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Toy Loan & Volunteer Services Newsletter

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Director's Corner:

By Marcia Benitez

The Toy Loan & Volunteer Services staff has been very busy with the annual Summer Fundraiser and gearing up for the 2009 Adopt-A-Family Program. We want to thank a few special individuals who have gone above and beyond in their efforts to collect new toys and raise funds on behalf of Toy Loan. A special thank you to Ana White of the Specialized Supportive Services Section and to Isela Arevalo of BCTS - Information & Statistical Services Section. We are excited to announce several new Toy Loan Centers that will open over the next six months in the City of Lennox, the City of Commerce and the City of Compton. We look forward to serving even more children in the near future. The Toy Loan and Volunteer Services Section will celebrate the 75th anniversary of Toy Loan in 2010. This extraordinary milestone will be commemorated with a "traveling" archive photo exhibit throughout the County, several events dedicated to the children, and a short film production that will include famous former Toy Loan borrowers: Edward James-Olmos and Janice Hahn. More details to follow.



Upward Bound Grand Opening

Tuesday, July 14

A grand opening was held at Santa Monica's Upward Bound Family Shelter. We were honored to have Santa Monica Councilman, Bobby Shriver, in attendance. He encouraged all of the parents to vote and be heard in order to sustain programs like Toy Loan. Ms. Flora Krisiloff of Supervisor Zev Yaroslavsky's office talked about the DPSS partnership with Upward Bound. David Snow, Executive Director of Upward Bound, spoke on the importance of the Toy Loan Program and the impact it will have on the families. Toy Loan staff provided a brief overview of how the Program works, discussed the honor code and gave all of the children a small gift for attending. Mr. Brandon Jacobsen of the CBS Evening News was there with his cameraman, interviewing the children and their parents. Approximately 20 children and their families were in attendance to watch a magician arranged by the shelter to entertain the children and breakfast was donated by Google Inc., Trader Joes and Krispy Kreme. It was a very successful event and everyone had fun!



James Wood Honor Party



On Thursday, August 6, 2009, James Wood Ready for School Toy Loan Center honored 25 children with Honor toys and a celebration they will not soon forget. Toyrarian Carolina Gomez invited all the children and their parents to attend the ceremony where the honorees were announced one by one, given their chosen honor toy and a certificate to keep and post on their refrigerator with pride. Representing Toy Loan was Marcia Blachman-Benitez, Director and Rafael Navarro, Volunteer Coordinator to lend their support and encouragement to the children. Ms. Ana Mena is the James Wood Ready for School Program Director and she was also in attendance welcoming the children and their parents. As part of the ceremony, Ms. Mena recited the Toy Loan Honor Code with all the children and parents to encourage them to learn, while they have fun with toys. The children all enjoyed themselves and they especially liked the cookies and punch.

The early years of Toy Loan

Next year Toy Loan will be turning 75! To celebrate, we're bringing out the old photo albums and wanted to share some of the pictures with all of you. This is a glimpse into our past.



Meet our Student Workers: Connie, LaTanya & Jorge

Toy Loan is an operation that cannot be done by one person alone, nor two people, not even three. That's why we are always looking for some good volunteers and student workers to help run the program smoothly and assist in preparing for some of our larger events. Currently, we have three of the best student workers we could ask for: Connie, LaTanya and Jorge. Connie Gonzalez is the proud mother of four daughters and a full-time student at East L.A. College. She will be graduating with her Associate of Art's degree in Criminal Justice this coming December, so you better not break any laws around her. You may have already spoken with LaTanya Gray over the phone during her regular Toy Loan Monthly Report reminder calls. She is attending L.A. Metro Skills Center and volunteers her free time at weekend Toy Loan events whenever she can. Our warehouse specialist is Jorge Ramirez. He is attending Trade Tech College to be a Computer Technician and can tell you exactly where all the Malibu Barbies are located in our warehouse. He regularly assists Alex, Medium Truck Driver, in loading and unloading the Toy Loan truck with the toys that end up at all of the centers. Toy Loan staff would not be able to get things done without the help of these wonderful workers, and they make life easier for us and for you.



Pictured above are from left to right: Connie Gonzalez, Mr. Dog, LaTanya Gray, Mr. Bear, and Jorge Ramirez.

TOY LOAN PROGRAM



You Can Help!

Support this worthwhile program by making a monetary contribution. Your donation will help purchase much needed new toys such as:

- Role-playing toys
- Interactive toys & equipment
- Science toys & equipment
- Math games & equipment
- Adaptive learning toys (for children with learning/development disabilities)
- Books
- Board games
- Sports equipment
- And much more!

SUMMER FUNDRAISER

Co-sponsored by the County of Los Angeles Board of Supervisors and the Department of Public Social Services, the Toy Loan Program is a non-profit 501 (c)(3) organization. Every year from June 15th through the end of September, Toy Loan's Annual Summer Fundraiser raises monetary and toy donations to be used for all Toy Loan Centers. "Playground barrels" are placed in County offices, as well as other community organizations, for individuals to donate new, unopened toys. This year, we would like to outdo our fundraising efforts from last year. That's why we're asking for your help in achieving our goal. Without generous donors such as yourself, the Toy Loan Program would not be able to continue to put smiles on the faces of thousands of children who otherwise may never have the opportunity to play with toys.

Many child development experts agree that play is an essential element for the development of healthy children. We here at Toy Loan agree and that's why our aspiration is to give that opportunity to as many children as possible. That's where you come in. Please donate and make a difference to a child's life.

YOUR DONATIONS ARE STRICTLY VOLUNTARY AND GREATLY APPRECIATED.
For more information you may call (213) 744-4344

PLEASE DO NOT SEND CASH

"The Program with a Heart" - ANNUAL SUMMER FUNDRAISER
June 15th - September 30th

You can help! Support this worthwhile program by making a monetary contribution.

Name: _____
 Organization: _____
 Address: _____
 City/Zip: _____
 Phone: _____
 E-mail: _____

County Employees Only: _____
 Department: _____ District Office (if applicable) _____
 Work Address: _____

Yes! I would like to support the Toy Loan Program. Please accept my donation of: \$5 \$10 \$20 \$100 Other \$ _____

Please make checks payable to: Toy Loan Advisory Board
 2615 S. Grand Ave. 2nd Floor, Los Angeles, CA 90007
 Please send in no later than September 30th.



Just a friendly reminder to please submit all Toy Loan

Monthly Reports in to Idalia Almeida, Toy Loan Coordinator, no later than the 5th of every month.

Thank you!

Upcoming Events

Labor Day—TL CLOSED	9/7/09
Toy Loan at LA County Fair in Pomona	9/13/09
Leuders Park Grand Opening	9/21/09
TLAB Meeting	9/24/09
FUN-Mania at Whittier Narrows	9/26/09
Claude Hudson Health Fair	9/28/09
Columbus Day—TL CLOSED	10/12/09
Halloween	10/31/09



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