

para los niños / for the children

Spotlight on Success

Issue 1, 2011

2010 IN REVIEW

A New School

Celebrating
30 Years

Getting the
Best Start

para los niños



for the children®



A New School Opened – Para Los Niños-Gratts Primary Center

SERVES K-1 NEIGHBORHOOD STUDENTS



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The new architectural-style school built by Los Angeles Unified School District.

Last fall, Para Los Niños and LAUSD collaboratively opened a new school – a state-of-the-art architectural campus built in the heart of the Westlake/Pico Union area – to nearly 350 excited young students. Para Los Niños was one of only five charter schools selected by Los Angeles Unified School District to operate one of 30 new or underperforming public school campuses. Under the leadership of new principal Dr. Andrea Purcell and her team, many of whom come from Teach for America, the new

Para Los Niños – Gratts Primary Center is a model of urban education: by integrating critical family wellness services such as social and mental health services on campus, PLN – Gratts works

toward allowing Kindergarten and First Grade students to achieve their fullest academic potential by ensuring a solid foundation in personal well-being and the skills necessary to succeed in school and life. Para Los Niños provides standards-based curriculum in English, Math, Science and Social Studies, benchmark assessments, and data-driven instruction. Each student and family works with one teacher, an “advisor,” for the duration of his or her tenure at the school. Each advisor works to coordinate a team of experts who provide an individualized support structure that may help facilitate the stability necessary to fully participate in the academic program. The PLN – Gratts Primary Center supports the needs of English Language Learners in either a Transitional Bilingual Program or an English Immersion Program. All students receive support for English Language Development regardless of the program in which a parent chooses to enroll their child.

For a tour of the new school or any of the Para Los Niños sites, please contact the Development Office at (213) 250-4800, ext. 524.



A student beams about her new school.

Celebrate, And Join Our Commitment To... BEATING THE ODDS!

Last April, our Board Members and friends gathered on the lawns of the historic Gilmore Adobe to congratulate Para Los Niños on 30 years of successful service to the children, youth, and families of Los Angeles at the 14th Annual Cinco de Mayo Celebration. With more than 500 guests in attendance, and a record \$800,000 in funds raised, the 2010 celebration, ¡Feliz Cumpleaños!, was our largest and most successful benefit to date.

It's that time of year again, and we are preparing for our 15th Annual Cinco de Mayo Celebration, though with a larger, more ambitious goal of raising \$1 million. This year's fundraiser, themed "Beating the Odds," will again be held at the historic Gilmore Adobe, an urban oasis rarely seen by members of the public, on Friday, April 29, 2011.

"Beating the Odds," is a commitment shared by our esteemed honorees, Michael and Jane Eisner, founders of The Eisner Foundation, whose important philanthropic efforts support exceptionally run nonprofit organizations throughout Los Angeles, including Para Los Niños.

Guests of the event will be treated to a new culinary experience, an amazing live auction, a BMW opportunity drawing provided by Century West BMW, a casino garden, a cigar lounge, espresso bar, and dancing all night long. Most exciting, funds raised through the Cinco de Mayo Celebration will be once again matched by Tina and Rick J. Caruso.

Para Los Niños is committed to fulfilling our mission, even when the ongoing economic crisis adds to the stress of thousands of children in our community. "Deep government spending cuts are crippling programs that serve children whose potential is limited only by their social and economic circumstances," said Para Los Niños President and CEO, Gisselle Acevedo. "It is for these reasons that successful events like Cinco de Mayo have become so important to the survival and stability of our organization."

We invite you to experience the best Cinco de Mayo celebration in town! Don't miss it!

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Auctioneer Jim Nye excites the crowd with tempting live auction items.



The guests mingle and survey the silent auction tables.



The performance art group entralls the guests.

**DON'T MISS THE PARTY OF THE YEAR!
THE 15TH ANNUAL CINCO DE MAYO CELEBRATION
BEATING THE ODDS, APRIL 29, 2011**



Gisselle Acevedo, President and CEO, with City Controller Wendy Greuel and Council Member Tom La Bonge, stands proud with a proclamation presented to Para Los Niños by Los Angeles City Council.



Para Los Niños celebrates its 30th birthday with a dramatic cake sculpture.



Para Los Niños Board Member Colleen Sweeney and a guest.

**PARA LOS NIÑOS THANKS ALL THOSE THAT SPONSORED
THE 30TH ANNIVERSARY FELIZ CUMPLEAÑOS: THE 14TH ANNUAL CINCO DE MAYO CELEBRATION**

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Toyota Motor Sales

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Lillian and Robert Zacky

PLEASE JOIN US – WE NEED YOUR SUPPORT!

TO PURCHASE TICKETS, VISIT WWW.PARALOSNINOS.ORG/CINCO

The Wonder Of Learning



Conference attendees captivated by the discussion.



A display of students' art at Para Los Niños Charter Elementary School.



Kris Perry, Executive Director of First 5 California, addresses conference attendees on early childhood education issues.

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Para Los Niños proudly co-hosted, with partner First Presbyterian Nursery School, the traveling educational exhibit, **The Wonder of Learning – The Hundred Languages of Children**. The internationally acclaimed exhibit visited Los Angeles for the first time during its 25-year world tour, from January to June 2010, in Santa Monica. Managed by Reggio Children and North American Reggio Emilia Alliance (NAREA), the exhibit recounted experiences from the infant-toddler centers, preschools and primary schools in the city of Reggio Emilia, Italy, with the aim of reconfirming the values at the heart of the Reggio Emilia educational philosophy, and to recount the changes, innovations, and developments that have taken place in the classrooms.

In conjunction with the exhibit, Para Los Niños hosted its first-ever, three-day conference for educators: School as a Place of Community and Collaboration. More than 100 attendees, some from as far away as Chicago, traveled to the Para Los Niños Family Learning Complex to take part in the conference. Guests were immersed in discussion about early childhood education and learned from educators and education policy makers, including...

- Karen Haigh, Assistant Professor of Early Childhood Education, Columbia College
- Kris Perry, Executive Director, First 5 California
- Dr. David Hayes Bautista, UCLA
- Yolie Flores, School Board Member, LAUSD
- Judith Allen Kaminsky, North American Reggio Emilia Association
- Jan Perry, Los Angeles City Council President pro Tem
- And Mary Hartzell, First Presbyterian Nursery School



Para Los Niños Charter Elementary School teacher Gaby Cardenas gives an engaging presentation.

Participants in the conference concluded their visit to Southern California with a tour of The Wonder of Learning exhibit. The three-day conference and exhibit tour also provided an extraordinary professional development opportunity for Para Los Niños teachers and parents, and helped to call international attention to the importance of education and schools as places for discussion and mutual exchange of ideas.

A Team Effort

DELOITTE & TOUCHE WORK DAY

The S. Mark Taper Foundation Child and Family Center underwent an incredible transformation last summer thanks to Deloitte & Touche LLP. More than 30,000 Deloitte professionals spent the day engaging their communities in a wide range of projects from planting trees to renovating buildings throughout the United States. With over 1,000 volunteers in the Los Angeles area, employees participated in volunteer projects all over the city for Deloitte's Employee **IMPACT Day**, including Para Los Niños.

Para Los Niños Board Member and Deloitte Senior Manager Jose Sarabia and his colleagues from Deloitte, David Porges, Pacific Southwest & U.S. Regional Operations Leader and Kristin Salaya, Community Involvement Associate, brought the idea to Para Los Niños. After meeting to review both organizations' goals, it was decided that one hundred volunteers from Deloitte's local office would join with volunteers from the Los Angeles Conservation Corps to rejuvenate the Child and Family Center in the heart of Westlake/Pico Union.



Elena Stern, VP of Communications; Kevin de León, California State Senator; Jose Sarabia, Para Los Niños Board Member and Senior Manager, Deloitte & Touche; Captain Steven Ruiz, Los Angeles Police Department; and Bruce Saito, Executive Director, Los Angeles Conservation Corps.

Deloitte staff painted the outside of our Child and Family Center, planted trees and shrubbery around the exterior landscape, and helped to revitalize our playground with new planters and paint. LAUSD Board President Mónica García and California State Assembly Member Kevin de León both came by at lunch to thank the Deloitte staff and LACC volunteers for their wonderful hard work. The day ended with a thank you from Deloitte's President and CEO, Sharon Allen, who stopped by to see the wonderful work her colleagues had done.

At the end of the day, the Child and Family Center had been transformed. The site hosts a child development center for children two to five years, providing two half-day programs to neighborhood families. In addition, our Family Services operates from the second floor, and in the evening, classes are held for parents and families in the school below.

Deloitte stated the day's goal as such, "Through **IMPACT Day**, we hope to create a unique experience for those organizations and people we touch, thereby helping them improve their capacity to serve and succeed." And indeed, they did.



The Deloitte & Touche staff hard at work.

Summer Camp: Not Just Fun And Games



Students pose after a successful music recital.

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Para Los Niños engages and motivates students to love learning all year long, including the summer months. Last summer, thanks to the generous support of James Brooks and Suzanne Wright, the students of Para Los Niños Charter Elementary School were immersed in fun and academic activities that enhanced their learning experience.

As part of our summer program, we had the privilege of introducing the Kahan-Rosenthal-Weiss Musical Program to the students. This musical program, made possible by the generosity of the donors for whom the program is named, provided classical instruments and instruction by two musicians from USC to the students attending our summer program. After a few weeks of rehearsal, the summer camp music students, who rigorously studied

percussion, double bass and guitar through the music program, performed a recital for their peers and family members. Twelve year old Joshua Zaragosa proudly stated, "I thought rock was the only music, but then I learned about jazz, Beethoven, and Bach." At the end of the recital, each student was given a compilation of music that they'd learned and studied, along with a certificate of participation.

Summer fun didn't just happen at school; a group of our students participated in the 2010 Dodgers Youth Baseball Camp at Dodger Stadium. Each one of our happy campers received daily instruction by members of the Dodgers coaching staff, an official camp uniform, and four tickets to an LA Dodgers game. Our deepest thanks go to Kaiser Permanente, who awarded our students the amazing scholarships that made this opportunity possible.

The fun continued at the California Science Center, where Para Los Niños students attended the Hands-On Science Summer Camp 2010. These K-5 children had the opportunity to learn about desert bugs, tasty culinary creations involving chemistry, California's marine life, urban ecology in Los Angeles, and robotics. From music and baseball, to submarines, our children definitely had a fun, educational, and engaging summer.

The summer program at Para Los Niños is made possible through the generosity of private funders, and is at risk on a year-to-year basis. Without these safe and enriching activities, many of our children will be at even greater risk of becoming victims of violence, gang involvement, and neglect. If you would like to make a donation to support this year's Summer Program, please contact the Development Office at 213.250.4800, ext. 524.



Youth participants show their Dodger pride at Dodgers Youth Baseball Camp.

One Magical Night

THE PRE-SCREENING OF *HARRY POTTER AND THE DEATHLY HALLOWS, PART 1*

The night was filled with magic, as many of our supporters came out to celebrate their favorite witches and wizards at the Para Los Niños pre-release screening of *Harry Potter and the Deathly Hallows: Part 1*. Held at the ArLight in Hollywood on November 8, 2010, friends and fans of all ages lined up in anticipation to see the beginning of the end of the Harry Potter series. The night began with a reception in the theater bar, followed by an enchanting rendition of Selena Gomez's song titled, "Magic", performed by 5th and 6th graders at the Para Los Niños Charter Elementary and Middle Schools. Continuing with the theme, guests were spellbound by a



Harry Potter fans show their spirit.

live auction which featured items such as a 6-night trip to Ireland with a historic castle overnight stay, a 4-night trip to The Wizarding World of Harry Potter at Universal Orlando, a VIP tour of Warner Bros. Studio, and much more. Finally, the theater grew quiet as the lights were dimmed and guests ventured into the wonders and wizardry of *Harry Potter and the Deathly Hallows: Part 1*. Thank you to everyone who came to enjoy the magic, but more importantly, for helping to raise over \$100,000 for the children and families of Para Los Niños.

Para Los Niños: More Than School

Through the support of our Board of Directors, and the diligence of our executive team, we recently completed an intense and comprehensive strategic planning process. The outcomes of this work are significant; for our organization, and, we believe, for our field.

Most non-profits who share the same "competitive space" that we do focus largely on one aspect of the education continuum, whether education itself, or on the agency side, on one type of intervention.

While there is merit in this approach, thirty years of experience in serving at-risk communities, along with leading research on the subject of how children living in high-poverty communities best learn, tells us that neither alone is enough to keep children in these areas from falling into an ever widening achievement gap.

We have begun to put forward an evolved methodology that makes sense for children and families trying to overcome the challenges of poverty. How difficult must it be to learn basic math facts if one is worried about homelessness? How challenging would it be to concentrate if you suffered the affects of abuse, were hungry, or scared? We believe that achieving long-term success requires mental health and family support in concert with quality

education. In short, we believe that children in low income neighborhoods require something more than just a good school to succeed.

Para Los Niños is now setting the standard in urban education. The innovative work at our early education centers, charter schools, and child and family wellness centers integrates high quality education, mental health, and family support services and opportunities for community capacity building. By collaborating with families and integrating support and services into our unique approach to education, our model aims to eliminate poverty and pave the way for academic success and social well-being.

With this belief in mind, we are creating child and family wellness centers, where we will bring together the kind of high-quality, and targeted educational experiences that are relevant to low income, non-English speaking populations, with the mental health and family support services that are required for children experiencing the challenges of poverty; problems like homelessness, violence, hunger, and abuse.

For more information about our new integrated approach to education, and our Strategic Plan, please go to www.paralosninos.org.

Youths Explore Hospitality Careers

AT LANDMARK HYATT REGENCY CENTURY PLAZA

In conjunction with a recent \$17,500 grant from Hyatt Hotels Corporation to Para Los Niños, executives at the Hyatt Regency Century Plaza provided a meaningful experience for some of our Youth Workforce Services program participants. As a result of the grant, eight Para Los Niños youths spent a day last summer shadowing the staff at the hotel.

Following breakfast and a brief welcome to the Hyatt Regency Century Plaza, the youths were introduced to three specific hospitality industry jobs and their related duties, including Front Desk, Culinary, and Engineering. Over the course of the day, they made keys and learned the mechanics of an elevator, checked customers into the hotel, learned the computerized registration system, and created and decorated baked goods.

"We are deeply appreciative of the Hyatt Hotels' investment in Para Los Niños services such as the Youth Workforce Services Program," said Gisselle Acevedo, President and CEO. "The hundreds of youth we serve through

this program are truly motivated to succeed in school and in life. By introducing them to various career options, we hope to expand their horizons and open doors to opportunity. Hyatt has proven its commitment to diverse communities and has become a good corporate partner to us."

"We recognize the important role that training opportunities offer, and providing a day of learning to the Para Los Niños youth program furthers Hyatt's commitment to providing authentic hospitality. We strive to make a difference in the lives of those we touch every day – in the hotel and within the community," said General Manager, David Horowitz.



Two teens from the Youth Workforce Services program get a taste of culinary in the Pastry Shop at the Hyatt Regency Century Plaza Hotel.

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Thanking Our Corporate Sponsors

PARA LOS NIÑOS IS FORTUNATE TO HAVE STRONG SUPPORT IN THE BUSINESS WORLD. WHILE WE CANNOT ALWAYS MENTION ALL OF OUR CORPORATE FRIENDS, WE WOULD LIKE TO USE THIS SPACE ROUTINELY TO FEATURE TWO COMPANIES THAT UNIQUELY SUPPORT THE CRITICAL SERVICES THAT WE PROVIDE OUR CHILDREN AND FAMILIES.



Para Los Niños would like to thank the Capital Grille, an elegant restaurant known nationally for its renowned dry aged steaks and fresh seafood.

Recently opening its first location in the Los Angeles area at the Beverly Center, the new restaurant generously donated its private dining room to Para Los Niños with a complimentary three-course dinner for 24 people. Thanks to this generous gift, the executive team of Para Los Niños was able to host the entire Mental Health Services staff to an evening out. The Mental Health Services team is one of the unsung heroes, with the caseworkers literally saving lives each day. Thank you for supporting your community, Capital Grille!



Para Los Niños thanks Verizon for its 13 years of generous support totaling \$154,000. Through the Verizon Foundation, Verizon is committed to making an impact in education and literacy, and ensuring youth are prepared for a 21st century economy. Verizon shows its corporate commitment by supporting initiatives that enhance student achievement in reading and technology literacy. Since 2001, Verizon has maintained its partnership with Para Los Niños through their invaluable support of our seven child development centers.

"The generous commitment of the Verizon organization has enabled us to provide high-quality instruction and raise the bar on student achievement," says Gisselle Acevedo, President and CEO of Para Los Niños.

Para Los Niños Welcomes Three New Board Members

THE LEADERSHIP TEAM EXPANDS TO INCLUDE TOP EXECUTIVES FROM THE BANKING, COMMUNICATIONS, AND TELEVISION INDUSTRIES

Para Los Niños is proud to have three new members to add to its Board roster, expanding the breadth and depth of the leadership team as the organization celebrated its 30th anniversary.

Pedro Martí, Senior Vice President and Wealth Advisor with **Wells Fargo Private Bank**, R. Christine Hershey, President and Founder of **Hershey | Cause Communications**, and Francisco Pinto, a news anchor for **Univision 34** have joined Para Los Niños.

"These appointments bring formidable experience to Para Los Niños and support our mission to help children and their families succeed in school and in life," said Board Chairman Zac Guevara. "Collectively, our board

is now even better positioned to deepen the quality of our programs, demonstrate the impact on the children and families we serve, and increase our organizational strength and sustainability."

Said Gisselle Acevedo, President and CEO of Para Los Niños, "I am honored to be working with this group of dedicated professionals, who have demonstrated leadership, compassion, and the determination to provide the resources our children and families need to succeed. They inspire me individually and collectively, and I am pleased that they have joined our cause."

Getting The Best Start

Where we grow up matters — it can determine if we have access to healthy food, safe places to play, quality medical and child care and ultimately whether a child will survive or truly thrive as they grow into an adult. Best Start is First 5 LA's new place-based effort, a major multiyear investment in 14 communities throughout Los Angeles County, designed to empower community members and stakeholders to work together and build upon existing services, programs and resources to ensure that children are born healthy, maintain a healthy weight, are safe from abuse and neglect and are ready for Kindergarten. To maximize the potential for success in the Best Start communities, it is essential that this effort be driven and informed by the communities themselves.

In 2009, First 5 LA announced its partnership with Para Los Niños as the convening agency to create, facilitate and support the implementation of the first Best Start community, Metro LA. The Best Start Metro LA community is bounded by Olympic Blvd. to the north, Jefferson Blvd. to the south,

San Pedro St. to the east and Normandie Ave. to the west. It includes diverse neighborhoods including parts of Pico-Union, Koreatown, USC North, and South Park in Downtown.

Best Start Metro LA seeks to accomplish the goals of Best Start by supporting a committed partnership between parents, business owners, child and health care providers, community service agencies, faith-based leaders, government officials and other community leaders who will work together to build solid resources for our young children, ultimately making our community as a whole stronger. In September, 2010, Best Start Metro LA hosted its official launch, a Community Festival, at Los Angeles Trade Tech College. Over 600 parents and children participated in this, along with 50 organizations serving the Best Start Metro LA community.



Children at the arts and crafts table at the Best Start Metro Los Angeles Community Festival.

Spotlight on Success

A NEWSLETTER FROM PARA LOS NIÑOS

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Win a BMW 328i Two-Year Lease

AT PARA LOS NIÑOS' CINCO DE MAYO CELEBRATION

Purchase a raffle ticket for a chance
to win a two-year lease of a 328i
BMW Sedan from Century West BMW

Raffle tickets are \$100 each.
Only 500 raffle tickets will be sold.

To purchase a raffle ticket, visit
www.paralosninos.org or call Alex
Lopez at (213) 250-4800, ext. 555.



The winner will be announced at the 15th Annual Cinco de Mayo Celebration on April 29, 2011, held at the Gilmore Adobe at the Original Farmers Market.

The ultimate driving machine has a 3.0-liter, inline 6-cylinder engine, 230 horsepower with rear-wheel drive and much more. Please call Century West BMW at 818-432-5800 or visit 4245 Lankershim Blvd. in North Hollywood to view or test drive a BMW.

Proceeds of the raffle support the children, youth, and families of Para Los Niños. Visit www.paralosninos.org for Official Raffle Rules. This opportunity drawing is registered with the California Attorney General Office. Registration # 038155.