

MEET EACH NEED WITH DIGNITY



www.mendpoverty.org

MEND

(818)896-0246

**MEND's
Calendar**

*We are excited to announce
these upcoming events*

October 7-21

Christmas Basket
Registration

November 4

Christmas Super Home
Visiting Saturday
8:30am – 2:00pm

November 4

"The Art of Imagination"
Fundraiser
7:00pm

November 11

Christmas Super Home
Visiting Saturday
8:30am – 2:00pm

November 16

Tree of Life Gala
MEND will be honored

December 16-22

Toy and Christmas
Basket Distribution

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.

MEND

August/September 2006

matters!



Ships Ahoy! Treasure Trunk is Sailing!

June 17 marked the grand opening of MEND's upscale retail store, Treasure Trunk. Board member Michelle Chavez and her Public Relations Committee chaired the festivities, which began at 11:00a.m. in the shopping center parking lot at the corner of Balboa and Devonshire. There was food for everyone who stopped by, and a fashion show featuring Treasure Trunk clothing was put on by twelve students from Youth Speaks Collective. There was also a ribbon-cutting ceremony led by MEND Board of Directors' President Jeff Klein. The interior of the store looked great, thanks to Manager Michele McDowell-Jacobson and her volunteers and staff, and throughout the day,

there was a constant line at the cash register, bringing the day's total revenue to \$3,500.00!

MEND opened Treasure Trunk as another source of revenue to help with the costs associated with MEND's expanding programs once our second building is completed. Thank you to everyone who made this grand opening possible, and to everyone who has supported MEND by shopping at the Treasure Trunk! Keep checking in to see all the great items we have in stock! Treasure Trunk is located at 16860 Devonshire Street in Granada Hills, and is open Monday through Saturday from 10a.m. to 6p.m. To volunteer or to donate items, please call the store: 818-832-9420.

Learning the Language is a Family Affair

Ronnie, the eldest of three children, attended MEND's after school program to learn how to read in English. It was the start of the Sicaja Family connections to MEND's ESL program and other services. Manuel, the father, and the other children Heidi and Mario were very much like Ronnie in their desire to learn the language. The father's resolve to make his children attend the evening ESL classes was out of the ordinary: he held two jobs, yet he made time to be with his children by having them learn English together with him!

After 18 months of MEND classes, the children

(con't on page two)

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Back by Popular Demand:

Illusion and Magic Show!

• Invite your family – grandparents, kids, and everyone in between – for an evening of amazing illusions, comedy and magic when Carson Entertainment returns to perform another benefit for MEND! You won't want to miss this event at San Fernando High School Auditorium on Saturday, November 4 at 7 PM. Carson's "Art of Imagination" has been the Number One Family Show in Las Vegas for years! Tickets are only \$10 and are available by calling the MEND office at 818-896-0246 or at the door. A raffle will also be held, with many exciting prizes. Contact event chair Anne Van Gieson at 818-968-8361 for more information.

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PEOPLE HELPING PEOPLE



Executive Director's Corner

The momentum is building as we race to raise the remaining \$1.3 million needed to complete our capital campaign by the time MEND's second facility is finished in late 2006! The new space will allow MEND to increase our capacity to help the most needy and vulnerable residents of our Valley with emergency food, clothing, healthcare, education, and other vital services. Will you help?

Our fundraising volunteers are casting a wide net to re-contact MEND supporters and to find new individual, business and foundation donors, and this is the toughest part of the campaign!

Room sponsorship is a cornerstone of our fundraising plan, and at press time, we are looking for about 25 donors who can give \$15,000 - \$25,000 to underwrite rooms throughout the building. Room sponsors will have a plaque outside the entry to their designated space, and will also be recognized on a large wall display in the first floor reception hall. In addition, sponsors will be honored at our grand opening gala and in MEND's print materials. There are a number of creative ways to become a room sponsor:

- Consider a "family gift" that involves retired parents and/or adult children pooling their financial resources, perhaps in honor or memory of a loved one
- Consider enlisting your business or perhaps joining with another business for a sponsorship
- Consider donating appreciated stock or another asset to MEND's capital campaign. (We have volunteer experts who will sell it on MEND's behalf.) You will get a tax deduction for the entire amount of your gift and will not incur capital gains tax on the appreciated value.
- Consider holding a fundraising dance, golf tournament or other event through your business, church, or community organization and donating the proceeds for a room named in honor of your group.

For more information on other capital campaign opportunities, or specifically on room sponsorship, please contact me at MEND, or call Board President Jeff Klein at 818-915-3104.

Thank you in advance for your support,
Marianne Haver Hill

WISH LIST

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

VOLUNTEERS

- After School Tutors – 2 hours/week
- Christmas Registration Assistants (beginning in October) – 5-10 hrs/week
- Clothing Driver – 4 hours/week
- Substitute Food Driver – 3 hours when needed (on-call)
- Dentists – 3 hours/month
- Dental Hygienists – 3 hours/month
- Pharmacist – 3 hours/month
- Physician – 3 hours/week or once a month

ITEMS

- Toothbrushes and toothpaste
- Gently used clothing for MEND's retail store, Treasure Trunk
- Gently used or new office furniture (call Jenny at 818-896-0246)
- Men's clothing Teens' clothing
- Medium/Large-size moving boxes
- Clothing racks (preferably rounders)
- Mannequins

Learning the Language *(con't from page one)*

became comfortable with spoken English. Manuel wasn't far behind, and he was later elected president of MEND's Family Club. They also learned computer skills in our Computer Lab. Even now they frequently visit MEND. They perform volunteer work whenever they can as a way of giving back to the community that helped them so much to integrate to life in America. Manuel was a Saturday driver for our food program for about 6 months and Ronnie also helped during the Letter Carriers' food drive.

These days, the Sicaja children are doing very well in school. They credit MEND's ESL classes and Computer Lab as instrumental to their success.



A snippet of the fun shopping. More photos of the day on our website!

Child Spree is Shopping at its Best!

On August fifth, thirty-three children from some of MEND's most needy families and almost forty volunteers gathered at the Sun Valley Mervyn's for the annual Child Spree shopping event in which MEND has participated for the past five years. For the event, each child was paired up with an adult volunteer and given a one hundred dollar gift card to buy needed outfits for the upcoming school year. The children excitedly searched racks of clothing and shoes as the volunteers helped find good sales. Once everyone was gathered in the lobby after shopping, the children eagerly opened up their bags, excited to show their friends what they had bought. The volunteers were also enthusiastic and had a blast helping their assigned students!

Many thanks to Event Chair Tina Kops and her volunteers for their work on this year's Child Spree, and a big thank you to Mervyn's for such a generous donation! Also, MEND is grateful to the California Barbecue Association for holding a fund raising event that allowed us to involve more low-income children than ever before. How wonderful that these deserving children are now ready to start the new school year in style!

Volunteer Spotlight



Volunteer Teacher Admires Students' Hard Work

Joe Cullen first came to MEND in 1992 after reading about it in his church bulletin. At the time, he was newly retired and looking for an opportunity to work with people, so he jumped at the chance to teach ESL (English as a Second Language) classes. Over the past fourteen years, Joe has had close to a thousand people come through his classroom doors, whether they were only able to take the class for a couple of weeks or made it through the entire year. Once, he even led the ESL program with two other volunteers while MEND was in between education directors.

Joe is currently volunteering in one class a week and says that he teaches English the way he would like to learn a language if he were to go to another country. He says that he loves doing what he does and finds it very rewarding, and he admires the students for all the hard work they put into learning a new language. Joe Cullen's services over the years have helped change the lives of many of these students for the better, and his many years of dedication and service are greatly appreciated.

Designate MEND for United Way or Combined Federal Campaign

One easy to give to MEND is through the United Way Annual Campaign or Combined Federal Campaign.

Remember to designate MEND when your company conducts its annual United Way Campaign. Although MEND is not a United Way agency, we still qualify for designated donations. When completing the United Way donor form, please remember to use MEND's tax ID #: 23-7306337

The Combined Federal Campaign, for federal employees, works much the same way. You can designate MEND as the recipient of your contribution. If MEND is not among the agencies listed in your Combined Federal Campaign packet, use our tax identification number as noted above.

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.

Current Program Support

Adamma Foundation
California Barbeque Association, Inc.
The California Wellness Foundation
Citigroup Foundation
Dewitt Stern Group
The Angelica & Howard Flagg Foundation
Fox Group
Robert Frost Middle School
National Association of Women in Construction
Peter Norton Family Foundation
Pacific Care
Pratt & Whitney Rocketdyne, Inc
QueensCare
Roth Family Foundation
St. Euphrasia School
Union Bank of California
Valley Iron & Metal Co.
Wal-Mart, Porter Ranch
Weingart Foundation

Capital Campaign Room Sponsorships

through August 15, 2006

Platinum Sponsors- \$1 Million +

City Council Member Alex Padilla
The Weingart Foundation

Gold Sponsors-

\$500,000 to \$999,000

The Ahmanson Foundation
The California Endowment
Fritz Burns Foundation
W.M Keck Foundation

Silver Sponsors-

\$100,000 to \$499,000

The Annenberg Foundation
Allen Brown & Family
Carrie Estelle Doheny Foundation
The Eisner Foundation
Kaiser Permanente
The Kresge Foundation
The Dan Murphy Foundation
The Ralph M. Parsons Foundation

Bronze Sponsors-

\$50,000 to \$99,000

William R. & Virginia Hayden Foundation
Thomas & Dorothy Leavey Foundation
Pfaffinger Foundation
Supervisor Zev Yaroslavsky
Zenith Insurance

Crystal Sponsor-

\$15,000 to \$49,000

Agora Realty
State Senator Richard Alarcon
Tom Backer
David & Jean Fleming
Jeffery Haines /
Mr. & Mrs. Mark Schwartz
Mr. & Mrs. Jeff Klein /
Mr. & Mrs. Alan Klein
Marino Family Foundation
Mayers Family
Physicians of Providence
St. Joseph's Medical Ctr
Providence Holy Cross
Medical Center
Providence St. Joseph's
Medical Center
Mary and Ward White

MEND'S Christmas Program is Changing!

Don't worry--Christmas will still be on December 25, but at MEND, we WON'T be wrapping toys this year! Instead, the Christmas basket recipients will be invited to come to the MEND Center to pick out toys for their children.

Sounds simple enough, but volunteers will need to learn some new tasks. We'll need people to escort parents through the MEND "toy store," helping them make selections, sort and arrange toys, keep the "toy store" stocked and neat, answer any questions that come up, and hand out wrapping paper, ribbons, tags and tape for the parents to use in preparing their gifts.

There will be lots of fun volunteer jobs in MEND's holiday toy distribution, and we hope you will join us as we try this new set-up. We'll be having an orientation "to get the ball rolling", so sign up early by calling the MEND Center: 818-896-0246.



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Saying Goodbye to Nina Vaccaro

Recently, MEND had to say goodbye to our Medical Clinic Manager Nina Vaccaro. For the past three years, Nina has been in charge of overseeing all the medical services provided at MEND. She says that knowing

what a huge help her work has been to the families she has provided with health care has made working at MEND an incredibly rewarding experience. Dedicated, kindhearted and hardworking, Nina has been an immense asset to MEND. She will be greatly missed by everyone who has had the privilege of working with her. We wish her the best in her career, and we know that she will continue to impact the lives of everyone she helps as the new Director of the South Side Coalition of Community Health Centers.



A New Face for MEND!

The interior of MEND's new building is moving along fast. All of the drywall has been hung and painting has begun. As of press time, glass had been installed for the exterior windows. Plaster should be going on the exterior of the building beginning at the end of August. For more detailed information and photos showing the progress of our new building, visit www.mendcenter.blogspot.com.

NEWSLETTER COMMITTEE

Newsletter Coordinator Rose Zarcone; **Writers** Jenny Gutierrez, Marianne Haver Hill, Jorge Jimenez, Rose Zarcone, Bob Mayers; **Editor** Jenny Gutierrez, Marianne Haver Hill, Anna Santos, Bob Mayers; **Photographers** Hal Endlich, Erik Schonsett, Rose Zarcone; **Graphic Design** Mary Alice Sears; **Computer Technician** Don Sears; **Printers** West Coast Printing; **Mailing** Christ Crusaders of Santa Rosa, Leonard and 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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Pacoima, California 91331

August - September 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

Non-Profit Organization
U.S. Postage
PAID
Van Nuys, CA
Permit #2604