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Toy Loan & Volunteer Services Newsletter

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Director's Corner

On May 11, 2010 the Toy Loan & Volunteer Services Section was recognized by the Board of Supervisors for reaching the 75th anniversary milestone of the Toy Loan Program. The Toy Loan Program serves over 2,500 children each month at over 50 Toy Loan Centers Countywide. In addition, the Board declared May 2010 "Toy Loan Children's Month" and directed all news outlets and cable channel television to promote donations to Toy Loan and encourage children throughout Los Angeles County to join the Toy Loan Program. The Toy Loan staff and I are very proud to be a part of this outstanding program.



The Toy Loan Summer Fundraiser will be held June 15, 2010 through September 30, 2010. Please encourage your fellow colleagues, neighbors and religious groups to hold toy drives to benefit the Toy Loan Program. It is critical that we continue to provide this service to the community. Our goal is to exceed the 2009 total of \$14,000. With your help, I know we can do it.



Kelly Park Grand Opening

The grand opening that took place at Kelly Park was very successful, hence bringing the families, especially the children, of the Compton community together. The event took place on a bright and sunny day on Thursday, May 13, 2010 from 3 p.m. to 5 p.m. Administrator James Devalle, accompanied by his assistant Toyrarian Lichelle Mathews, hosted the Grand Opening. We were much honored to have City of Compton director Homer Post and Compton City Photographer, Ms. Mason, in attendance. The City of Compton illustrated partnership and comradeship as head Toyrarian Patricia Maloney from Lueders Park was present to show her support of another Toy Loan Center in the growing city of Compton. The Grand Opening commenced after Toy Loan Program Director, Marcia Blachman-Benitez, briefly provided historical background and introduced the program. When the presentation concluded, questions were asked and everyone received small gifts for their participation. The children just gazed with excitement and anticipation at all the toys that were displayed and ready to be borrowed. Children, along with their parent's, lined-up in an orderly manner getting ready to complete the application and toy check-out cards. They were so excited to see all the toys arranged on the shelves that when it got to their turn, they still had not made up their mind as to what toy they wanted to check-out. There were plenty of refreshments and snacks for all in attendance. The children left excited, after receiving the free toy, books and their borrowed toy. The event concluded by head Toyrarian, James Devalle, reminding the children "see you next week."



Ramona Gardens Grand Opening



A grand opening was held at Ramona Gardens Recreation Center on Wednesday, April 28, 2010 from 3 p.m. to 4 p.m. Toyrarian, Phillip Gonzalez had a variety of toys displayed for the children to choose from. Parents were there to register their children and were very thrilled about having a Toy Loan Center in their neighborhood. Toy Loan Coordinator, Erica Moya, and Assistant Toy Loan Coordinator, Heather Gardner, assisted with the completion of the Toy Loan application and the toy check out cards. Children could hardly wait to receive their free toy and to borrow a new toy. Phillip



Gonzalez is very familiar with the Toy Loan program, since he was the Toyrarian at his old facility that was located just a few blocks away (at Wabash). Phillip Gonzalez was eager to open another Toy Loan Center at his new assignment, especially because it is located in the center of the housing projects. Phillip Gonzalez believes that the Toy Loan Center will help promote honesty and responsibility amongst the children in the community. A total of 60 children registered that day, therefore, making it another successful grand opening. Thanks to all the children that participated, and see you at the Honor Party!

Office Volunteer Liaison (OVL) Training



On Thursday May 6, 2010, the BAS/GSD Volunteer Services Section held a training for all Departmental Office Volunteer Liaisons to discuss the 2010 Toy Loan Summer Fundraiser and the 2010 Adopt A Family Program. Over 50 OVL's attended the training. Several interactive "ice breakers" were conducted along with discussions on program guidelines. To obtain more information on the Toy Loan Summer Fundraiser or Adopt A Family Program, please contact your OVL or you may contact Rafael Navarro, DPSS Volunteer Coordinator, at (213) 744-4348.

Staff Appreciation Week



In honor of Staff Appreciation week, the Toy Loan staff attended a luncheon on May 17, 2010. A special thank you to the outstanding Toy Loan staff who make a difference in the lives of the children of LA County each day. Your hard work and dedication is greatly appreciated each and every day.

Carver Park's Cinco de Mayo Festival

On Saturday, May 1, 2010, Carver Park held a spectacular Cinco de Mayo Festival for the community. Toy Loan was present to give out small toys as well as information on the program to all those who stopped by the booth. Many other local organizations contributed to the success of the event, including the



East Los Angeles Service Center Grand Opening

The grand opening at East Los Angeles Service Center began with much enthusiasm. Children had an option to occupy their time either coloring, drawing or getting their face painted. The event took place on Wednesday, May 26th from 3 p.m. - 4 p.m. When we arrived, Toyrarian Sylvia Soto, with the help of her staff, had everything set-up: the table with the free gifts, the



L to R: Sylvia Soto, Toyrarian; Amy Alvarado, GSD Chief.

table with delicious snacks and the room full of different toys waiting to be borrowed were displayed. The event commenced when Sylvia Soto introduced Toy Loan Program Director, Marcia Blachman-Benitez and Toy Loan Coordinator Erica Moya to everyone in attendance. The Toy Loan program was explained and a series of questions followed. Everyone that answered correctly received a small gift. We were honored to have General Services Division Chief, Amy Alvarado in attendance, which later helped pass out free gifts and books to all the children. After the presentation, everyone ran to the line to have a first choice of the toys. There were snacks and cake for everyone. After receiving their borrowed toy, children couldn't wait to get home to begin playing. The event was a success and everyone had lots of fun.



Supervisor Antonovich's Remembering Our Veterans and their Families Event

On Saturday, May 29, Supervisor Mike Antonovich hosted his annual Remembering our Veterans and their Families Event held at Arcadia County Park in the City of Arcadia. A special tribute to our armed forces was hosted by Channel 4 Weatherman, Fritz Coleman. Some of the great events included skydivers, flyovers, displays of military vehicles and equipment and even a children's area with face painting, arts and crafts, games, entertainment and free popcorn! And of course Toy Loan was on hand to give out toys and information to all who attended.



L to R: Alex Ruiz, TE Truck Driver; Philip Browning, DPSS Director; Rafael Navarro, DPSS Volunteer Coordinator.

Upcoming Events

Page Learning Academy Grand Opening	June 30
Independence Day (observed) Toy Loan Closed	July 5
Bethune Park Grand Opening	July 13
Head Start Resource Fair	Oct 23

We Want To Hear From You!

If you have topics of interest for publication in this newsletter, please contact us at (213) 744-4344 or via email at toy-loan@dps.lacounty.gov