

A Brighter

FUTURE

Para Los Niños / For The Children

Holiday 2006

Well Worth The Wait

Family Learning Complex & Charter School Opens

HIGH SIERRA ADVENTURES

TEENS TAKE A TRIP

GOAL!

GOAL FOR KIDS Raises More Than \$170,000



Plus...

Para Los Niños' Holiday Gift Guide

From the President & CEO . . .

Para Los Niños has served as a beacon of hope to impoverished families in Los Angeles for 26 years. For these 26 years, the agency has served thousands of children, helping to keep them safe, and to prepare them for vibrant futures. I am so very honored to have been asked to take the helm and to guide the agency into its next quarter century of service.

Some of you may be familiar with the concept of **B-HAGS** — a term coined by authors Jerry Porras and James Collins in their book, “Built to Last.” A *B-HAG* is a big, hairy, audacious goal — a goal that is compelling, that is clear, that will take time to achieve, that reflects a core purpose. Since joining Para Los Niños, I’ve been working with the staff and the board of directors to focus on our *B-HAG*. We have identified a simple one. And achieving it will change the lives of the children we serve.

Our *B-HAG*: all children enrolled in our programs will have the skills and the opportunity to attend college.

You might ask, “why is this such a *B-HAG*? Don’t our schools prepare children for college?” Unfortunately, for the impoverished, predominantly Latino children we serve, the answer is “no.” When we look at the API scores — the State’s benchmark for achievement — for the Los Angeles Unified School District, we see the great achievement gap for children of color. The goal of the State of California is that children will achieve an API score of 800. Latino children score 633, and African-American children 611. In contrast, white children achieve this goal, with an API of 810.

Para Los Niños must address this gap. We will address it by, first, further enriching our programs. Our vision is that our programs — already considered some of the finest preschool and after-school programs in the state — will, from the very first day a child enrolls, work to prepare that child for college. We must educate children so that they will be able to take their place in the complex, digital, multi-cultural society of the future.

Secondly, we will work to help parents understand the power of the role they play in their child’s education. Our goal is to integrate parents in the educational path of their children, in spite of the day-to-day challenges facing parents as they struggle to keep their families afloat.

A big, hairy, audacious goal can only be successful if it reflects the core beliefs of an organization. In a nod to National Public Radio’s wonderful series, “This I Believe,” here are my beliefs — beliefs that are shared by our staff and our board of directors:

We must build a structure that assures children’s success.

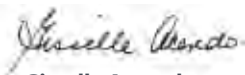
We must level the playing field for impoverished children.

We must be held accountable to the children and families we serve, and to our donors.

We must always focus on excellence.

We must honor the investment that our supporters make in Para Los Niños by providing a return on investment – an investment in the future success of the children we serve.

All children in our care have the capacity to learn to read and write, to succeed in school and to apply to and attend college. Working together, we can achieve our goals. I look forward to reporting to you on our progress.



Gisselle Acevedo
President/CEO





Family Learning Complex & Charter School Opens in September

S

eptember 18, 2006 was a day worth waiting for. Following years of planning and months of renovations, our newly-expanded **Family Learning Complex and Charter School** opened to the delight of hundreds of students, parents, and staff. The School, an important feature of the Family Learning Complex, now serves kindergarten through fifth grade students in a state-of-the-art facility.

Special features of the renovated facility include an upgraded outdoor playspace, inviting library, an art classroom, a flexible cafetorium to provide space for meals as well as school activities, and a centralized staff and teacher resource library.

Students were in awe of the new space as they toured new wings and resisted the urge to run down long hallways. "Is this really for us?" wondered Carlos, fourth grade student. "This is such a nice school. I love it!"

continued...

**FAST
FACT**

California ranks 40th among states in the percent of children who are poor.

THE FAMILY LEARNING COMPLEX HOUSES PARA LOS NI

A 45,000-square-foot oasis in the heart of Los Angeles' historic produce district, the Complex is a one-of-a-kind resource for children and families living in poverty. This comprehensive facility is home to the Eisner Child Development Center, our acclaimed Charter School, a Before- and After-school Program, and our award-winning family support services. The campus was designed to serve up to 480 children from infancy through fifth grade and embodies our belief in holistic comprehensive care.

In addition, all families have access to Para Los Niños' comprehensive family support services. Hard-working parents know that their children are receiving the highest-quality care for eleven full hours a day. This generous schedule allows parents to work or attend school, and ensures that children are not left alone in the crucial after-school hours. In addition, all children receive — free of charge — breakfast and lunch on the school campus.



Students were eager to see their new classrooms and begin the school year.

The completion of this project is one of Para Los Niños' proudest moments and an historic milestone in our organization's history



Learning at the Child Development Centers starts on day one.



Parents and children alike were happy to see the Family Learning Complex open.

ÑOS' BEST THINKING AND PRACTICE UNDER ONE ROOF

Para Los Niños and the children and families of Los Angeles are extremely grateful to the following generous donors for helping to make this center a reality:

THE ANNENBERG FOUNDATION
THE AHMANSON FOUNDATION
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WALTER PARKES AND LAURIE MACDONALD CHARITABLE FOUNDATION
RALPH M. PARSONS FOUNDATION
THE SKIRBALL FOUNDATION
WEINGART FOUNDATION

Please save the date of Thursday, December 7, 2006, 10:30 a.m., for the grand opening of the Family Learning Complex and Charter School. For more information, contact Katya Lidsky at 213.250.4800, x529 or klidsky@paralosninos.org. ✕

The Charter School is a place where friendships bloom.





GOAL!

Goal For Kids raises more than \$170,000

A future soccer star dribbles the ball during a clinic led by David Beckham Academy and Club Deportivo Chivas USA.

M

ore than 250 people flocked to the Home Depot Center in Carson on Sunday, November 5, 2006, for **Goal for Kids** — a day of soccer fun for the entire family. The Home Depot Center, home of the Los Angeles Galaxy and Club Deportivo Chivas USA, is a state-of-the-art sports facility on 125 acres in the city of Carson. Soccer fans were provided a rare opportunity to hone their soccer skills through clinics led by the prestigious David Beckham Academy and Club Deportivo Chivas USA. Between soccer drills and penalty kicks, guests were able to enjoy delicious food provided by Levy Restaurants and a Kids Corner with bounce houses and face painting.

Para Los Niños honored several important friends during the event with the Lifetime Achievement Award. Those recognized for their dedication to the children and families of Los Angeles included **Antonio Cué**, President and Co-owner of Club Deportivo Chivas USA, **Alexi Lalas**, soccer legend and President and General Manager of the Los Angeles Galaxy, and **Gary Toyama**, Vice President, Southern California Region of The Boeing Company. Special guests included Tim and Bernadette Leiweke, the legendary Salcedo soccer family, Los Angeles Galaxy players Troy Roberts and Nathan Sturgis, and Club Deportivo Chivas USA players Brad Guzan and Lawson Vaughn.

The event raised \$170,000 for Para Los Niños' vital programs. Event Chair Diane Medina, vice president of diversity and community relations, ABC7, worked with a dedicated committee this past year to plan the event. "I am so excited to be a part of a fun event that supports the important work of Para Los Niños," said Diane.

Para Los Niños thanks all who participated in this event, and who contributed to making it such a success! ✕

Para Los Niños would like to thank the generous sponsors of Goal for Kids:

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STAPLES Center Foundation
Laura Fox and Ben Van De Bunt

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Donna and John Sussman



Chivas USA goalkeeper Brad Guzan poses with two of his biggest fans.



A young soccer fan shoots for a goal against the Chivas USA mascot.



Soccer heroes Hugo and Eddie Salcedo (far left and second from right) pose with Noelle Franco and friend on the field.



From left to right: Honorees Antonio Cué, Alexi Lalas and Gary Toyoma, Board of Directors Chair Roger Carrick, President and CEO Gisselle Acevedo, Event Chair Diane Medina, and Event Emcee Garth Kemp

FORE The Children!

Annual Golf Tournaments Raise Fun and Funds for Para Los Niños

Para Los Niños supporters teed up in the month of August for two annual golf tournaments benefiting Para Los Niños' vital programs. On Thursday, August 21, 2006, golfers hit the greens at the 16th annual **Los Angeles/Orange County Building Trades Council Golf Tournament** at Via Verde Country Club in San Dimas and enjoyed a fun day of golf and sun topped off by a delicious lunch and raffle, raising \$23,000. "Each year we look forward to supporting the great work of Para Los Niños through this tournament," said Richard Slawson, Executive Secretary of the Los Angeles/Orange County Building Trades Council.



From left to right: Bob Brody (DSI), Chuck Kaufman (T.S. Berry), Ding Kalis (Mag-Bit), Ronny Bensimon (Dearden's), Sandy Fiala (ProLine Printing) and Bob Aita (Aita & Associates)

Just one week later, on Thursday, August 28, 2006, people flocked to the 15th annual **Douglas E. Dearden's Memorial Golf Tournament** at California Country Club for a fun round of golf, a fabulous dinner, raffle prizes and silent auction, raising \$179,000. "This tournament brings so many wonderful people together," said Ronny Bensimon, president and chief operating officer of Dearden's. "It makes us all feel so good to be able to be a part of this wonderful organization."

The tournaments were the perfect escape from the office for some friendly competition — all while supporting impoverished children and families living in Los Angeles and surrounding areas. Thank you Richard Slawson and Skip Henke of Los Angeles/Orange County Trades Council, Ronny Bensimon of Dearden's, and all the golfers and sponsors for your generous support! X

Food Wish List

Para Los Niños often helps the families we serve with emergency food supplies. Our food pantry is stocked with donations from our supporters, and your gifts of canned and non-perishable foods are greatly appreciated.

Donations may be dropped off Monday through Friday, between 8:30 a.m. and 5:00 p.m., at our Family Resource Center at 234 S. Loma Dr., Los Angeles, CA 90017. For more information, please contact: Evelyn Ramirez-Schultz at (213) 250-4800, ext. 506.

- Baby formula
- Beef stew
- Breakfast cereals and oatmeal
- Canned sauces
- Canned spaghetti or pasta
- Healthy canned protein (tuna, chili, chicken, etc.)
- Jam and jelly
- Macaroni and cheese
- Noodles
- Rice
- Pancake mix
- Peanut butter
- Powdered milk
- Snack foods (graham crackers, unsalted crackers, and fruit bars)
- Spaghetti
- Vanilla wafers



From left to right: Ronny Bensimon (Dearden's), Gisselle Acevedo (PLN), Rick Powell (Ashjer), Dave Thompson (DSI), Gabriel Torres (Sprint), Trude Haines (Toshiba) and Mike Hickman (LG)



Liz Bernsen and her teammate pose for the camera.



Richard Slawson offers his thanks to the tournament sponsors.



AFTER-SCHOOL NEWS

Para Los Niños Expands After-school Program to Include Middle School

Pio Pico students show off their muscles during a recent field trip to the Los Angeles Boxing Gym.

On July 5, 2006, Para Los Niños opened its first After-school Program on a middle school campus. Located in the heart of Koreatown, Pio Pico School partnered with Para Los Niños to ensure students have an opportunity to participate in stimulating after-school activities. The program serves 60 students, ages 11-13, and provides educational activities and enrichment to students. Activities include tutoring and homework help, as well as cultural, recreational, and other educational activities.

Para Los Niños' After-school Program was created in response to the overwhelming need for safe, affordable care for children and youth living in poverty in downtown Los Angeles. With poverty, violence, and drop-out rates on the rise, after-school programs like those offered by Para Los Niños are critical to the safety and success of at-risk children. The benefit of Para Los Niños' program is twofold: it provides students with engaging after-school enrichment, and parents can have peace of mind that their children are safe and well cared for after school. Without such support, many parents would be forced to make the difficult decision to leave their children alone in unsafe neighborhoods or to give up their employment.

As in all of our After-school Programs, students at Pio Pico School benefit from *My Values Project* — a curriculum centered on exploring values such as trust, respect, responsibility, compassion, and patience, in a non-judgmental, participatory environment. Each month, students learn about specific values through activities, recreation, parental involvement, and field trips. Evidence shows that ethical and values-driven curricula do make a difference in negative behaviors. According to researchers at South Dakota State University, after participating in a values-based curriculum, alcohol abuse dropped 37%; drug abuse fell 50%; and, students reported improvement in every category assessed.

Para Los Niños is proud to partner with Pio Pico School and we look forward to a brighter future for the children we serve. ✕

Para Los Ninos provides a safe environment where kids can make lasting friendships.





STEFANIE EPPE JOINS PARA LOS NIÑOS

LITERACY EXPERT TO DIRECT QUALITY ASSURANCE
AND RESEARCH EFFORTS

We are pleased to announce that Stefanie Eppe, Ph.D., has joined Para Los Niños as the director of quality assurance and research. Traditionally, statistics and research are not something people get excited about, but in this case we are thrilled that Dr. Eppe is here to upgrade our ability to report on our program outcomes.

Program outcomes are, simply, the measures we use to show that our programs are making a difference in the lives we serve. Using a variety of assessment tools, including test scores and evaluations, Para Los Niños assures that our programs work. Our accreditation by the Council of Accreditation provides unbiased evaluation of our services. With the appointment of Dr. Eppe, Para Los Niños has taken a step toward even greater self-examination and program improvement. Under Dr. Eppe's supervision, Para Los Niños' programs have reworked the outcomes we strive for in each of our programs. Using new evaluation tools, Para Los Niños will be able to demonstrate progress in literacy, grades, attendance, family functioning — all key benchmarks toward children's continued success in school — and in life.

Dr. Eppe brings a deep knowledge of the issues facing our children to her position. She holds a doctorate in developmental psychology from the University of Southern California. She spent the early part of her career working with children with behavioral and developmental disabilities, and then later conducted research focusing on early intervention programs, English Language Learners, and emergent literacy skills in young children. Dr. Eppe has extensive research experience with emergent literacy skills, bilingual children, and high-risk children and families.

Belying the stereotype of the dry academic, Dr. Eppe literally danced her way to Los Angeles. A native of Costa Rica, Dr. Eppe first experienced life in Southern California after receiving a scholarship to study at the Millenium Dance Complex. Falling in love with the diversity and vibrant lifestyle in California, she returned a few years later to attend USC. It was there that Dr. Eppe discovered her aptitude for research, and went on to earn her Ph.D. in developmental psychology.

Still dancing in her spare time, Dr. Eppe has hung up her professional dancing shoes to devote her life to children. With her remarkable background, Dr. Eppe has chosen to join forces with Para Los Niños to put her passion for helping children and her expertise in development psychology to work. ✕

HIGH SIERRA ADVENTURES

Para Los Niños Teens Take a Trip Out of the City and into Nature



The team goes off to hike and explore Yosemite.

Do you remember the first time you smelled fresh mountain air? Saw a natural waterfall for the first time? Or the first time you spent a night in a tent?

These memories are close at hand for the students of the Para Los Niños Youth Center, who experienced a five-day camping trip in Yosemite National Park in August. Thanks to the generosity of The Capital Group's American Funds Communications Department and a scholarship from the Yosemite National Institute, 25 students experienced all the adventure and tranquility offered by the High Sierra. Led by the Yosemite Institute, an outdoor education program, the trip provided Para Los Niños' students with an opportunity to explore the wonders of the natural world, learn about conservation, and develop essential personal and leadership skills.

The trip was packed with extraordinary hikes and challenging team-building exercises. A hike to Gaylor Lake, elevation 8,000 feet, was one of the most rigorous activities on the schedule. "The hike was extremely challenging, but it was so well worth every step up that mountain!" exclaimed Ilcian Lemus, Youth Center coordinator. "We even discovered that there was still snow up at the top and the kids made snowballs."

Youth Center teens take a moment to appreciate snow in August!



Wish List



Teens smile amidst the Sequoias and sunlight.

The balance of challenge and thrill allowed students to get to know one another and push their personal limits. "It was fun because we had a chance to do activities that we can never do in the city," said 12-year-old Guadalupe. Guadalupe was among the campers who worked with a team of students to crawl through a pitch-black cave using team work to navigate a path through the darkness.

It is hard to imagine that students would compete to spend a week in the wilderness, without television, cell phones, or other modern conveniences. But that is exactly what these students did. Students had to earn a minimum of 200 "Youth Center points" to qualify for the trip. Points were earned through community service, fulfilling homework and tutoring requirements, and attending field trips to colleges. What the students discovered is that "roughing it" gave them an opportunity to take a break from the stress of city life. Yasmeen, 14, said, "It was great because I finally could relax in Yosemite." Her friend Marlene echoed her sentiments and said, "It was a great experience because you have a chance to forget about all the problems at home."

For these gifts, Para Los Niños would like to thank The Capital Group, the American Funds Department, and the Yosemite Institute for their continued support of this extraordinary program. ✕

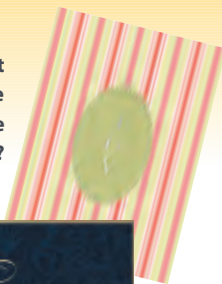
As a nonprofit organization, Para Los Niños does not always have all the things we need to help the families we serve. Your kind support will make a big difference, especially during the holidays, and is tax-deductible to the fullest extent of the law.

- Small donations (clothes, books, toys, etc.) may be dropped off at our program site: 838 East 6th Street, Los Angeles, CA 90021, between 8:30 am and 2:00 pm, Monday through Friday.
 - For large and heavy donations (furniture, etc.), please schedule an appointment to drop off your donation by calling Evelyn Ramirez-Schultz at (213) 250-4800, ext. 506.
- Arts and crafts supplies
 - Batteries
 - Books (Spanish and English of all ages)
 - Bulletin boards
 - Carts for food or books
 - CDs and radios
 - Disposable cameras
 - Flashlights
 - Frames
 - Handballs, basketballs, soccer balls, and hula hoops
 - Indoor play structure for infants and toddlers
 - LEGOS
 - Maps, atlases, and globes
 - Mini DV tapes
 - Multicultural dolls
 - Musical instruments
 - Paper: writing, drawing, poster board, construction, butcher, and laminating
 - Playing cards, puzzles, and board games
 - Puppets
 - Regular and colored pencils with sharpeners
 - Reward medals and certificates
 - Sand and sand tables
 - Science materials for preschool aged children
 - Scissors
 - Sharpie markers, crayons, markers, and dry erase markers
 - Spiral book binding machine
 - Stamps
 - Storage boxes
 - Toothbrushes (child size)
 - Tumbling mats
 - Wagons
 - Workbooks: coloring, math, activity, arts and crafts, and journals



PARA LOS NIÑOS' HOLIDAY GIFT GUIDE

The holidays are right around the corner! As our little present to you, we have compiled a guide of versatile gifts that everyone will enjoy. Why not spread your generosity beyond the scope of your list and make a real difference this holiday season?



SPREAD A LITTLE HOLIDAY CHEER . . . Jump start the holidays with Para Los Niños' Holiday Cards which can be purchased exclusively through elnvite.com/pln. These unique, competitively priced cards are professionally printed on heavy card stock, and can be ordered in bulk and personalized. What a perfect way to let your friends, family, and business associates know that you support the important work of Para Los Niños. A portion of the proceeds from greeting card purchases are donated to Para Los Niños.

CELEBRATE WITH THE CHILDREN OF PARA LOS NIÑOS . . . This year, instead of a holiday gift exchange, host a party for children in need. As a Holiday Party Host you and your team can spend an afternoon spreading holiday cheer to the children of Para Los Niños. Each year, individuals, clubs, and organizations host holiday parties for the children at our program sites. This program is a great opportunity to bring holiday cheer into the lives of impoverished children while encouraging inter-organizational team building.

TAKE A TRIP TO TOYLAND . . . Get into the true spirit of giving by planning a toy drive that helps brighten the lives of children living in poverty. Get friends, family, and colleagues involved! Our annual toy drive helps make the holiday season more festive for children at Para Los Niños. Our goal is to provide one new toy for each of the 3,000 children who participate in our programs every day. We especially encourage educational gifts such as books, games and art supplies, and gifts for teenagers. (New and unwrapped toys only, please.)

START A NEW HOLIDAY TRADITION . . . Be the hostess who gives the mostest as you present your first annual fundraiser, benefiting the children of Para Los Niños. You can host a holiday party and ask guests to bring a toy or make a donation in lieu of a hostess gift. Get your family and friends involved to ease the work. Parties with purpose are a wonderful way to entertain and give back. (New and unwrapped toys only, please.)

FOOD FOR THE HEART . . . 'Tis the season for eating and what better gift than that of a hearty meal? Our annual food drive helps stock the pantries at our Family Resource Centers, providing emergency food to families in desperate need during the months ahead. You can help by inviting your loved ones to donate non-perishable items like canned fruits, vegetables, soup, and chili as well as juice, water, and evaporated milk.

HONOR THEM WITH A TRIBUTE . . . End the year on a positive note by giving the gift of charity through Para Los Niños holiday tributes. This is a perfect way to celebrate the special people and occasions in your life — or make a meaningful gift to the person who seems to have everything. Your honoree will receive a special greeting card that announces that you have made a donation in their name that will directly affect the impoverished children and families served by Para Los Niños.

AND WHAT ABOUT YOU? . . . With every gift you give to Para Los Niños, you will not only make a difference to the children and families Para Los Niños serves, but you will receive a thank you note expressing our gratitude which can also be used for tax purposes.

HAVE A HEALTHY AND HAPPY HOLIDAY SEASON AND THANK YOU
FOR HELPING US ACHIEVE OUR MISSION TO HELP CHILDREN SUCCEED!

For more information, please call (213) 250-4800.

NEWS CLIPS



Giovanni Rivas and Jessica Griffin enjoy the staff retreat.

An Unwavering Commitment to Excellence

The executive team hosted an all-staff retreat on September 8th. The theme of the retreat was *An Unwavering Commitment to Excellence*, and was an unprecedented opportunity for more than 300 employees to build a common vision of the future of Para Los Niños. This is the first of many opportunities we will give the staff for additional training and team building in the coming years. The day included creative presentations by each program director and a keynote message from Gisselle Acevedo, president of Para Los Niños. One of the highlights of the day was a special appearance and presentation by Richard Atlas, founder and trustee of the Atlas Family Foundation.

"I Can Afford College"

More than 50 youth and parents attended a workshop entitled "I Can Afford College," hosted by the Para Los Niños Youth Center on September 21, 2006. Ilcian Lemus, Youth Center program coordinator said, "The purpose of this workshop was to break down the barriers that prevent Latino students from going to college. Many have the misperception that college is not affordable." During the workshop, students talked about their dreams for the future and were encouraged to pursue higher education to attain their goals.



Participants learn about their options at the "I Can Afford College" workshop.



Nielsen Media volunteer engages the children in a favorite story.

Nielsen Media Hosts "Literacy and Lunch in the Park" for Summer Day Camp

On September 6, 2006, volunteers from Nielsen Media joined 170 children from the Para Los Niños Summer Day Camp for an afternoon of fun and learning in Pecan Park. Monica Gil and senior staff led students in a wide variety of activities, including storytelling, face painting, spelling exercises, arts and crafts. Thanks to Nielson Media, each Para Los Niños student received a backpack filled with school supplies. ***Para Los Niños would like to thank Monica and Nielson Media for their extraordinary generosity!***



Para Los Niños works to help children today for a brighter tomorrow . . .

Our mission: Helping children succeed. **Our vision:** Is to become the leading provider of high quality services for children.

Our values: Children come first • Excellence in all areas • Respecting and embracing diversity • Responsive, compassionate, and inspiring to those we serve • Highest ethical standards • Transparency and accountability • Teamwork

Gisselle Acevedo

President/CEO

Maria Garay, Ph.D.

Chief Operating Officer

Gioconda Lopez

Vice President of Human Resources

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