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Toy Loan Program News



2007 Toy Loan Summer Fundraiser Results

The DPSS Toy Loan Program launched its 2007 Summer Fundraiser Campaign in June and encouraged all Toyarians to organize special fundraising events and toy-drives to generate donations. This year, the campaign was highly successful in surpassing last years results. Toy donations increased to 5,012 as compared to 2,845 toy donations raised in 2006. That is a 76 percent increase.

The Toy Loan Program instituted many firsts for the annual Toy Loan Summer Fundraiser. For the first time, Toy Loan Centers were involved in fundraising activities by promoting the Toy Loan Summer Fundraiser in their local communities. A total of seven Toy Loan Centers participated in raising monetary and toy donations. Other County Departments participated in this effort as well; the Hall of Administration, Beaches and Harbors, Parks and Recreation, Auditor Controller, Sheriff and the Ombudsman offices were involved.

Donations were received from private companies throughout Los Angeles County and some out-of-state specialty toy companies as well. This helped propel the Toy Loan Summer Fundraiser in surpassing its goal for the year. Thank you all.



Hall of Administration: Michael Antonovich, 5th Supervisorial District, Kathern Barger-Leibrich, Chief Deputy and Susie Osuna, Administrative Secretary



Wilshire Special: Sharrion Thompson, Unit Clerk and Rolando Castro, Eligibility Supervisor



Hall of Administration: Ester Bryant, Head Board Specialist and Jessie Riggins, Intermediate Board Specialist



East Valley District: Chuck Nguyen, District Director, Debbie Dorantes, Staff Assistant and Diane Gonzalez, Secretary II



Beaches and Harbors from Left to right: Leonel Salcedo, Marina Maintenance Worker and Catrina Love, Marketing Analyst



South Special District : Kimberlee Holmes, Secretary, Raquel Harding, Intermediate Typist Clerk, Vernes Price, PICO, Lisa Jenkins, Secretary, Muriel Miller, Staff Assistant and Alice Dover, Intermediate Typist Clerk



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Casa De Amigos San Vicente Re-Grand Opening

The Re-Grand Opening took place on November 21, 2007. Alberto Amezcua, director of Casa De Amigos San Vicente welcomed everyone to the Grand opening. Richard Amiel, Toy Loan Coordinator, introduced himself to the children and parents from the local community and briefly described how the Toy Loan Program works and how responsibility is rewarded. Jan Stein, Vice President & Executive Director of St. Vincent Medical Center expressed how excited he was of the Toy Loan Center's Grand Opening. There was a ribbon cutting ceremony where



Sister Caridad Tatayon, Vice President of Mission Services gave a small prayer and cut the ceremonial ribbon. The event left children and adults alike excited about the Toy

Loan Program and looking forward to playing with all the toys. Thanks St. Vicente for a wonderful grand opening.

Did you know?



HOT WHEELS. In 1967 Elliot Handler, one of the original founders of Mattel, decided to add axles and working wheels to the static wheel die-cast model toy cars of the times. What was developed was a prototype gravity-powered car that could run at a record-breaking 300 mph downhill. The secret to such high performance racing action was low friction wheels made of styrene which were hung on torsion bars. Handler took one look at this new, ultra-fast car and exclaimed —“Wow, those are hot wheels!” thus also naming the new product.



Special Reminder:

Monthly Reports are due the fifth day of the month. Please contact Toy Loan Headquarters if you need additional copies or have questions.

Upcoming Events

| | | |
|----------------------------|---|----------|
| San Vicente Casa de Amigos | | 11/21/07 |
| Thanksgiving |  | 11/22/07 |
| Winter Wonderland |  | 12/22/07 |
| Christmas Eve |  | 12/24/07 |
| Christmas Day |  | 12/25/07 |
| Adopt a family | | Dec/2007 |

We Want To Hear From You!

If you have suggestions on how to improve the program, best practices, recommendations for potential new Toy Loan centers, or any topics of interest for publication in this newsletter, please contact us at (213) 744-4344 or via email at toyloan@ladpss.org