good partners. He was so right, it cost so little to be kind and respectful.

JENNIFER PIPPARD



Rich was just one of those incredible, honorable, kind, fair and loved guys who will be sorely missed. He left the world in a better place and I'm grateful to have known and worked with him.

MARILYN HAMILTON
THE CALIFORNIA ENDOWMENT





I will remember Rich as a leader who was kind, smart, generous and always willing to learn. I was deeply awed by his devotion to children, and dedication to his own grandchildren and family. We can all learn from his life.

STEWART KWOH
THE CALIFORNIA ENDOWMENT



Rich was a role model in so many ways. He really was the Greatest Of All Time — as a mentor, a friend, a father, grandfather... He will be deeply missed by so many whose lives were "Richer" by knowing him.

LISA BENDER



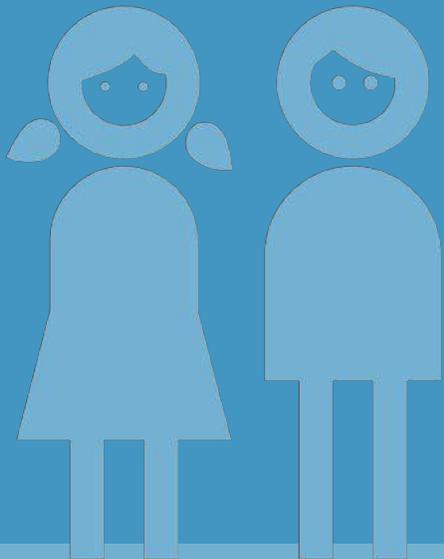
I remember meeting with Rich regularly as he was thinking about leaving Goldman and moving full-time into philanthropic work. He tackled the how's and why's of philanthropy with a ferocity and intellectual rigor that set the stage for the years of his and Lezlie's giving. It was impressive then and is all the more impressive when you see what he accomplished.

WENDY WACHTTELL
JOSEPH DROWN FOUNDATION

It was Rich who taught me about the value and strength of a public - private partnership – and how it had to be based on trust and relationship building, how the investment in learning together, would pay out with an amazing return on investment. He was always interested, supportive, and kind. He was eager to learn about home visitation and other key issues that I was working on at the time, and he was eager to share his expertise, introduce me to people who could help me on my journey, and eager to explore the ways together we could have a much bigger impact on families and children. It was his vision that helped early on to create forums for funders and government leaders to sit at the same table, to learn together, and map out a pathway to change. We have lost a giant, and a friend, and are missing him dearly. The amazing work that has been done by all of us together in early childhood investment, is a result of his grand vision and those initial conversations years ago. His legacy will live on.

CYNTHIA HARDING

LOS ANGELES COUNTY DEPARTMENT OF HUMAN RESOURCES



When I met with Rich five years ago, at his request we shared our life stories, then hugged each other before parting. That wasn't the last hug that I got from Rich! As he did for me, he made so many people feel special. His love for humankind and desire to improve the world lives is an inspiration for us all.

JEFF & REINA SCHAFFER





When Rich became the CEO of The California Endowment I was responsible for training new staff on the grant process and was frankly a bit nervous as it was new to all of us. It was instantly clear I needn't have been. He had an amazing way of putting staff at ease and his view that all roles were mission critical was so evident. The result was we became dedicated to both him AND the mission. What a mark he made in this world and I count it a privilege to have worked with him.

BECKY MARTIN

Rich's presence in the early childhood world reflected a rare blend of personal warmth and hard-nosed strategy. From the first time we met to the last conversation we had, I was always struck by the focus of his thoughtfulness and the power of his heart. We've all lost an important colleague and friend.

JACK SHONKOFF
CENTER ON THE DEVELOPING CHILD AT HARVARD UNIVERSITY



He's touched SO many people and had a truly remarkable gift for making people feel seen and bringing out the best in them. One of my fondest memories of Rich is when I interviewed him for the JMC Philanthropic Advisors website. Without trying he taught me a few things about mindfulness, human connection, empathy and conviction.

JOEL BRAND



A close-up photograph of a young child with dark hair, laughing heartily. The child's mouth is wide open, showing their teeth, and their eyes are squinted in joy. An adult's face is partially visible on the right side of the frame, kissing the child on the cheek. The background is blurred, suggesting an outdoor setting. The overall mood is warm and affectionate.

*He will be deeply missed by
all of us. I can still see his
beautiful smile and hear his
calming voice in my head.*

ANGEL ROBERSON DANIELS
THE ANGELL FOUNDATION

Richard was nothing short of a gift from God. He touched my soul in a way few people ever have. Rich's smile lit up every room he entered and yet, he had a magical way of making you feel as if you were the only one in the room. He saw people—their humanity, their gifts, their essence—and never wasted an opportunity to say thank you. The way he loved his family inspired us all. Thank you for every kind word and warm embrace, Rich. I am blessed to have known you.

KACI PATTERSON

LA PARTNERSHIP FOR EARLY CHILDHOOD INVESTMENT



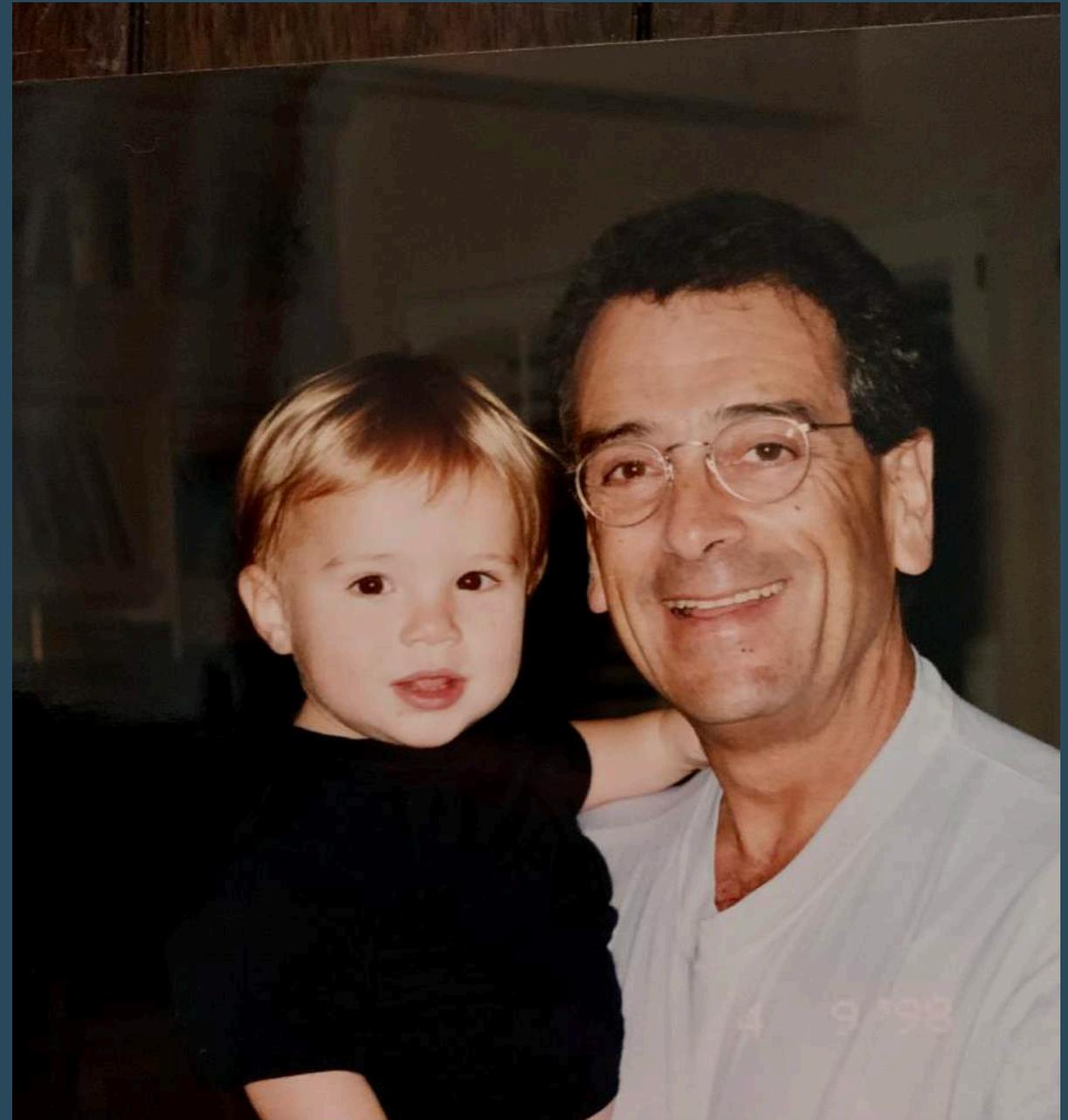
Rich always will be one of the most special people in my life. We met 40 years ago through business and he was a fabulous business mentor but it was his outlook on life that meant so much. Rich had a wonderful perspective on life, imparted on me the importance of family, of friends, I guess just the importance of having meaningful relationships with people.

JOE GUTMAN



Rich Atlas was, quite simply, the finest human being I have ever come to know. His love of family and humanity, and his profound and meaningful connectedness to the human condition, will provide me with an enduring sense of wonder and joy as his spirit and presence live on.

BILL FEILER





I feel so privileged with so many to have been deeply touched by Rich's presence and his many gifts -- kindness, generosity, intellect, thoughtfulness, commitment. Thanks to his family for sharing him with us. Rich was always interested in what you were doing lately and always willing to lend helpful advice. Will remember one of his favorite quotes, "if you aren't outraged, you're not paying attention!!!!" We need Rich's gentle fire more now than ever!

ARTHUR CHEN

NATIONAL LEADERSHIP ACADEMY FOR THE PUBLIC HEALTH



"The best index to a person's character is how he treats people who can't do him any good, and how he treats people who can't fight back." ~ Abigail Van Buren

SHARED BY DANA CHING

I met Rich more than 15 years ago and have so many vivid memories of our time together – at ZERO TO THREE conferences, site visits, grantee convenings, over cups of coffee. I feel deeply blessed to have met him at a pivotal time in my life – both professionally and personally. He inspired me to be a better leader, a better mother, and a better person. He was a teacher, mentor, trusted advisor and one of the most genuinely good human beings I have ever known. He was indeed a gift to us all.

SARA ORTH
THE BLIND CHILDREN'S CENTER



Richard was a champion for babies and those of us who work on their behalf. He made a profound difference in the lives of thousands of families whose babies were born with vision loss. His legacy lives on with each milestone reached by our little ones whose journey is brighter thanks to Richards's generosity.

TORI SCHLADEN
PARTNERS FOR PEDIATRIC VISION





Richard was one of the first philanthropic leaders I met in Los Angeles when I relocated from the Bay Area almost 16 years ago. His passion for early childhood; giving back and leading a life of purpose was infectious. We connected over my former boss, Bob Haas, who I worked with at Levi's, and who Richard credited with inspiring him to leverage his wealth and privilege for the greater common good. Richard was a good man who loved his family, community, and leaves behind a legacy of giving.

JUDY BELK

THE CALIFORNIA WELLNESS FOUNDATION



With a twinkle in his eye, Rich always pushed us to think expansively, to stretch to achieve more, to expand the champions for investing more in the early years. I will miss his presence at meetings, his hugs, and his annual holiday greeting card showing his pride and delight in his kids, their spouses, and grandkids - from generation to generation making the world better.

DOROTHY FLEISHER
W.M KECK FOUNDATION





I always looked forward to seeing Rich. In practically every conversation with him, I learned, and I always laughed. His wit, intellect, humor, and deep compassion were always front and center. He is very missed.

RACHEL ROTH
CRAIL-JOHNSON FOUNDATION

Richard Atlas was among the finest human beings I have ever had the privilege to know: brilliant yet humble, caring yet funny, with a quiet eloquence, and a terrific listener. I marveled at his capacity to see and understand the human condition, and he appreciated the dignity of everyone he encountered —regardless of their title or station.

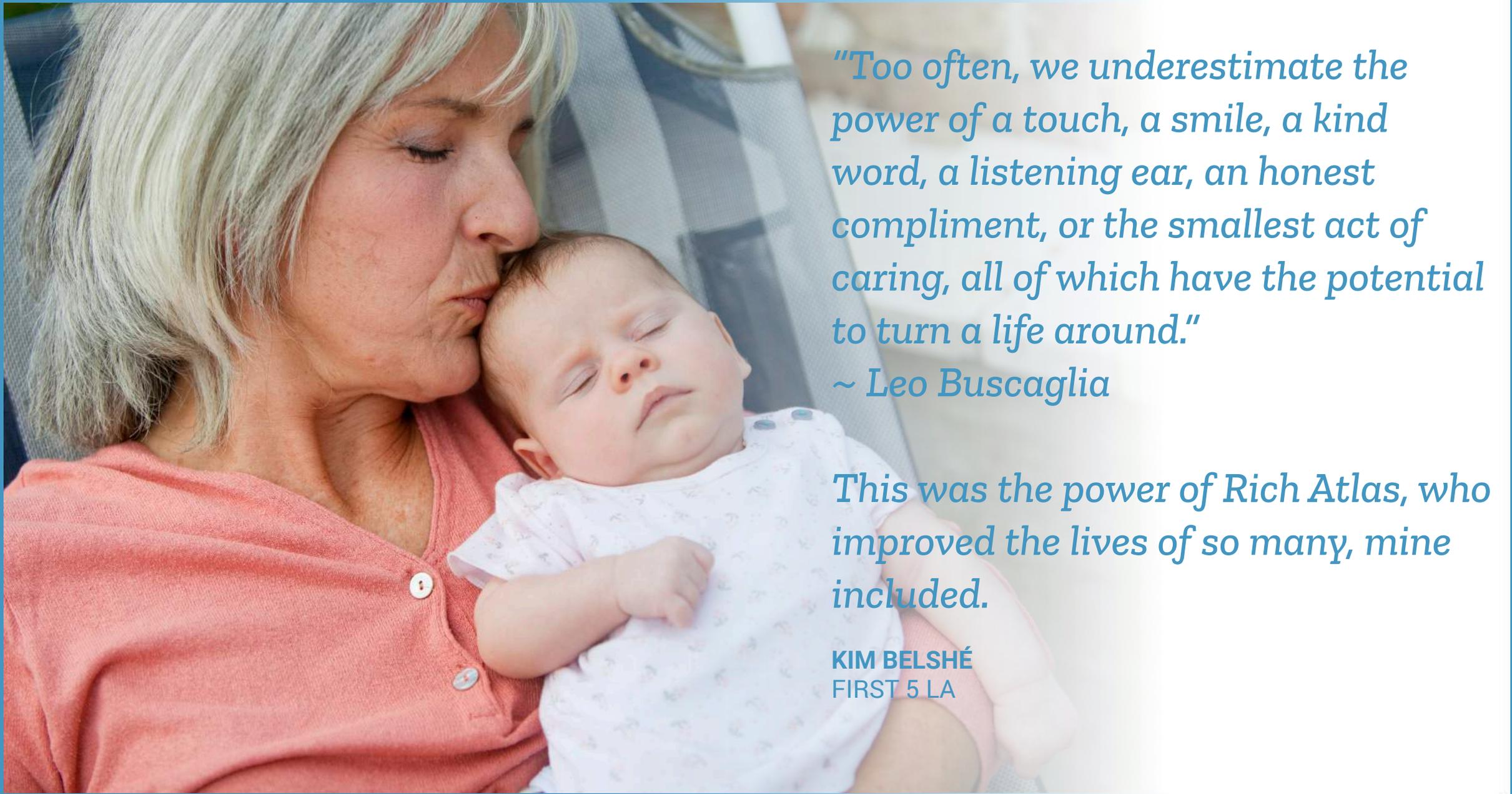
DR. BOB ROSS
THE CALIFORNIA ENDOWMENT



Every time I was graced with Richard's presence, I could feel a special energy surrounding him. An energy that was widely recognized as genuine and thoughtful. This was a man who was committed to impacting education. They don't make them like this anymore. He will be missed.

CANDACE NAFISSI





“Too often, we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.”

~ Leo Buscaglia

This was the power of Rich Atlas, who improved the lives of so many, mine included.

KIM BELSHÉ
FIRST 5 LA



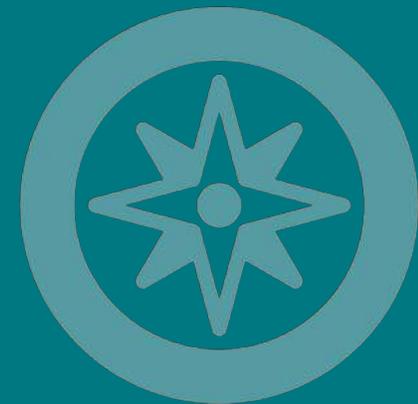
I met Richard and Lezlie at a Chicago early childhood conference with representatives from organizations the Atlases supported. The morning dealt with how we could network with each other, and the afternoon featured time for us all to have guided self-care. It was an unforgettable lesson in authentic caring leadership.

JEAN YOUNGQUIST
CASA/LA

NEED NEW PHOTO

Among my many fond memories of Rich was a day shortly after my son was born when he was hosting a discussion of new and important brain research with implications for early childhood. I brought my not yet 6 weeks old (and seriously colicky) baby with me. Rich went out of his way to bring me lunch while I was tending to my son. It was such a demonstration of who Rich was - authentic, caring and deeply committed to supporting mothers across all communities.

TESSA CARMEN DE ROY
CALIFORNIA COLLEGE GUIDANCE INITIATIVE





It's amazing to think of how many people Rich helped in his professional life, how many more were impacted by your joint philanthropy efforts, and how many more who admired his care for his family.

ELAINE HAGAN

UCLA ANDERSON SCHOOL OF MANAGEMENT
HAROLD AND PAULINE PRICE CENTER FOR
ENTREPRENEURSHIP & INNOVATION



The thing I most remember and celebrate about him is that despite his accomplishments and success, he seemed to treat literally everyone in his path as an equal. It mattered not whether someone was higher or lower than he on the social food chain; everyone was a potential collaborator, changemaker, or friend.

NANCY BERGLASS

As the first in my family to graduate from college, I couldn't turn to my parents for professional advice and guidance. I decided to ask Richard if he would meet me for a cup of coffee to talk about leadership and applying to business school. That initial coffee meeting marked the first of many. Initially, I thought I would learn a lot from him solely on a professional level. As I matured, I realized how much I was learning from Rich in the art of living. He modeled for me how to live a life of meaning, purpose, and integrity.

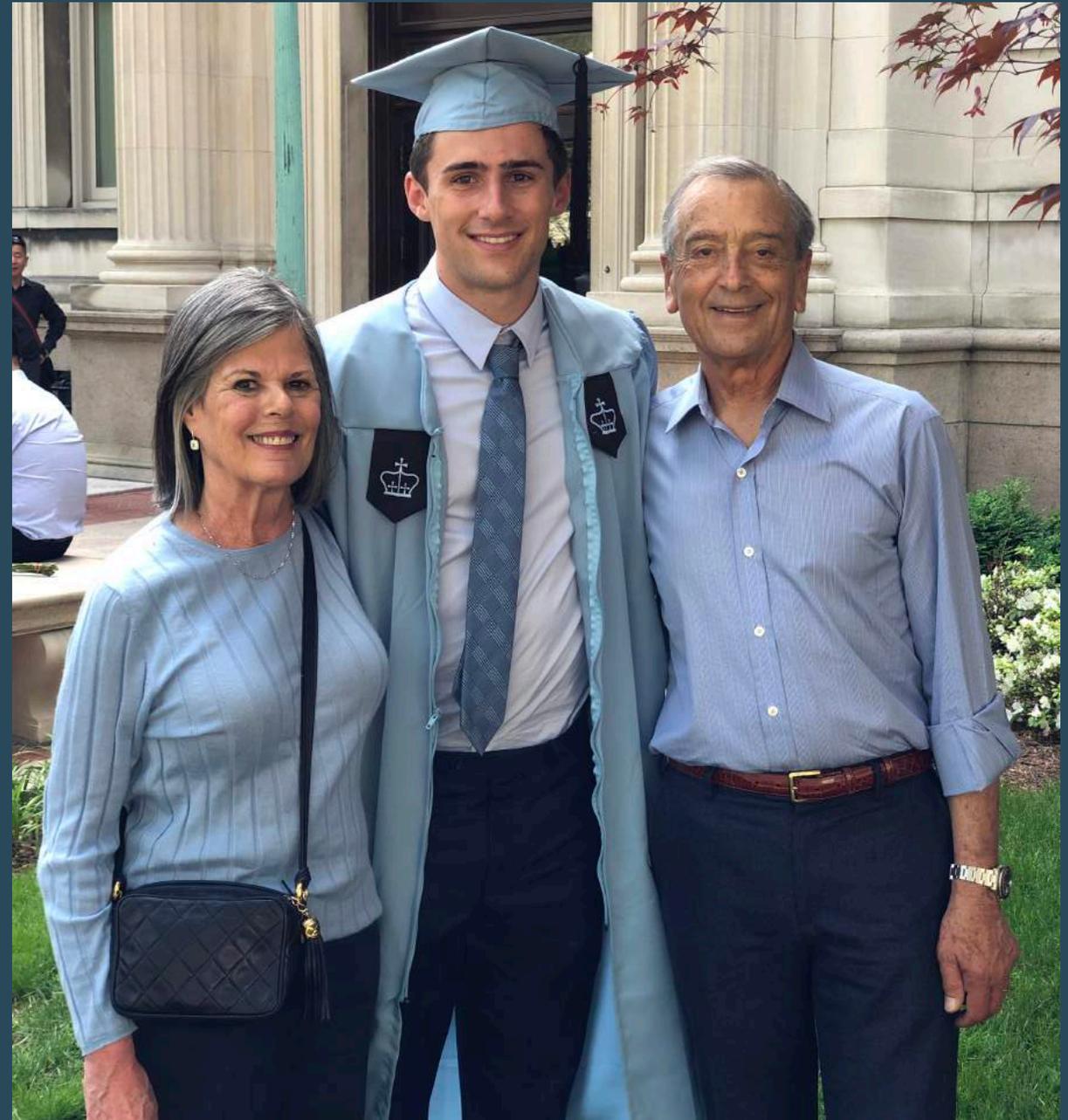
SANDY ESCOBEDO



As busy as Rich was, he always took the time to remember the important milestones in other people's lives. The day before I was taking my daughter to her freshman year of college, he left me a voice mail message. In the message, he reflected on when he and Lezlie dropped their own daughters off at college. I will never forget his kindness and thoughtfulness.

MARY KOPP

LA PARTNERSHIP FOR EARLY CHILDHOOD INVESTMENT



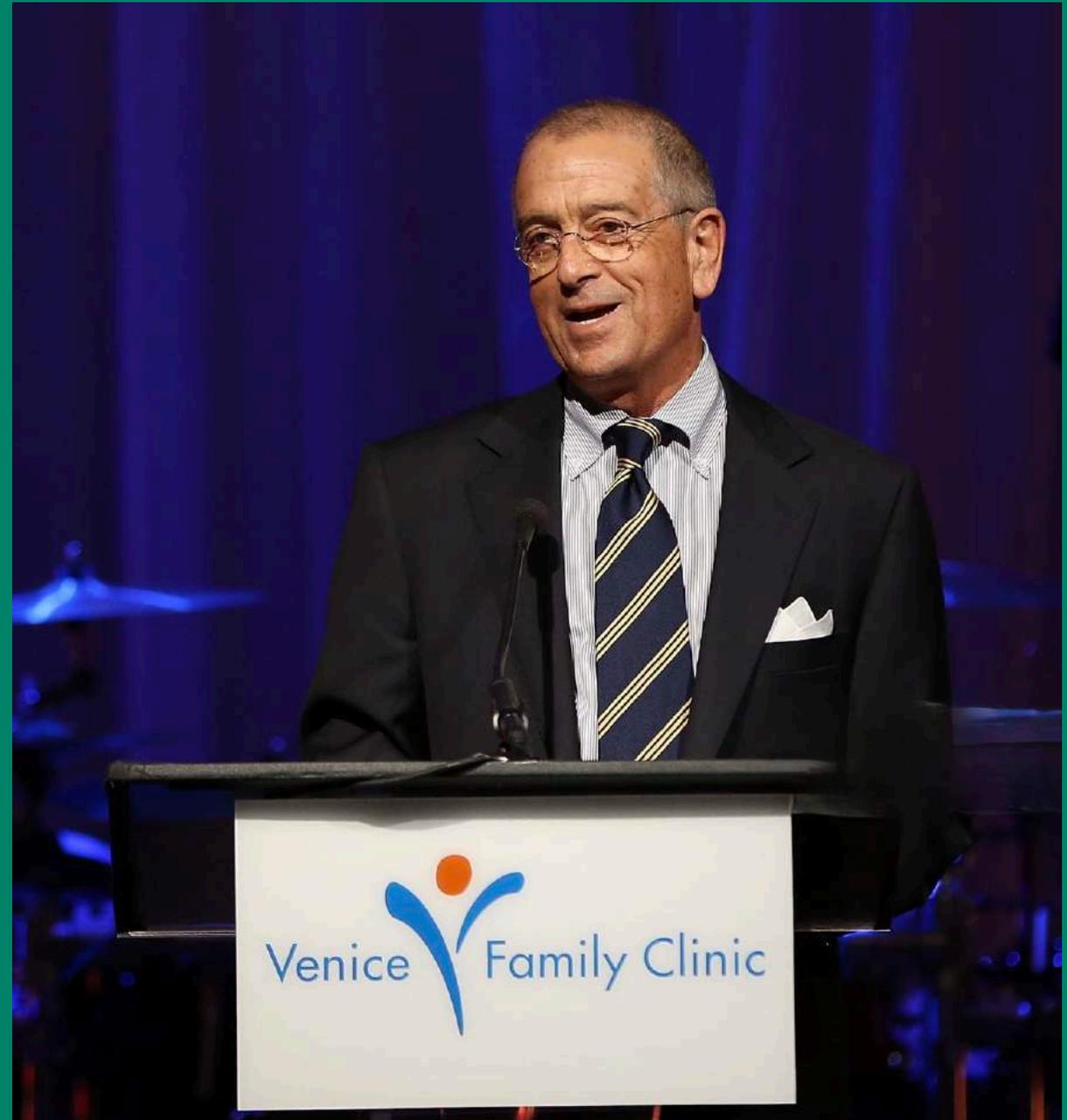
*Rich was a beacon of light
for the most vulnerable
young children in our
community and he will be
deeply missed.*

WENDE JULIEN
CASA



Richard would always share such excitement for me when he would see me when I was pregnant. His love of babies and joy of parenthood always shined through!

ANNIE CHANG



First time Rich and team came for a site visit, we were acutely aware of his expertise and reputation in the 0-3 years field. He immediately put us all at ease with his warm and caring approach. It was such a pleasure to hear his profound, insightful and supportive comments. Since then he has been a very special friend and an absolute inspiration to all of us at Foothill Family. We feel honored to have known you Rich - the great memories we have of you, will live on forever.

STEVE ALLEN
FOOTHILL FAMILY





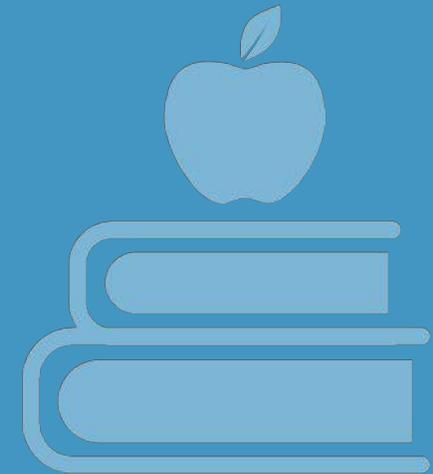


If I could have asked God for a second father, I would have asked it to be Rich. Every moment I spent with him, I felt deeply blessed.

DAVID RATTRAY
UNITE-LA

I met Rich when he called one day, at least 20 years ago. We scheduled a lunch and a friendship was born. Whenever we went to lunch or talked on the phone, the first topic of conversation was always family. Even though we were about the same age, I viewed him as a wonderful role model and he inspired me to give back and to share the wealth with those less fortunate. We have all lost a true friend.

JAY BERGER
MORRIS AND BERGER





When I asked Rich to join the Board of ZERO TO THREE, he agreed with his classic humility saying he felt like “a street kid playing basketball who was tapped to join the NBA.” Rich was contemplative, contributive, creative, and caring. He was as interested in the work as he was in the lives and interests of his fellow Board members and the staff. Rich was a model, mentor, mensch and my friend. I miss him dearly.

MATTHEW MELMED
ZERO TO THREE

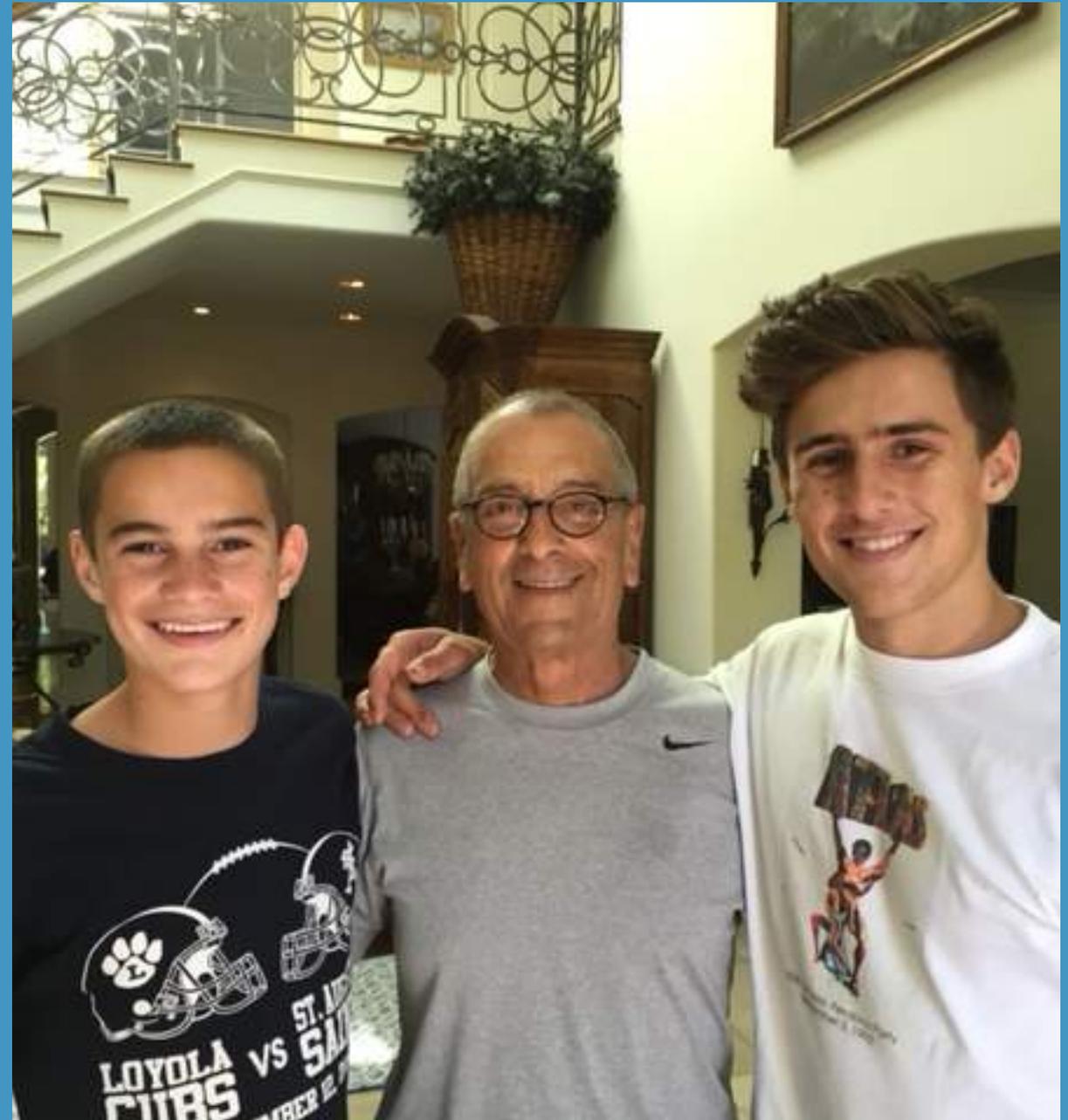


I am holding loving thoughts for everyone Rich blessed. His impact is incredible and I hold such strong memories of his kindness, humor and dedication to others.

SARAH ALI
KAYNE SCHOLARS

Rich loved traveling with his family and sharing stories about those travels. I recall one story about his family's trip to Africa for a safari. He shared how he observed the interaction between a momma and baby lion and how the interaction demonstrated attachment in the animal kingdom. I thought Rich really gets it!

KELLY O'CONNOR KAY
MATERNAL MENTAL HEALTH NOW







Rich always understood that respecting, understanding, celebrating and supporting our youngest is the most direct route to investing in a kinder, smarter, and more talented world.

THE PARA LOS NIÑOS TEAM

My fondest memory was on our first outing when I did not really know him at all. I suggested stopping for lunch and the first thing out of Rich's mouth was the suggestion that we go to Phillippe's. Not only did we have a great lunch sitting upstairs in a quiet spot that it seemed Rich had frequented many times before, but that visit and meal reintroduced me to a place that I now frequent, especially with my son, I think in part, because of the time I spent with Rich that day.

DR. NEAL HALFON
UCLA CENTER FOR HEALTHIER CHILDREN





I feel incredibly lucky to have been both a colleague and cousin of Richard's. He exuded warmth, love, and kindness wherever he went, and made others - including myself - want to model after him.

PIPER KAMINS

THE RALPH M. PARSONS FOUNDATION

Rich was instrumental in getting KPCC's early childhood reporting off the ground 8 years ago. He was proud of the journalism produced by our reporters and the information we shared with parents, caregivers and those that needed it most. Loved his sense of humor and his wise counsel.

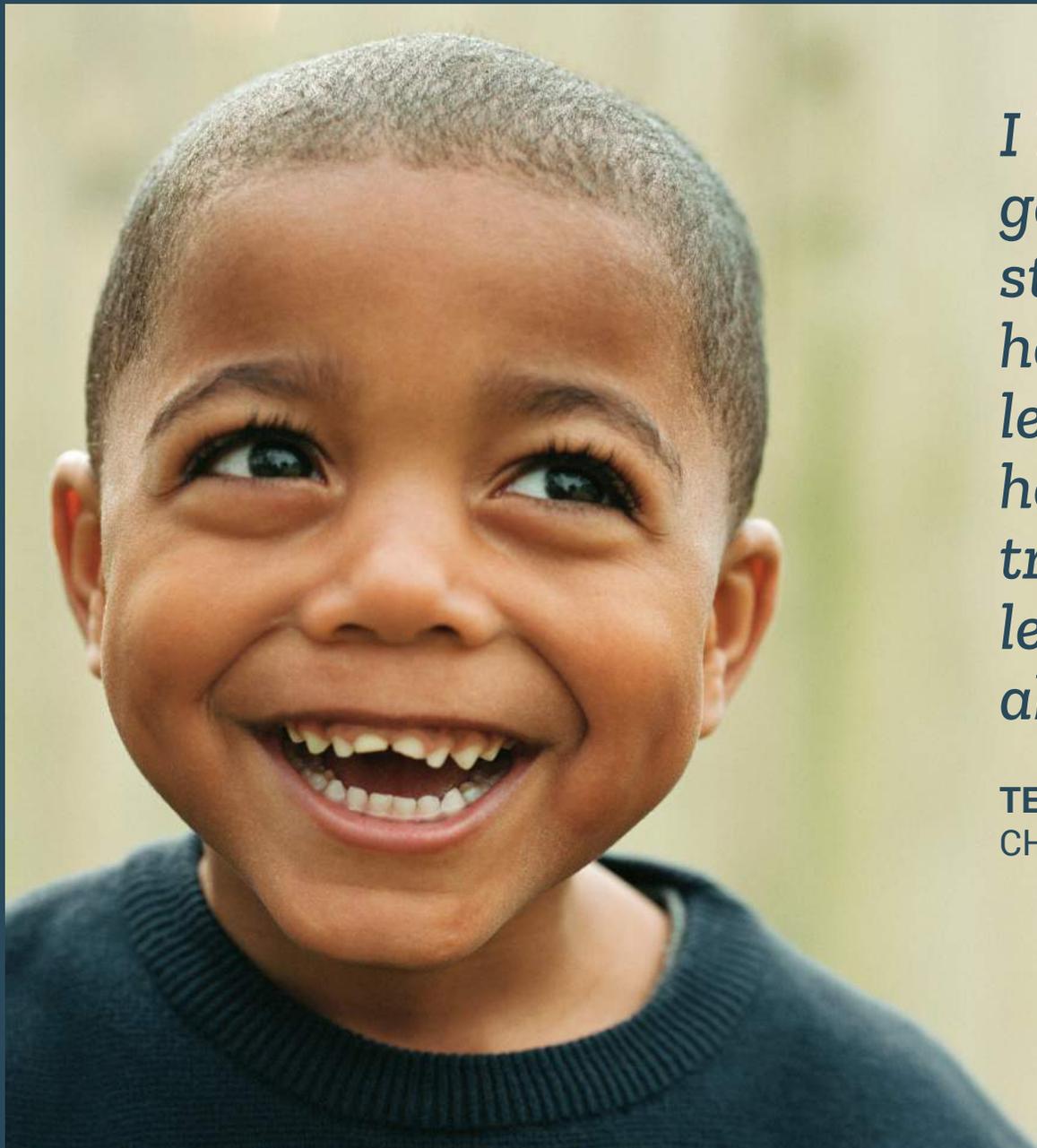
CAROL KOMATSUKA
SOUTHERN CALIFORNIA PUBLIC RADIO





After surviving life-threatening postpartum depression, I founded a task force and made my first presentation to a group of potential funders. After the presentation, followed me out Richard and told me "it takes courage to do what you do." Richard looked into my soul with such kindness and affirmation that I immediately burst into tears with gratitude.

KIMBERLY WONG
MATERNAL MENTAL HEALTH NOW



I loved how Rich was so kind and genuinely interested in people's life stories. When Rich asked "how are you?" he was interested in a truthful – and even lengthy – answer! His commitment to help those less fortunate will remain a true inspiration to all of us, and his legacy of respect, generosity, and caring about people will live on.

TED LEMPert
CHILDREN NOW

“Connection: The energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgement; and when they derive sustenance and strength from the relationship.” ~ Brene Brown

I ran into Richard at the Brentwood Country Mart and he had a huge bag of cookies. He had bought so many so he could give them to all those he loved... his children and grandchildren and offered to give a bunch to me and my kids. Always loving, always thoughtful and sweet beyond measure. Everyone had a special connection with Richard.

JILL ECKMANN





I never left a sit-down with Rich without a new insight, lead, or recommendation. They were always original and right on the mark. Always offered in Rich's warm, wise, and humble way. I am truly grateful to have been in Rich's orbit over many years.

WENDY LAZARUS
KIDS IMPACT INITIATIVE

Such a huge loss. He was such a kind, beautiful person. And, with your extraordinary partnership, a thoughtful, generous philanthropist.

GAIL ABARBANEL
RAPE TREATMENT CENTER



*As a long term collaborator/
partner with Rich in support of the
LA Partnership for Early
Childhood Investment, I was
impressed by Rich's unique blend
of smart business skills, strategic
focus on early childhood as a way
to leverage philanthropic
"investment," love of his wife and
family, warm smile, and his down-
to-earth and authentic way of
being. My life has been enriched
knowing such a special individual.*

STEVE HILTON
CONRAD N. HILTON FOUNDATION



It is hard to imagine a world without Rich. The good news is that the world is filled with Rich! We all carry Rich with us. Rich was a friend, a mentor, a teacher, a father. He opened the door for my career, but much more than that, he showed me how to keep an open heart and be a compassionate human being, while balancing family, business and community and self-care. All the times I wanted to take him to a meeting, but he had "time with Lezlie" blocked on his calendar taught me a lot. Thank you Rich for shining so much of your light on all of us.

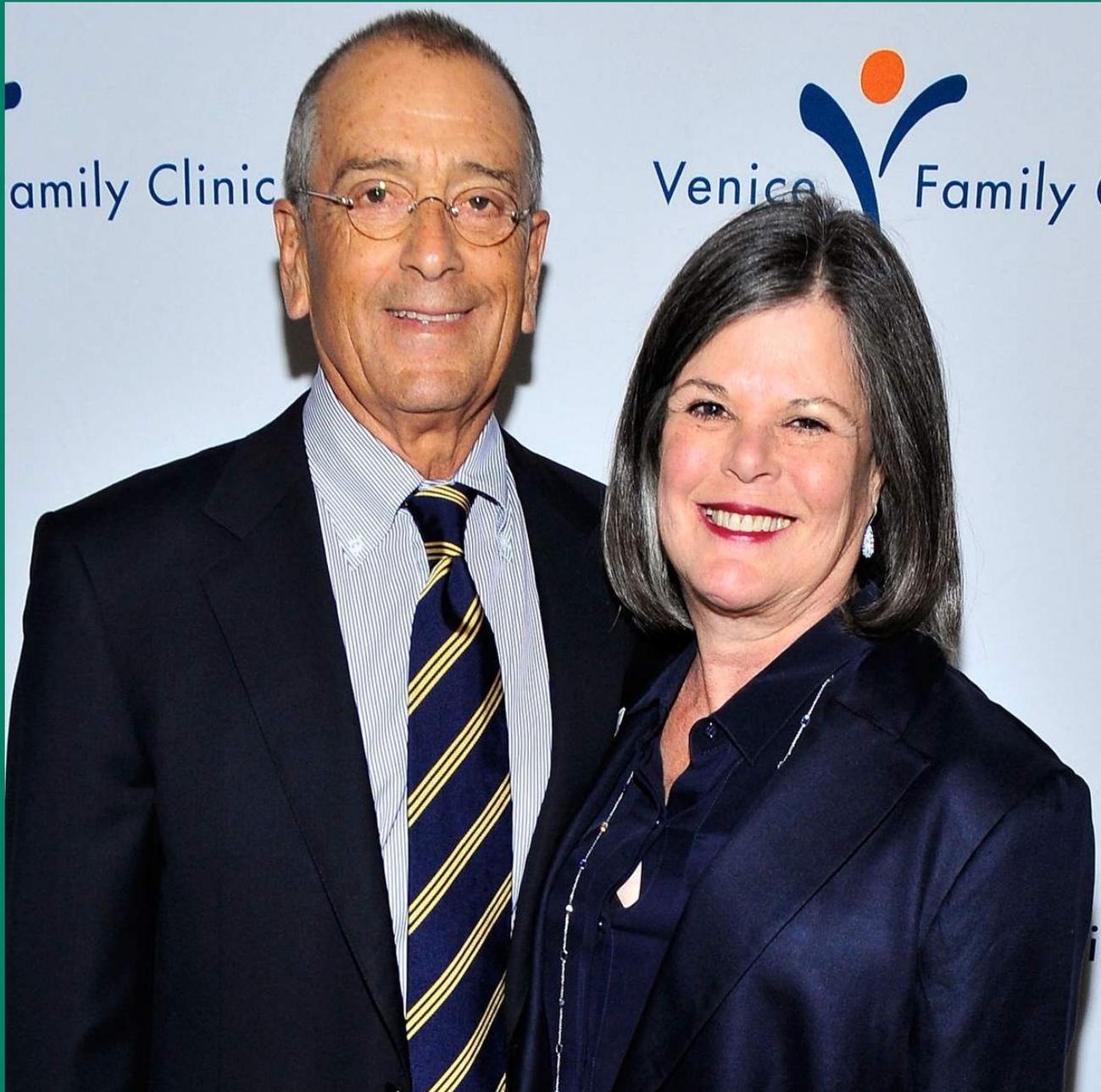
DARELL KRASNOFF



Rich was a consummate continuous learner, undoubtedly one of the reasons that he excelled at Goldman Sachs, as an advocate for meeting the needs of young children and their families, as a mentor to many entering financial services and philanthropy, and most important to him as a parent and grandparent.

MARTIN ROSS



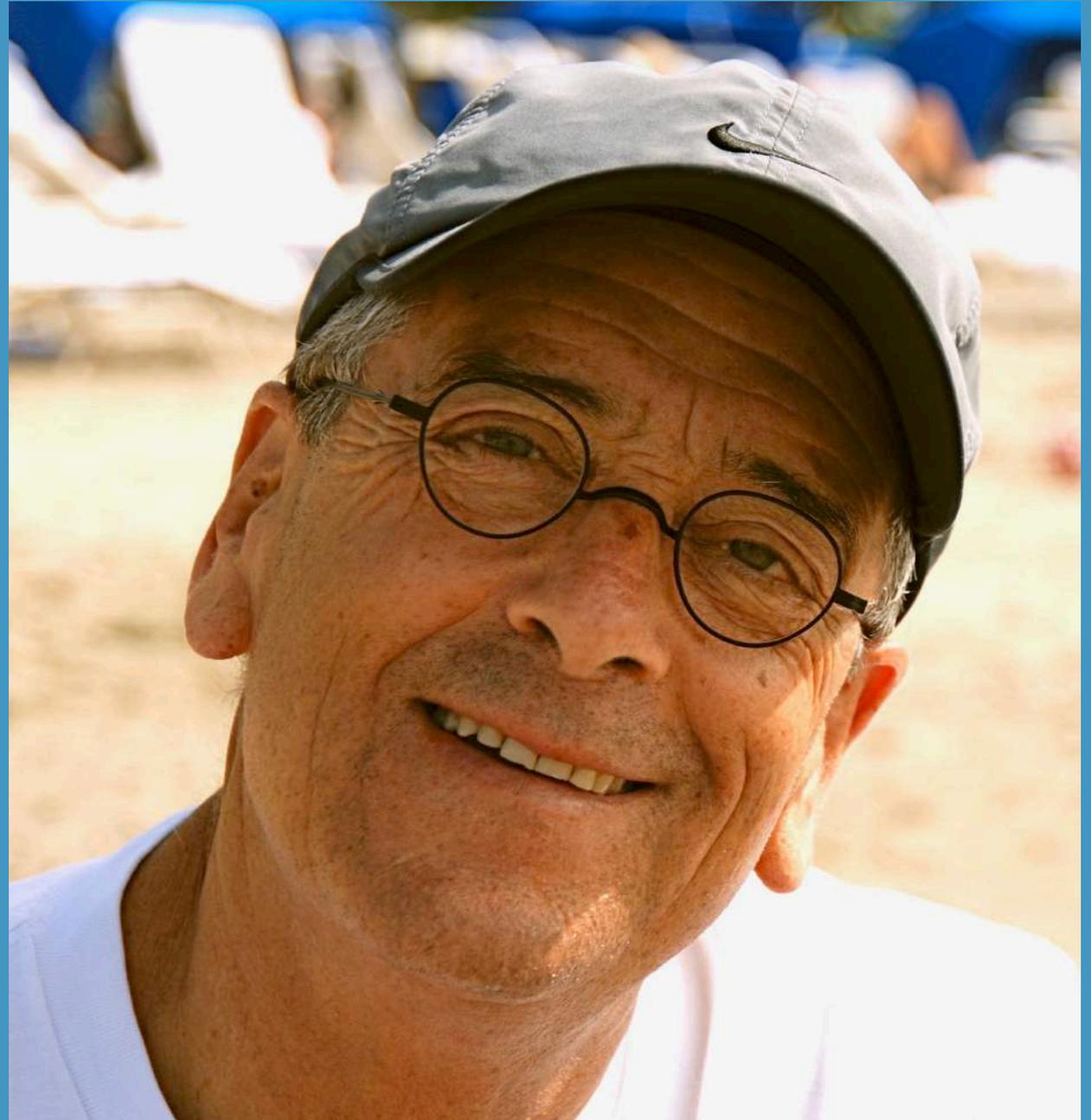


My thoughts are with his family and friends and remember Rich as thoughtful and kind. He was gracious, inquiring about my life, grandchildren, and work. I was amazed in his busy life that he took time for those around him. His intelligence, dedication and professionalism as a Board member were inspirational. I learned so much. Go in peace and love.

RITA SCARDACI

Rich had a gift for brightening up everyone's day anytime he stopped by. He was truly an iconic human being, one of a kind in his humor, his modesty, and his kindness. I will miss his Steve Jobs getup and nerdy glasses.

YASMEEN AL-MAZEEDI
JMC ALUMNI







*Rich was one of the truly
great ones. A true mensch.*

SEAN OSTROVSKY

THE ROSALINDE & ARTHUR GILBERT FOUNDATION



Rich was indeed a Prince of a person. His empathy and ability to care for people has been and will remain an inspiration to all of us.

ALFRED E. OSBORNE, JR., PH.D.
PRICE CENTER FOR ENTREPRENEURSHIP AND
INNOVATION

*Richard was
the shape of
God's heart.*

FATHER GREG BOYLE

