

Report generated on 8/13/2025

Altadena Talks Foundation Inc

Building Resilience in Altadena: Together We Rise

aka: *Altadena Talks Podcast*



EIN

33-3590757

Location

Altadena, CA

Year founded

2025

Ruling year

2025

Co-Executive Director

Brian Baccus

IRS subsection

501(c)(3) Public Charity

Organization type

Public charities

- ✔

Contribution tax deductible

as of August 12, 2025
- ✔

IRS BMF 501(c)(3) Public Charity

as of August 12, 2025
- ✖

CA Attorney General registry

as of August 14, 2025
- ✔

CA Franchise Tax Board

Not Revoked as of August 14, 2025

PDF

[Compliance report](#)

Mission

🚀 Our Mission: At Altadena Talks Foundation (ATF), we empower communities through disaster recovery, resilience-building, and long-term sustainability programs. 💙 Community First: Helping families rebuild after life-changing events. 💡 Education & Mentorship: Offering skill-based training and scholarships. 🏠 Local Impact: Strengthening the Altadena community through grassroots initiatives. After the January 7, 2025, disaster, we stepped up to provide immediate relief, ensuring that no family is left behind. With your support, we can do more. 🌐 ✨

IRS filing requirement

This organization is required to file an IRS Form 990-N.

Our focus

Subject area

- 📄

Information and communications

— Social media

— Websites

— Webcasting

🏥

Health

— Support groups

🤝

Philanthropy

— Nonprofits

— Voluntarism

— Foundations

🏠

Community and economic development

— Community improvement

NTEE codes

Community Foundations (T31)

Geographic area served

Altadena

Population served

Contact

Primary contact

Brian Baccus
Co-Executive Director

Fundraising contact

Antoinette Toni Bailey-Raines
Co-Executive Director
(626) 399-4694
toni@np.altadenatalks.org

Mailing address

461 W Woodbury Rd Ste 1006
Altadena, CA 91001
Phone: 424 452-1551
https://np.altadenatalks.org

Physical address

461 W Woodbury Rd Ste 1006
Altadena, CA 91001

Additional address

Phone: 4244521551

Donation payable

Legal name of organization: Altadena Talks Foundation
EIN for payable organization: 33-3590757
461 W Woodbury Rd Ste 1006
Altadena, CA 91001

Program

What we aim to solve

Altadena Talks Foundation was created in direct response to the Eaton Canyon Fire by co-hosts who experienced personal loss—Brian Baccus lost his home and equipment, Toni Bailey and her parents lost their family home, and Jamal Smith’s relatives lost nine homes. Despite these tragedies, they launched Altadena Talks, a daily podcast now with over 100 episodes and 500,000+ views, delivering fire recovery updates, resources, and community news. Entirely volunteer-run and self-funded, the podcast has become a trusted local voice for Altadena. Through the Foundation, we plan to expand our impact with town halls, youth media training, accessibility services, and transparent reporting. Our mission is rooted in lived experience and built on trust. With support, we aim to continue uplifting and informing our community through transparency, resilience, and action.

Total programs

4

Accessible Media for All

This program ensures Altadena Talks Foundation's content is accessible to all residents, regardless of language or ability. Services include closed captioning, Spanish translation of key episodes, and platform upgrades for seniors and residents with disabilities. The goal is to eliminate information barriers and promote inclusive recovery support.

Subject area: Public affairs
Population served: General population
Geographic area served: Altadena

Youth Media & Storytelling Initiative

This program trains local youth in digital media production, podcasting, interviewing, and civic journalism. Youth assist with the daily podcast and outreach efforts, building communication and technical skills while documenting the community's recovery journey. Priority is given to young people directly impacted by the Eaton Fire or from underserved households. The program empowers future leaders while preserving local stories.

Subject area: Education
Population served: Children Preteens Adolescents
Geographic area served: Altadena

Program results

Youth Media & Storytelling Initiative

Began development of the Youth Media & Storytelling Initiative.

Year	Total impact
2025	45

Note:
Currently sponsoring 45 fire-related affected youth

Community Town Halls & Civic Forums

This program delivers quarterly in-person and virtual events that connect residents with service providers, civic leaders, and recovery resources. Events include discussions on insurance claims, housing aid, mental health support, and disaster recovery navigation. Forums are inclusive, multilingual, and structured to foster transparency and access to trustworthy information in a community-led format.

Subject area: Education Community and economic development
Population served: General population Other population
Geographic area served: Altadena

Program results

Community Town Halls & Civic Forums

Hosted 3 public town hall forums focused on fire recovery, housing, and community support.

Year	Total impact
2025	3

Year	Total impact
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Altadena Talks Daily Podcast

Altadena Talks is a live, weekday podcast that provides critical information to residents affected by the Eaton Fire. Episodes feature verified updates on fire recovery, housing, mental health, public policy, and local resources. Co-hosted by community members directly impacted by the fire, the podcast is produced entirely by volunteers and has reached over 500,000 cumulative views since its launch in January 2025. It serves as a trusted communication channel for underserved populations lacking access to traditional media or government messaging.

Subject area: Information and communications
Population served: General population Other population
Geographic area served: Altadena

Program results

Altadena Talks Daily Podcast

Number of residents who accessed verified fire recovery information through daily podcast episodes

Year	Total impact
2025	5,000

Note:
Produced 100+ live weekday podcast episodes within the first 6 months.

Program results

Altadena Talks Daily Podcast

Date organization and program launched

Year	Total impact
2025	162,025

Note:
Launched Altadena Talks Foundation and the daily Altadena Talks podcast on January 16, 2025, in direct response to the Eaton Canyon Fire.

Impact

Goals

What we **aim to solve?**

Altadena Talks Foundation was created in direct response to the Eaton Canyon Fire by co-hosts who experienced personal loss—Brian Baccus lost his home and equipment, Toni Bailey and her parents lost their family home, and Jamal Smith’s relatives lost nine homes. Despite these tragedies, they launched Altadena Talks, a daily podcast now with over 100 episodes and 500,000+ views, delivering fire recovery updates, resources, and community news. Entirely volunteer-run and self-

funded, the podcast has become a trusted local voice for Altadena. Through the Foundation, we plan to expand our impact with town halls, youth media training, accessibility services, and transparent reporting. Our mission is rooted in lived experience and built on trust. With support, we aim to continue uplifting and informing our community through transparency, resilience, and action.

What is the organization **aiming to accomplish**?

Altadena Talks Foundation was established in January 2025 following the devastating Eaton Canyon Fire, which displaced hundreds of residents in Altadena, including the founding team. Our organization's goals are rooted in the direct experience of loss and the need for accurate, community-based information during a time of crisis. Our founding team includes: Brian Baccus, a longtime Altadena resident who lost his rental home and nearly all of his work equipment. Toni Bailey, a lifelong resident who, along with her parents, lost their family home. Jamal Smith, whose family lost nine homes in the fire. Despite personal hardship, the three co-hosts launched the Altadena Talks daily podcast—now with over 100 live episodes and more than 500,000 cumulative views in under six months. The podcast is currently 100% volunteer-run and self-funded, providing real-time updates on disaster recovery, local governance, public resources, and civic engagement.

Short-Term Goals (1-2 Years): Continue daily podcast programming to provide fire recovery updates, verified public information, and expert interviews. Establish operational funding to support core staff with stipends and reduce reliance on out-of-pocket volunteer funding. Host quarterly community town halls on housing recovery, insurance navigation, mental health resources, and policy advocacy. Launch a youth media training initiative to empower Altadena teens with media production skills, civic awareness, and storytelling techniques.

Mid-Term Goals (3 Years): Develop a permanent digital media infrastructure, allowing for increased content production, live event coverage, and multilingual content delivery. Expand partnerships with local nonprofits, schools, and civic agencies to amplify reach and share resources. Formalize accessibility tools, including captioning, Spanish-language episodes, and platform upgrades for inclusive community access.

Long-Term Goals (5 Years and Beyond): Establish Altadena Talks as a permanent community media institution, capable of informing and activating residents long after disaster relief ends. Create an archived library of 500+ episodes as a digital oral history of Altadena's recovery and transformation. Sustain a multi-generational pipeline of community media leaders through continuous youth mentorship and volunteer development. Become a replicable model for other communities affected by climate disasters, demonstrating how storytelling, transparency, and tech can fuel community resilience. Altadena Talks Foundation exists not just to recover from disaster—but to rebuild stronger, more connected, and more informed communities. Our work is grounded in equity, driven by trust, and powered by the belief that those closest to the crisis are best positioned to lead the solutions.

What are the organization's **key strategies** for making this happen?

Altadena Talks Foundation uses a layered, community-driven strategy to meet our mission of fire recovery, civic empowerment, media education, and long-term resilience in Altadena. Our work is grounded in lived experience, transparency, and consistent communication—ensuring that no resident is left behind in the recovery process.

- Daily Podcast as an Information Lifeline** The foundation of our strategy is the Altadena Talks daily podcast, broadcasting live five days a week via YouTube and Streamyard. Since launching in January 2025, we have produced over 100 episodes, reaching more than 500,000 cumulative views in under six months. Our podcast delivers timely updates, expert interviews, recovery resources, and vetted community information—positioning us as Altadena's most consistent and trusted local voice.
- In-Person & Hybrid Community Outreach** We host quarterly town halls and public forums focused on fire recovery, housing, mental health, and civic access. These events allow residents to engage directly with agency reps, public officials, and vetted service providers. Community concerns voiced during these forums shape future programming and ensure alignment with real-time needs.
- Youth Media & Volunteer Training** To build sustainability and empower future leaders, we are launching a youth media training program focused on civic storytelling, podcast production, and community journalism. This includes equipment, mentorship, and hands-on production experience. Volunteers also receive training to support live events and podcast operations.
- Tech Infrastructure & Performance Tracking** We use Bitrix24 and Google Workspace to manage internal operations, planning, and task tracking. For analytics, we rely on YouTube Studio, Streamyard, and social media

dashboards to measure audience reach, engagement, and content effectiveness. This helps us refine strategies and report transparently to funders and the public.

5. Accessibility & Inclusive Communication We integrate closed captioning, Spanish translation, and inclusive tech tools to ensure broad access across language, age, and ability. Accessibility is part of our core strategy, not an afterthought, and is reflected in both digital and in-person programming.

6. Community Trust & Vetting Practices We maintain a strict guest vetting process—especially for builders and contractors—to ensure they are properly licensed, insured, and credible. This protects the public and reinforces our role as a trustworthy platform. Past guests have included the Altadena Town Council, LA County Assessor, ACOE, and other civic leaders. Our strategies are built around consistency, equity, and community empowerment. Through daily communication, outreach events, youth development, and collaborative partnerships, Altadena Talks Foundation continues to help our community recover, rebuild, and thrive—together.

Results

Provided real-time information access to underserved, fire-affected residents of Altadena and surrounding unincorporated areas. Funded solely through \$106,000 in grants and private contributions; operations were 100% volunteer-run and self-managed by the three founders.

Began development of the Youth Media & Storytelling Initiative.

Year	Total impact
2025	45

Note:
Currently sponsoring 45 fire-related affected youth

Hosted 3 public town hall forums focused on fire recovery, housing, and community support.

Year	Total impact
2025	3

Number of residents who accessed verified fire recovery information through daily podcast episodes

Year	Total impact
2025	5,000

Note:
Produced 100+ live weekday podcast episodes within the first 6 months.

Date organization and program launched

Year	Total impact
2025	162,025

Note:

How we listen

How is your organization using feedback from the people you serve?

- To identify and remedy poor client service experiences
- To make fundamental changes to our programs and/or operations
- To strengthen relationships with the people we serve
- To understand people's needs and how we can help them achieve their goals

Which feedback practices does your organization routinely carry out?

- We take steps to get feedback from marginalized or under-represented people
- We aim to collect feedback from as many people we serve as possible
- We take steps to ensure people feel comfortable being honest with us
- We act on the feedback we receive
- We share the feedback we received with the people we serve
- We tell the people who gave us feedback how we acted on their feedback

What challenges does your organization face in collecting feedback from the people you serve?

- It is difficult to get the people we serve to respond to requests for feedback
- It is difficult to find the ongoing funding to support feedback collection

Board leadership practices

Board Orientation & Education

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

Yes

CEO Oversight

Has the board conducted a formal, written assessment of the chief executive within the past year?

Yes

Ethics & Transparency

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?

Yes

Board Composition

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Yes

Board Performance

Has the board conducted a formal, written self-assessment of its performance within the past three years?

No

UN Sustainable Development Goals



People

Leadership

Co-Executive Director

Brian Baccus

✉ brian@np.altadenatalks.org  LinkedIn

Tragically, during the recent wildfires, Brian lost his home and essential work equipment, including drones, lighting equipment, and green screens. Despite this personal loss, he remains committed to his community and continues to be a source of strength and inspiration. Brian Baccus is a dedicated community leader and entrepreneur based in Altadena, California. He has been instrumental in establishing and managing several nonprofit organizations aimed at empowering youth and providing community services.

Co-Executive Director

Jamal Smith

✉ jamals@np.altadenatalks.org  LinkedIn

Though Jamal's journey has taken him to many places, Altadena will always be home. Having spent his first ten years there and later returning for several years as an adult, he is committed to supporting the city in every way possible. The recent Eaton fire deeply impacted his community, as several of his family members and countless friends lost their homes. Witnessing their struggles has only strengthened his dedication to giving back and fostering resilience within Altadena.

Board members

Antoinette Toni Bailey-Raines
Altadena Talks
Foundation  LinkedIn

Brian Baccus
Altadena Talks
Foundation

Jamal Smith
Altadena Talks
Foundation

Tracy Richards
Altadena Talks
Foundation

Board chair: 2025 - 2035

Contact

Primary contact

Brian Baccus
Co-Executive Director

Fundraising contact
Antoinette Toni Bailey-Raines
Co-Executive Director
(626) 399-4694
toni@np.altadenataalks.org

Demographics

SOURCE: Self-reported; last updated 7/27/2025

This organization's Co-Executive Director identifies as:

Black/African American

Male

Not transgender (cisgender)

Heterosexual or straight

Person without a disability

This organization's Co-Executive Director identifies as:

Black/African American

Male

Not transgender (cisgender)

Heterosexual or straight

Person without a disability

Race & ethnicity

	Board members	Senior staff	Staff
Total	4	1	0
Asian / Asian American	0	0	0
Black / African American	3	0	0
Hispanic / Latino / Latina / Latinx	0	0	0
Middle Eastern / North African	0	0	0
Multi-racial / multi-ethnic (2+ races / ethnicities)	0	0	0
Native American / American Indian / Alaska Native / Indigenous	0	0	0
Native Hawaiian / Pacific Islander	0	0	0
White / Caucasian / European	1	1	0
Decline to state	0	0	0
Other	0	0	0
Unknown	0	0	0

Gender identity

	Board members	Senior staff	Staff
Total	4	1	0
Female	2	1	0

	Board members	Senior staff	Staff
Male	2	0	0
Non-binary	0	0	0
People who prefer to identify with another gender identity	0	0	0
Decline to state	0	0	0
Unknown	0	0	0

Transgender identity

	Board members	Senior staff	Staff
Total	4	1	0
Not transgender (cisgender)	4	1	0
Transgender	0	0	0
People who prefer to identify with another gender identity	0	0	0
Decline to state	0	0	0
Unknown	0	0	0

Sexual orientation

	Board members	Senior staff	Staff
Total	4	1	0
Gay, lesbian, bisexual, or other sexual orientations in the LGBTQIA+ community	0	0	0
Heterosexual or straight	4	1	0
People who prefer to identify with another sexual orientation	0	0	0
Decline to state	0	0	0
Unknown	0	0	0

Disability

	Board members	Senior staff	Staff
Total	4	1	0

	Board members	Senior staff	Staff
Person with a disability	1	1	0
Person without a disability	3	0	0
Decline to state	0	0	0
Unknown	0	0	0
