

MEET EACH NEED WITH DIGNITY



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**HOMEBOY INDUSTRIES' FATHER GREG BOYLE &
CALIFORNIA BUDGET PROJECT'S JEAN ROSS KEYNOTE
4TH ANNUAL MENDING POVERTY CONFERENCE**

**"Two Checks or Two Grants Away from Poverty" Addresses How Not-for-Profits and its
Constituents Can Do More with Less**

(Pacoima, CA) – Celebrating its 40th anniversary, MEND—Meet Each Need with Dignity, the largest anti-poverty agency in Los Angeles' San Fernando Valley, will host its 4th annual MENDING Poverty Conference.

Two Checks or Two Grants Away from Poverty

June 15, 2011, 8 a.m. to 2 p.m.

The MEND Center

10641 North San Fernando Road

Pacoima, CA 91331

Registration contact: Maggie Torres, 818-686-7353, Maggie@mendpoverty.org

The conference was created to provide agency executives, poverty experts, media and fundraisers from across Los Angeles with a gathering place to discuss the hottest topics and issues facing non-profits. Past themes include "Getting People Out of Poverty," "Finding Solutions: Action and Advocacy in Hard Times" and "Reframing Poverty."

Florence Green, CEO of IdeaEncore and the conference co-chair, notes that one in seven Americans is living in poverty, according to an annual report released by the U.S. Census Bureau. At 14.3 percent, the U.S. poverty rate is the highest it has been since 1994. The ranks of the working poor (ages 18-64) are currently in excess of 12.8%, the highest peak since the 1960s.

"The fourth annual MENDING Poverty Conference gives attendees a chance to learn what is happening at the state level on poverty-related issues," said Green. "We need to engage in discussions about programs and actions that move people out of poverty; learn effective strategies to help combat the effects of poverty; and as community leaders, discuss what we need to do to get decision makers to make a difference."

Delivering this year's **opening keynote—*The Power of Compassion and Staying Afloat in Today's Troubled World***—is **Father Greg Boyle, S.J., founder and CEO of Homeboy Industries** and author of "Tattoos on the Heart." Fr. Boyle launched Homeboy Bakery in 1992 with a mission to create an environment that provided training, work experience and an opportunity for rival gang members to work side by side. He has received many awards and accolades for his community work. Today he is a consultant to youth services and government agencies, policy makers and employers.

Jean Ross, executive director, California Budget Project (CBP), will deliver the **luncheon keynote, *The Challenges and Opportunities from Sacramento***. The CBP is a nonprofit, nonpartisan organization established to promote a better understanding of state fiscal and economic policy issues and their impact

on low- and- middle income Californians. Ross is a frequent speaker on fiscal and economic policy issues and has published numerous reports and articles.

“This year’s topic is an important one for us as we strive to maintain our food, clothing and medical programs to as many as 32,000 recipients who come to MEND monthly, but on a very lean budget,” Marianne Haverhill, said MEND President & CEO. “The key for us and for any agency is to identify resources you can maximize without adding significant costs. As a volunteer-driven business model, we’ve been able to maintain and even increase some of our services by expanding our volunteer force and soliciting donations of additional in-kind resources.”

Three action workshops will be held during the conference from 10:30 to noon, including:

- ***Doing More with Less: Creative Strategies for Cost-Saving Operations***
Moderator: Jocelyn Guihama, UCLA Center for Civil Society; Panelists: Mark Bertler, Public Health Foundation Enterprises; Grace Cheng Braun, Wise & Healthy Aging
- ***Getting More: Asset Building Strategies for Clients***
Moderator: Stella Theodoulou, California State University Northridge; Panelists: Olivia Calderon, New America Foundation; Neal Dudovitz, Neighborhood Legal Services L.A.; Victor Ramirez, Citi Community Development
- ***Nonprofit Financial Management: Tools for Changed Economic Times***
Sponsored by Bank of America, workshop leaders include: Kara Salazar & Jessica LaBarbara, Nonprofit Finance Fund

For more information and registration for the MENDING Poverty Conference, please contact Maggie Torres at 818-686-7350 or visit www.mendpoverty.org. For media inquiries, including requests for interviews or pass requests to attend a workshop, please contact Erick Lopez at Erick@mendpoverty.org or 818-686-7335.

About MEND-- Meet Each Need with Dignity

MEND-- Meet Each Need with Dignity, which serves as many as 32,000 poverty-level clients each month while remarkably keeping operating costs to 5%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND’s mission is to relieve the effects of poverty by providing all the basic human needs while giving their clients the tools, education, training, support and opportunities necessary to start the transition out of poverty.

MEND was born as a *volunteer-powered* organization four decades ago in a garage in suburbia, and today utilizes more than 3200 volunteers (and only 24 paid staffers) to implement its vast array of programs that provide food, clothing, medical, dental and vision care; job training, classes in English as a Second Language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; hot meals, food, clothing and showers to the homeless and a community wide adopt-a-family Christmas Program.