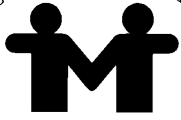


MEET EACH NEED WITH DIGNITY



MEND

www.mendpoverty.org

(818)896-0246

MEND

December 2005/January 2006

matters!

MEND's Calendar

Please note these upcoming events

Christmas Basket Opportunities:

December 7- 20

Food Sorting and Toy Wrapping

December 17- 21

Basket Distribution

Call MEND Center

to sign up for specific time,
818-896-0246

February 2

6 - 8 PM

Elected Officials' Capital Campaign Fundraiser

March 25

Annual Volunteer Recognition Party

April 30

Victorian Tea

May 13

Letter Carriers' Food



Introducing MEND's New Logo!

In recent months, MEND has been approached by both broadcast and print media for various public relations opportunities. In order to help MEND utilize these opportunities to their fullest, Teresa Samaniego, Public Affairs Director at KABC Channel 7 offered KABC's services to create a new logo. Manny Amit, Art Director at KABC Channel 7 is the creator of the sophisticated design that appears in this issue of "MEND Matters".

"The new look demonstrates the positive changes that MEND is going through," said MEND's Public Relations Chair Michelle Chavez. "Our new look will stand out and ultimately attract new supporters."



What does it mean - TO ADOPT A FAMILY?

To those of us who have chosen to adopt a family - it's a gift, to ourselves. It is an opportunity to share the real joy of Christmas.

We wondered: How many kids will they have? Where do they live? Do they have grandparents? And, what shall we give to them?

THE GARCIA FAMILY had 4 girls, 2 boys, Mama, Papa and Grandma. Nine people! Our family decided to shop together for toys and clothes for the kids. As a group, we filled a cart with food, toys, sweatshirts, and surprises for Christmas. We bought towels, blankets, a lamp, and a heater as the family had no way to keep warm.

We arrived with our van filled with food and gifts, and saw the children waiting at the curb waving at us, calling out, "Here we are - the Garcias!" They continued to say "Thank You" as we all carried in their gifts.

When we saw tears in Mrs. Garcia's eyes as she realized her children would have a wonderful Christmas, we felt blessed by their sense of hope. That humble home rang with joyful sounds as Abuelita held my hand and kissed it while we were waving good-bye...

"MERRY CHRISTMAS/FELIZ NAVIDAD!"

Jan Mayers

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.



PEOPLE HELPING PEOPLE



Executive Director's Corner

It's Christmas Basket time at MEND, and our Center is buzzing with activity as volunteers arrive to finish last minute visits to applicant families, enter data into the computer for an accurate gift count, wrap toys, pack food boxes, and so much more. I love all the energy!

But there is also a lot of activity at the construction site for our new facility several blocks away! All those workers on the site remind me of the big bills we will be paying to keep them going toward completion!

As of this writing, MEND has raised \$4.5 million of the \$8.1 million needed to purchase the land, complete the design phase, and do the construction. We have several major grant proposals in process and anticipate that the majority of the funds needed will come from foundation gifts. However, our goal is to raise \$1.5 million of the balance from individuals and businesses.

This fall, we are launching a **Room Sponsorship Program** as an opportunity for individuals and corporations to become involved in our capital campaign in a significant way. The range of gifts for these room-naming opportunities is \$15,000 up to \$100,000, and include clinic exam and treatment rooms, conference rooms, and rooms in our food and clothing departments.

It may be that you or your extended family would like to name a room in memory or honor of someone. You may belong to an organization that would like to support MEND in this way or your business may like to be involved. For additional information, please contact Board President Ed Rose at 818-894-3361.

As we move forward on our capital campaign in a spirit of hope, we also want to wish you and your family a hope-filled holiday season and New Year!

Marianne Haver Hill

"TREASURE TRUNK" Resale Store needs Your Treasures!

MEND plans to launch our new "Treasure Trunk" thrift shop shortly after the New Year. As noted in the last issue of "MEND Matters", the revenue from this upscale retail outlet will help to fund our expanded services for low-income recipients once the construction on our additional building is completed.

As we prepare for the store opening, we are in need of additional donations of high-quality items in good condition such as household decorative items, books, sports equipment, kitchenware, and more. If you live in the West Valley, you may drop off your contributions at the office warehouse of MEND board member Steve Brown, at 9421 Winnetka Avenue, Unit K, Chatsworth, CA 91311. East Valley residents can deliver their goods to MEND, 13460 Van Nuys Blvd, Pacoima (please indicate that you intend your donations to go toward the thrift shop so that volunteers can process them accordingly.) Tax-deductible receipts will be available at both drop-off points.



Great Holiday Gift Idea!

Scratching your head about what to give your boss for the holidays? Stumped over what to do for Great Aunt Mabel who has everything?

Then why not give a "Holiday Gift of Love" to MEND in their honor? Your donation is acknowledged as MEND sends a colorful holiday greeting to those on your gift list. The greeting can be geared to Christmas, Hanukah, Kwanza'a, or New Year's.

Just use the envelope enclosed with this newsletter and we will do the rest. For more information, contact MEND's Director of Finance, Jorge Jimenez, at (818)896-0246, Ext. 202.



www.mendpoverty.org

Hurricane Tax Relief Can Benefit MEND (and Donors)

Congress recently passed a Federal Tax Relief package to aid victims of Hurricane Katrina. Several of the provisions were also created to entice donors to support local non-profit agencies that are providing direct services. However, one little known provision (which applies to *all* non-profits, not just those in the Southeast) allows donors to deduct up to 100% of a cash donation from their Adjusted Gross Income (AGI). Previously this was limited to just 50%.

For example, a donor with an AGI of \$40,000 was previously limited to a deduction of only \$20,000 in cash contributions. Until December 31, 2005, that limited is raised to \$40,000. In addition, donors over age 59 1/2 with large retirement plans may also have an opportunity to take advantage of this change. A retiree could take a distribution, pay the taxes on the income and then donate the proceeds to a charity -- deducting the contribution up to 100% of their AGI.

All donors are advised to consult with their personal tax advisor for specific questions and strategies.

Volunteer Spotlight



The Roses are coming up...ROSES!

MEND Co-Founders Ed and Carolyn Rose are an award-winning duo! Ed was recently selected to be among the five finalists for the San Fernando Valley's top volunteer recognition, the Fernando Award. At an elegant dinner on November 4, Ed was featured in a TV interview in which he described the joy he has experienced in seeing lives touched and changed through the 35+ years he has volunteered with MEND.

Ed was also the recipient of a "Local Hero" award through Bank of America's "Neighborhood Excellence Initiative". During the November 8 ceremony, he received a \$5000 check for MEND in addition to his own recognition plaque.

Carolyn Rose has been honored by her employer, Kaiser Permanente, as an "Everyday Hero" for her work with MEND. Her photograph will hang in a special gallery in the medical center, which will be unveiled in December.

Congratulations to both Ed and Carolyn for these well-deserved awards! We are proud of your service to the MEND Community!

Board Nominations Being Accepted

The MEND Nominating Committee will soon begin meeting to consider nominations for the MEND Board of Directors. The term of office begins April 1, 2006 and runs through March 31, 2007. Board members will continue to be very active in helping to raise the remaining funds needed to pay off the construction of our additional MEND facility. If you would like to nominate someone to serve on the Board, please contact the Nominating Committee, care of Marianne Haver Hill at 818-896-0246.

Thanks to "MENDMATTERS" Coordinator!

Many thanks go to Gigi Gomez who has served as our volunteer "MEND Matters" writer/coordinator these past two years! We are grateful to you for sharing your time and talents in this way!

The MEND PR Committee is now looking for a new coordinator to work on this publication six times per year. For each issue, the coordinator writes an average of six-eight short articles (including interviewing featured volunteers and clients), and/or coordinates with other volunteer writers. Another task is securing photos and captions to go with certain articles. If you've had newsletter experience with your business, church, or other group and would like to help MEND in this way, please contact Marianne Haver Hill at 818-896-0246.

There was a Touch of Magic in the Air!!

You could sense the excitement as our MEND Fall Fundraiser got underway October 22 at San Fernando High. Carson Entertainment entranced everyone with their amazing illusion and magic show, The Art of Imagination? Audience participation added to the fun and enjoyment.

During intermission, there was a raffle of prizes. At the conclusion of the evening's show two special raffle items were awarded: tickets for four to a Dodger Game, and an evening at a local Nets vs. Clippers Basketball game with a meet and greet? session with players. Congratulations to Diane Ewing and her committee for a spectacular event, raising over \$10,000 for MEND!

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:

Current Program Support

The Arroe Associates Charitable Foundation

Acordia

Arroyo Insurance Services, Inc.

Associated Builders Safety Group

Attorneys & Accountants Assoc., Inc.

Barlocker Insurance Services

Bolton & Company

Cal West Tariff Bureau, Inc

California Merchant Safety Association

California Carwash Safety Association

California Dump Truck Owners

Association

California Floor Covering Association

California Geotechnical Engineers

Association

The California Wellness Foundation

Campus and Business Support Safety

Association

Carpenters-Contractors Workers'

Compensation Trust for Southern CA

CRA Services Corporation

Crosslight Insurance, Inc.

Curry Insurance Agency

Ella Fitzgerald Charitable Foundation

Foundation of the Pierre Fauchard

Academy

Golden Oak Cooperative Corporation

Group Concepts, Inc.

Haggerty Insurance Services, Inc.

Hayward Tilton & Rolapp

Independent Maintenance Contractors

Association

ISU Insurance Services

Joint Labor & Management Safety Committee

Licensed Contractor of California

Lockton Insurance Brokers, Inc.

Lukmar Insurance Services

The Mylor Financial Group

New Century Insurance Services, Inc.

Northridge Insurance Agency, Inc.

PHCC of Orange, Riverside & San

Bernardino Counties

Primeline Insurance 7 Financial

Services, Inc.

S.C.B.A., Inc

Tony Servera Co., Inc.

Seymour / Daniels, Inc.

Shaw, Moses, Mendenhall

& Associates

Solid Waste Insurance Managers, Inc.

Sport Athletic, Golf Association

Sidney Stern Memorial Trust

United Highway Carriers

Association, Inc

United Agencies, Inc.

Warner Bros. Entertainment, Inc.

Western Retail Services Corp.

Capital Campaign Donors

GeoSystems, Inc

Los Angeles Arena

Pfaffinger Foundation

WISH LIST

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

VOLUNTEERS

- Dentists - 3 hrs/mo
- Pharmacists - 3 hrs/mo
- Clerical/office assistants - 15 hrs/mo
- Christmas donation receivers
- Drivers to pick up Christmas donations
- Christmas Computer data entry

ITEMS

- New blankets
- New Toys (especially for children ages 10-14)
- Canned goods - except NO canned ham
- Cereals, peanut butter, sugar, coffee, rice, dried beans
- Gift wrapping supplies



Here We Grow Again!

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

As this issue of MEND Matters went to press, the foundation was being poured at the site of the additional MEND facility at the corner of San Fernando Road and Pierce in Pacoima. The new center is expected to be completed in late 2006.

NEWSLETTER COMMITTEE

Writers: Jenny Gutierrez, Marianne Haver Hill, Jorge Jimenez, Michelle Chavez, Rick Jones, Jan Mayers, Anne Van Gieson
Editors: Jenny Gutierrez, Robert Mayers, Marianne Haver Hill
Photographers: Eric Schonsett
Graphic Design: Mary Alice Sears
Computer Tech: Don Sears
Printing: West Coast Printers
Mailing: Don & Irene Kershnik, Ann & Ed Zeigler, 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



13460 Van Nuys Boulevard
Pacoima, California 91331

December 2005 - January 2006

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

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