



July/August
2009

Volume 4 - Edition 4



Toy Loan & Volunteer Services Newsletter

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



Director's Corner:

By Marcia Benitez

As we jump into Summer, we are focused on the Annual Summer Fundraiser. We are doing presentations in DPSS offices, as well as, outside County Departments. We are branching out this year to increase support from all county employees and the response has been overwhelming. In addition, SEIU Local 721 will support our annual fundraiser by promoting our efforts to all Union members. Our goal is to meet or exceed the \$10,000 raised last year. It seems that even during difficult financial times, people somehow continue to give. We are humbled by the outpouring of donations in recent months. A special thank you to the Larchmont Charter School which donated hundreds of used toys to the Toy Loan Program. Many thanks to Disney Consumer Products Division which provided new toys to our Toy Loan Centers. The May 2009 LA Times article about Toy Loan sparked interest from the public throughout the County, including a documentary film maker interested in developing a film on Toy Loan. A special thank you to our Student Workers who have given Toy Loan critical warehouse and clerical support in recent months. Remember, that if you would like to volunteer to work at a Toy Loan and Volunteer Services weekend event or assist in a DPSS office, please call Rafael Navarro at (213) 744-4348. Many great opportunities are also available for your teenagers during the Summer months.

San Fernando Valley Boys & Girls Club Grand Opening



The Grand Opening of our San Fernando Valley Boys & Girls Club Toy Loan Center took place on May 6, 2009 in the city of Pacoima. Program Director Sandra Thomas, Assistant Director Sean Johnson, and their staff were very excited about the opening of their very own Toy Loan Center at their facility. Sean and his staff gathered over 40 kids of different age groups in their Art Room to prepare for their long awaited Grand Opening. Toy Loan Coordinator Idalia Almeida, conducted the presentation as the children patiently waited to find out how they could start borrowing the toys and earn new ones. When the presentation concluded, Idalia went around the room asking the children questions about the program only to find out that everyone had given her all their attention and all questions were answered correctly. Toy Loan pins and squishy toys were given to all children present. Refreshments were served, pictures were taken and everyone had lots of fun. All the children thanked in one voice The Toy Loan Program for coming to their club.

XXIV City of L.A. Marathon

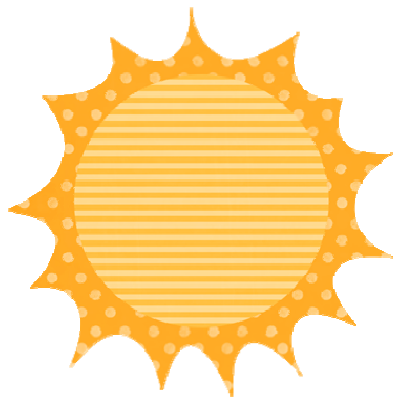
From around the country and around the world, thousands of runners, walkers, bike riders and wheelchair racers converged on downtown Monday, May 29 for the 2009 Los Angeles Marathon, a race that swept them past many of the city's most famed landmarks and through its most diverse neighborhoods as throngs of spectators cheered them on. The Memorial Day race featured an abundance of American flags, colorful balloons and exotic running outfits. Also, more than 150 super-enthusied volunteers representing DPSS were in attendance, bright and early in the morning, ready to quench the athletes' thirst at water-station mile 24. For more than 20 years DPSS staff, family and friends have been at Mile 24 faithfully filling cups and handing refreshing, cool water to all weary athletes needing a little extra push to the finish line. Not only do the volunteers serve water, but they also give the athletes a healthy dose of encouragement with loud cheering, energetic encouragement and a strong push for that last 2.2 miles. So don't forget to be a part of all the excitement next year!



Remembering Our Veteran's Event



On Saturday May 23, Toy Loan Coordinator Idalia Almeida, along with Toy Loan Truck Driver Alex Ruiz, attended the 12th Annual Honoring our Veterans Event held at Arcadia Park in the City of Arcadia. The day was bright and the weather couldn't have been better for the thousands of people who attended the event. Live music played all day and there were food booths, immunizations, haircuts, manicures, health screenings, employment, veterans benefit and legal information all at no cost. A special tribute was paid to our Armed Forces with a sky-diving and parachuting show. Toy Loan was one of the most visited booths that day with almost 500 children and their families who received free toys, books, information and other goodies. The Toy Loan booth was also visited by DPSS Director Philip L. Browning, as well as Los Angeles County Supervisor Michael D. Antonovich. They stopped by to greet the staff and have photos taken, which you can see above.



Meet Toy Loan's Newest Member: Arsen Sarkisyan

Toy Loan has a new arrival; Arsen Sarkisyan has recently taken the Assistant Toy Loan Coordinator position. Arsen was previously assigned to the Special Operations Section working with child care invoice processing, which doesn't sound as interesting as Toy Loan, but still an important job. He currently is attending Glendale Community College working on a Business Administration degree and hopes to transfer soon to Cal State Northridge. When he's not studying or counting toys, he enjoys biking, running and basketball, but admits that he likes pretty much any sport - he's not picky. Arsen has brought to Toy Loan lots of great skills that will be put to good use here and one of them is his friendly nature so make sure to introduce yourself next time you see him organizing the stuffed animals shelf.



TOY LOAN PROGRAM



You Can Help!

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

- Rule-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, unwrapped 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 in 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.

"Toys of Yesteryears" A Celebration of Toys!!



LA County Dept of Public Social Services
TOY LOAN



Don't miss this opportunity to see all of your childhood favorites.

The Norwalk Regional Library
July 1st-July 31st
12350 Imperial Hwy
Norwalk, CA 90650



Hollywood Collectibles
DOLLS
ENGINES
TRAINS
CARS
PUPPETS....



* Free Admission*

New TLAB:

The new Executive TLAB members were announced at the last TLAB meeting on Thursday, May 28, 2009. They are as follows: Alma Fernandez as Chairperson, Silvia Soto as First Vice-Chair, Deborah Bell-Holt as Second Vice-Chair, Ron Crockett as Treasurer, and Dora Casillas as Secretary.



Upcoming Events

Toy Loan Annual Summer Fundraiser June 15—September 30	6/15-9/30
Toy Loan Collectibles Display at Norwalk Library	Month of July
4th of July Holiday	7/4/09
Rummage Sale at Toy Loan	7/16/09
Esme's Fashion Sale at Toy Loan	8/22/09
Back-to-School Event at Exposition Park	8/22/09

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