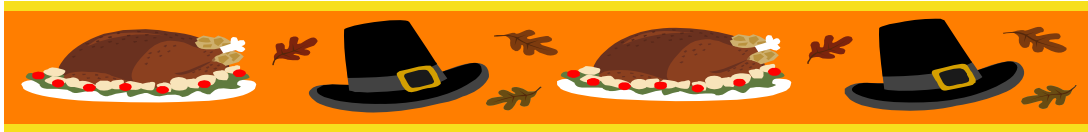




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Toy Loan & Volunteer Services Newsletter

Michelle Callahan—Bureau Director
Nancy Diaz—Division Chief
Marcia Benitez—Director



L.A. County Fair

On Sunday, September 13, 2009, DPSS joined numerous fellow County



Departments at the Annual County Day at The Fair at the Pomona Fairgrounds. Toy Loan & Volunteer Services provided Program information and free give-aways to children. DPSS was once again honored to ride in the "Superstar" float in recognition of the DPSS, Food Stamps Nutrition Program and LEADER Application Maintenance Sections and Welfare Fraud Prevention & Investigations Child Care Unit F-12/ District Attorney- Recipient Welfare Fraud Projects.



Nancy Diaz, Division Chief, Jake Aguilar, Bureau Director.



Sheryl Spiller at the L.A. County Fair.

Leuder's Park Grand Opening

On September 21, 2009, Toy Loan Program staff proudly attended the Grand Opening of our new Toy Loan Center at Lueders Park in the City of Compton. Over 50 children and their parents attended this exciting event that offered something for everyone. Among the attendees were: Mr. Anthony Cartwright, Recreational Supervisor and Ms. Patricia Maloney, Center Director. This was such a big event that it was even videotaped by the Compton Cable Channel for local cable viewing. Toy Loan staff assisted the eager families in filling out the applications while Head Toyrarian, Ms. Maloney made sure it was a fun afternoon. She and her staff were very excited to bring this program to their park and all the children that frequently visit the already busy recreation center in the Compton community. This event was so well planned that the organizers had music playing, bubbles in the air, balloons, hot dogs, chips and beverages were also provided to all those present. Lueders Park Toy Loan Center is in another area of Los Angeles County that the Toy Loan Program has wanted to reach out to, and now has the support to offer the great benefits of Toy Loan to all the children in the area.



Compton Avenue Ready for School Grand Opening



On October 8, 2009 Toy Loan Director, Marcia Blachman-Benitez, and Toy Loan Coordinator, Idalia Almeida, had the pleasure of attending the Grand Opening of the Compton Avenue Ready For School Center (CARFS). CARFS Program Coordinator, Lupe Ramos, and staff welcomed Toy Loan with open arms. A rain of bubbles and a packed house of about 70 families with children ages 0-9 set off the perfect afternoon for a great event. After introductions, refreshments were served and all the children present received a small toy. The event was video-taped by a CBS News crew and professional News Reporter, Mr. William Whitaker arrived just in time to witness the joy in the families' eyes and the eagerness in the children's faces checking out the toys. Mr. Whitaker also took advantage of the opportunity to interview a few children and their parents regarding the Toy Loan Program and its impact on the community. We also enjoyed the visit of Ms. Allison J. Eaton, reporter for *The Compton Bulletin*, who interviewed Ms. Benitez and took some photos. The grand opening of this much needed Toy Loan Center was a total success!

A BIG THANK YOU!

The good folks at Kaiser Permanente's National Compliance, Ethics & Intergrity Office in Pasadena, recently held a school supply collection in their office and generously gave all the donated items to the Toy Loan Program for the recent Back-to-School event held at Exposition Park. The group's efforts were led by Mr. Rhoel Memije, who was so involved with the whole project that he brought his wife to visit with Toy Loan staff the day of the event in August. In the short time of their campaign, they were able to collect notebooks, pens, pencils, pads of paper and even a few backpacks which were given away to the needy children. To show our appreciation, Toy Loan & Volunteer Services made an appreciation plaque and presented it to the group on Wednesday, September 23, 2009.



H. Claude Hudson Health Fair

On Monday, September 28, 2009, Toy Loan Coordinator Idalia Almeida and student worker LaTanya Grey, attended the H. Claude Hudson Comprehensive Health Fair. The fair promoted a healthier way of living and had many agencies participating such as: HealthNet for Low Cost Health Insurance, Lead Poison Control, and WIC for Healthier Families. The Health Fair served over 800 persons, including adults who received Toy Loan information and children received toys and balloons. The participants seemed to enjoy all the free giveaways, advice and information. It was a great event for a great cause and full of great people. Toy Loan will definitely be back next year to help out.

Back to School Event



On Saturday, August 22, 2009, Toy Loan and many other organizations attended the 11th Annual Back-to-School & Family Festival. The new location in front of the Los Angeles Sports Arena was donated by 10th District First Lady, Fabian Wesson and State Senator Curren Price. We were honored to have Councilmembers Wesson, Bernard Parks, Jan Perry, and special guest, professional football star and actor, Brian White in attendance who assisted and encouraged parents and children to achieve greater things in life. Toy Loan provided games to the children to play, such as basketball and tic-tac-toe from 10:00 a.m. until 3:00 p.m. and all the children who played won a stuffed animal. We also provided the children with books and school supplies, the essential tools needed to succeed in school. Each sponsor provided for the children in their own way. Some sponsors gave away bags of school supplies and back packs, while others gave immunizations and eye, ear, and dental exams. The Back-to-School Festival was a success which drew in an estimated



3,000 participants, who were provided with an abundance of free school supplies and medical exams from the many sponsors.



Toy Loan & Volunteer Services Proudly Presents

The 2009 Adopt-A-Family Program

Sponsor A Family This Year and Make Dreams Come True!

For over 20 years, the Department of Public Social Services (DPSS) Adopt-A-Family Program has brought joy to families during the holiday season. Last year the Adopt-A-Family Program provided gifts of clothing, toys, food and other items to approximately 1,000 low-income children and adults.

Sponsors are matched with a family and given a family profile including names, ages and specific needs of each family member. Requests include grocery items, clothing, gift certificates and toys. Non-perishable food baskets are also welcome. Remember, no gift is too small.

Sponsoring a family is a wonderful way to celebrate the true spirit of the holidays.

For more information please call (213) 744-4348 or e-mail dpssvolunteers@dpss.lacounty.gov, no later than Friday, November 13, 2009.

First City Credit Union Donates to Toy Loan

Many Thanks to First City Credit Union for their generous donation to Toy Loan's 75th Anniversary. The donation will be used to purchase much needed toys and books for the Program.



Barbara Kuykendail and David Wong.

Upcoming Events

Thanksgiving Day—TL Closed	11/26/09
Hanukkah Begins	12/11/09
Winter Wonderland Event	??????
Christmas Day—TL Closed	12/25/09
Kwanzaa Begins	12/26/09
New Year's Day—TL Closed	1/1/10

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@dpss.lacounty.gov