

MEET EACH NEED WITH DIGNITY



MEND

www.mendpoverty.org

(818)896-0246

MEND

October/November 2005

matters!

MEND's Calendar

Please note these upcoming events

October 22

"Art of Imagination"
Fundraiser 7 PM
San Fernando High School
Auditorium

November 5 & 12

Super Saturdays
8:30 AM - 1 PM
(Training and Home Visits to
Christmas Applicants)

November 14

Elected Officials'
MEND Capital Campaign
Fundraiser 6-8 PM
(Location TBA)

Thanksgiving Day Dinner

San Fernando Elks Lodge
10:30 - 4 PM
co-sponsored
with other agencies

December 7 - 20

Christmas Basket Program
Call 818-896-0246
to sign up for specific times

April 30

Victorian Tea



At Long Last

After nearly two years of working through the bureaucracy, The MEND Family Club finally got the go-ahead from CalTrans to paint a mural at the intersection of Interstate 5 and Van Nuys Blvd. With the cooperation of the artist Manny Velasquez, Councilman Padilla's office, Department of Public Works and members of the community, the mural went up in record time. The mural depicts youngsters' faces and is entitled 'The Stars of the Future.' The intent is to provide a positive image for our community and the need to invest in the children, who will one day be the leaders of tomorrow. Congratulations for an extraordinary good job to members of The Family Club!

Dreams for a Better Life

She is a single mom and she has dreams. She dreams of a full time job instead of the two part time positions she currently holds. She dreams of being able to spend more time with her young son. To protect her dignity, we will call her Martha.

Martha lives with her son and mother in a converted garage. They make do with the small amount of space, the lack of furniture and even proper beds. Unfortunately, her wages as a cashier do not always stretch enough to meet the small family's needs.

She has been an occasional client at MEND for some time now. Lately, the food distribution has become a necessity. When she is without a job, she utilizes services but she feels that when she is working, then perhaps others in greater need can be helped in the various departments at MEND. As with many recipients, Martha herself has spent time volunteering at MEND as a way of giving back for the assistance she has received.

These days, much of her efforts go into doing everything she can to break out of the poverty cycle. She has one year of college under her belt and would like to return to complete her education. She hopes that perhaps one day soon she can finally come out ahead.

IT'S MAGIC!!

Don't forget our fantastic fall fundraiser! Carson Entertainment will perform an amazing magic and illusion show at San Fernando High School on Saturday, Oct. 22. It's unlike anything you've seen before, says Dianne Ewing, event chair. "They have been voted Las Vegas' #1 family attraction for two years in a row!" Tickets are only \$10 and are available by calling the MEND office at 818-897-0246 or at the door. A raffle will also be held, with many exciting prizes.

Contact Dianne at 818-360-8222 for more information.



PEOPLE HELPING PEOPLE



PRESIDENT'S LETTER

We in the MEND Community are very excited that construction has finally begun on our new 40,000 square foot building! Our plan is to move our health clinics, emergency foodbank, clothing distribution center, a new homeless shower program, and administrative offices to the new facility in the fall of 2006. Our present center will be used to house expanded education and training programs, and to re-open our furniture distribution program.

All of this expansion brings up a very important question: how does MEND plan to pay for these expanded operations? Our Board of Directors has given this serious thought in recent years, and has explored several options. It will take a number of new strategies, as well as increasing the capacity of existing revenue efforts to meet our new income needs.

One new source of revenue that we are actively pursuing right now is the opening of a thrift shop in Granada Hills. Ernie Grossblatt, a retired business man and volunteer consultant for the Executive Service Corp, met with the MEND Board and Staff last spring and presented a thorough overview of effective thrift store management.

Using this valuable information, a team of MEND board members has been working on a business plan and locating a site.

"Treasure Trunk" is the name volunteers selected for the new shop, and the target market will be "trendy but frugal" Valley shoppers. In order to maximize the proceeds to MEND, the shop will accept and sell only quality merchandise that will be attractively displayed in a clean, carefully designed store environment.

As we go to press, negotiations are being finalized for the store lease, so you will get more details in the next issue of "MEND Matters". Grand opening is slated for late 2005 or early 2006. In the meantime, we hope you will consider saving items for the Treasure Trunk that you no longer use but are in good condition, such as sports and electronic equipment, home furnishings, books, and clothing.

Ed Rose

President and Co-Founder
MEND Board of Directors



Kids benefit from "TEETH TO TOES"

On August 24, approximately 150 third graders from Vaughn Next Century Learning Center descended on the MEND Center for our annual Teeth to Toes event. Children from low-income families received dental fluoride treatment and dental hygiene instruction, as well as a new pair of shoes, and other activities.

The children were separated into groups to visit each of the modules set up for the day. While one group visited the dental clinic, a second group was selecting shoes with which to start the school year, and the third group spent time in the Computer Lab "testing" MEND's educational software. Along the way, there were games, story telling and crafts as well.

As with any gathering of children, the atmosphere was one of gaiety and youthful noise as they moved from section to section.

In the end, each child left with a backpack filled with school supplies. "All the children were excited and grateful when they received their backpacks," says Gricelda Gonzales, Clothing Department Manager.



Volunteer Spotlight

She Crochets as Therapy too

She learned about MEND when her therapist gave her the address and phone number and suggested she do volunteer work. And so, Sylvia was introduced to MEND and its many services.

Sylvia began volunteering in the medical clinic. While there she met Jenny Gutierrez, our current program director, who encouraged her to look into MEND sewing classes. As a result, Sylvia is learning to crochet. She proudly states that she has finally completed a baby blanket. "It took me a while to do it but it helped me a lot to finish it." She says that using her hands is very therapeutic for her.

Sylvia also discovered she has a knack for display. She has recently begun maintaining the bulletin boards on the first floor of the MEND Center, and her creativity has met with rave reviews from all who pass by! She likes to take items such as holiday cards and recycle them into decorative bits and pieces for borders and accents on the bulletin boards.

When complimented on the appearance of the bulletin boards, Sylvia simply says, "I'm only doing whatever is needed, whenever there is a need."

New Blankets and Other Needs for Christmas

MEND is preparing for the holidays. As we take stock of our needs, blankets to see our clients through the cold, winter days ahead are especially needed. These blankets are distributed to client families as part of the Christmas Basket program MEND operates during the holidays.

MEND distributes 1,000 to 1,200 Christmas baskets to needy families in the Northeast San Fernando Valley each year. We currently need volunteers to help out on Super Saturdays doing home visits to verify need and to help wrap toys for the children.

To find out how you can help bring the Christmas spirit to needy families or to donate new blankets, contact MEND at (818) 896-0246. We will let you know about volunteer opportunities and where to donate the new blankets.

Remember MEND in your Will!

After you have taken care of your children or others close to you, consider designating a portion of your estate - or specific valuable items within your possession - to MEND.

Recently, a widower who passed away and had no heirs, named MEND as one of several charities and beneficiaries to receive the proceeds from the sale of his home and the assets left in his financial accounts. The result was a sizable gift to our agency at an especially critical time of service delivery and growth!

Also, please let us know that you have decided to remember MEND in your will. Just contact Marianne Haver Hill, our Executive Director at 818-897-2443.

Let "Fiestas to Go" Cater Your Holiday Party!

The holidays mean family gatherings, office parties, and holiday open houses for friends and neighbors. This year you can enjoy yourself and join in the holiday spirit by letting MEND's catering service **Fiestas to Go** provide food that is not only delicious, but also lovely to behold!

Fiestas to Go is available to do all the food preparation and serving for you. A call to the MEND office (818-897-2443, ext 31) and a brief chat with Emergency Food and Catering Director Gina Mirabella is all you need to make arrangements for your event. Gina and her crew of cooks and servers will take care of the rest.

Please note that **Fiestas to Go** menu prices are reasonable, but have been set to be comparable to other caterers in the area for similar food selections. However, any proceeds after the cost of food, paper goods, delivery, etc will go to support the work of MEND.

Some of the recently catered events have been for non profit events, private parties, weddings, and business luncheons. Comments received have been very favorable, ranging from "great food" to "absolutely fabulous."

OUR DONORS ARE APPRECIATED!

Since the last issue of "MEND Matters," MEND has gratefully received grants and cash donations from the following foundations, businesses, churches, schools, and community groups for this period. A special thanks to our donors:

Capital Campaign Donors
Alex Padilla's Party
CH2MHill
Hewlett Packard

Capital Campaign Donors
Current Program Support
The Ahmanson Foundation
Ralph M. Parsons Foundation

Capital Campaign
Foundation/Business Pledges
The California Endowment
Fritz Burns Foundation

Current Program Support
Blue Shield of California
Citigroup Foundation
Discover A Star Foundation
Los Angeles Times Family Fund
Medtronics Mini-Med
The Mylor Financial Group
J.B. & Emily Van Nuys Charities
Tiger Woods Foundation, Inc.



**Our Mission,
as a volunteer-driven
organization,
is to provide services
that meet the basic
human needs of
individuals
who reside in the
northeast
San Fernando Valley.
These services are
provided in a manner
that safeguards the
dignity of
all recipients
while promoting
self-reliance.**

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WISH LIST

The following are needed by MEND at this time.
Can you help?

VOLUNTEERS

After School Tutors - 2 hours/week
After School Program Coordinator -
10-12 hours/week

Dental Hygienists - 3 hours/month
Home Visitors for Super Saturday
(Nov. 5th & 12th)

Good Cook (call Gina for more information)
Pharmacists - 3-6 hours/month
Physician - 3-6 hours /month

ITEMS

New toys for children ages 10-14
New Blankets (queen size)
Cereal, Peanut Butter, Rice
Toothbrushes/ toothpaste



Here We Grow Again!

Check this column for updates on
how our new building is coming along!

Construction began officially on September 8, 2005 with a month-long process of grading and "grubbing". If you'd like to see what's happening in person, stop by MEND's new property at the corner of San Fernando Road and Pierce Street in Pacoima!

NEWSLETTER COMMITTEE

Coordinator&Writer: Gigi Gomez **Additional Writers:** Lidia Castillo, Jenny Gutierrez, Marianne Haver Hill, Jorge Jimenez, Ed Rose **Photographers:** Lidia Castillo, David Jimenez, Erik Schonsett **Editors:** Jenny Gutierrez, Robert Mayers, Marianne Haver Hill **Graphic Design:** Mary Alice Sears **Computer Tech:** Don Sears **Printing:** West Coast Printing **Mailing:** Don & Irene Kershnik, Ann & Ed Ziegler, Leonard & Kathy Rostant

Your support
makes a
BIG
DIFFERENCE
to



Won't you please give
some serious thought
to ways in which you can
share your time, talents and
resources with MEND?

If you want to become involved,
please fill out this coupon
and return to:

13460 Van Nuys Boulevard
Pacoima, California 91331
(818)896-0246



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Address Service Requested

I wish to make a donation of \$ _____ (All charitable donations are tax deductible)

My check is enclosed

Please charge to VISA MasterCard Exp. Date _____

Account # _____ Signature _____

I would like to volunteer my services to a MEND program or committee.

What would you like to do?

I would like to volunteer for the Christmas program by _____ (please specify)

I wish to adopt a needy family for Christmas!

Name _____

Address (Street, City, State & Zip) _____

Phone (Day & Night) _____

Please note my change of address Please remove my name from your mailing list

Non-Profit
Organization
U.S. Postage

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