



## 2010 Everychild \$1 Million Grant to Tackle Unemployment Among L.A. Youth

*Innovative Program Leads Directly to Living-Wage Jobs*

To help address the serious crisis in youth unemployment in Los Angeles, the Everychild Foundation awarded its 2010 \$1 million grant to the South Bay Center for Counseling (SBCC) to implement a program to engage 900 low-income, out-of-school youth between the ages of 16 and 17 with information about career and educational opportunities.

In addition, the program will prepare 300 of these youth – 75 per year over four years – for career pathways leading directly to living wage jobs in high growth industries through training and education. At the end of the first year of training and counseling, participants will be offered a slot in one of six career pathway choices. These pathways include such high-growth industries as energy, utilities, digital arts, media arts and green technologies.

Once the participants have successfully completed the four-year program, each is guaranteed living-wage employment with local corporations and organizations that are already partners and supporters of SBCC. Current partners include ConocoPhillips, Exxon Mobil, Shell/Tesoro, Southern California Edison, Electronic Arts, Activision/Blizzard, Mattel and Sony.

“Breaking the cycle of poverty and hopelessness experienced by many youth in Los Angeles County is the goal of the SBCC program,” explains Everychild Founder and President Jacqueline Caster. “It is a program that provides concrete steps to enable at-risk youth to attain jobs that will hopefully guarantee each of them a better future.”



*The SBCC team at the Everychild grant hearing*

### About the South Bay Center for Counseling

The South Bay Center for Counseling has a history of creating pathways out of poverty. The Center’s mission is to empower low-income individuals and communities through economic development initiatives, the delivery of family support services, and community organizing. Established in 1973, SBCC began as a grass-roots community mental health clinic, focusing on residents in the South Bay of Los Angeles, providing free and sliding-scale counseling. As it expanded, SBCC’s leadership came to believe that poverty is at the core of issues like child abuse, and that economic development is the key to family well-being and social change.

Today, SBCC has four divisions that reflect its current direction: Workforce and Economic Development, Community Organizing, Family Support and Community Services and Clinical Mental Health Services. With 60 employees and a budget of more than \$6 million, SBCC serves the communities of Compton, Carson, Gardena, Watts, Inglewood, San Pedro, Torrance, Long Beach, Harbor Gateway, Lennox and Wilmington.

### The Career Pathways Program

In 2005, SBCC launched its first career pathway called the Energy Pathway. It was intended to place low-income adults aged 18 and older – who faced various barriers to employment – in living-wage jobs in the oil refining industry. Now known as the Career Pathways Program, it has expanded to include additional industries and has had stunning success. To date, the program has trained more than 800 adults. Of these, 85 percent completed their training, 95 percent were placed in jobs, and 95 percent retained those jobs for six months or longer. These retention and placement rates put SBCC’s programs in the top 1 percent of job training programs in the state.

The Everychild Foundation Youth Career Pathway Program is both a pilot project and an expansion of its existing adult program. It constitutes a new program model, directed at serving the needs of its target population: low income, at-risk, out-of-school youth ages 16 and 17. Using its array of support services, SBCC staff will implement the program using education, training, counseling and empowerment services. Youth enter the program as at-risk youth, but will graduate as highly qualified, highly skilled and dedicated employees.

*Profiles of SBCC’s Renetta Thorn and participant Albin Paredes appear on page 6.*



Everychild  
Celebrates  
10 Years!

*Story on p. 5*

## Public Policy – Advocacy in Action

It has been another productive year for the Everychild Public Policy Committee. The focus of the Committee is building the Foundation's capacity for advocating for children's issues in Los Angeles. The Committee's three goals are: advocacy training for committee members; developing committee expertise on issues that impact current and potential Everychild grantees; and representing Everychild in the local children's policy and advocacy community.

Recent accomplishments include:

- Denise McCain-Tharnstrom, Committee Chair, continues to represent Everychild on the Los Angeles Public Private Partnership for Infants and Toddlers, which she now chairs.
- Jacqueline Caster organized and led a team of Los Angeles County officials and academics to Kansas City to view first-hand the State of Missouri's highly regarded juvenile justice facilities and programs. The trip's purpose was to see how Missouri can serve as a model for reforming Los Angeles County's troubled system. Everychild Members, Barbara Moore and Carol Biondi were part of the delegation. Carol is a Los Angeles County Children's Commissioner and serves on the State Corrections Authority.
- Barbara Moore was invited to join the Juvenile Camp Inspection Committee by the LA County Probation Commission to observe and report on camp and classroom conditions. She was also invited to become a community member of the Commission's Library Subcommittee which researches and reports on the availability and conditions of library materials in camps and halls.
- Anne Youngblood represents Everychild on the Homeless Funders Group and is leading the Committee's efforts in forging new relationships with agencies and foundations that focus on homeless youth.
- Janie Coolidge takes leadership of the Committee's efforts on behalf of youths in foster care.

The Committee acts as a resource for all Everychild members. They have created nearly a dozen notebooks devoted to children's policy issues and are now looking at ways to make the information available to members through the web site.

## Holiday Gift Baskets

On a beautiful December afternoon, Ellie Lederman welcomed Everychild members into her home for a bountiful luncheon and holiday gift-wrap party. The wicker baskets, fruits, and sweet treats were collected beforehand by Ellie, Mary de Kernion, and Marge Sharer. Then, in assembly-line fashion, they were rapidly transformed by the 12 women present into 20 festive baskets, each with a \$100.00 Vons gift card to make up a holiday dinner and to provide kitchen staples for the homes of 20 needy Mar Vista Center families. Many thanks to the generous Everychild members who helped sponsor the gift cards and pack the baskets.



## Family Day

A successful Everychild Family Day took place on Sunday, October 18, 2009 at the Westside Food Bank in Santa Monica. Family Day provides an opportunity for Everychild members to include family members and friends in activities to help our community. This year, the event was chaired by Sandra Devereaux and Kristie Hubbard.

More than 75 Everychild members, friends and family members joined together to collect, sort and pack food and toiletry items for the food bank and for StandUp For Kids, an organization serving homeless youth in Los Angeles.



Westside Food Bank is one of the largest food banks in Los Angeles. In 2009, their food distribution climbed to almost 4 million pounds, with the rate of growth is accelerating with a 42% increase in local food assistance requests in the first 6 months. They welcomed the Everychild members' donations and help. Participants undertook projects from decorating donation barrels to assembling boxes, with everyone finding a satisfying job to do. It was a fun filled, meaningful way to spend a Sunday afternoon.

## Our Grant Team

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Marshall Tuck

The Everychild Foundation hosted two salons in 2009. The first was a discussion of the state of public education in Los Angeles. The second addressed the possibilities of improving our nation's health through urban planning.

On January 2, 2009, Everychild held its first South Bay salon. Martha and Ronald Doornink opened their Manhattan Beach home to speaker Marshall Tuck, CEO of the Partnership for Los Angeles Schools and Advisor to Mayor Antonio Villaraigosa.

Melanie Lundquist, Board Member and Senior Advisor for Fundraising at The Partnership, introduced Tuck and the evening's topic, "Our Chance to Advance Educational Opportunities for all of Los Angeles' Children". The focus of the Partnership is to implement strategies proven to be effective in public schools throughout the country.



Dr. Richard Jackson

After reviewing the many problems the Los Angeles school system faces, Tuck explained that the situation can be improved by implementing many of the reforms used in charter schools for all schools.

On November 4, 2009 Everychild members and their guests – including writer Gina Piccalo whose article about salons in the January 2010 issue of Los Angeles Magazine praised the event – were invited into the Pacific Palisades home of Cynthia & Charles Hirschhorn. The evening's speaker was Richard Joseph Jackson, M.D., M.P.H., Chair and Professor, Environmental Health Sciences at the UCLA School of Public Health. He spoke about how urban planning, public health and a multitude

of the physical and mental ills which plague us are inter-connected.

"The obesity epidemic is shaped by the environment we create," said Jackson. He went on to discuss how we've engineered activity out of our lives; for example, we once washed our dishes and clothes by hand, but

we now have machines to do the washing. To increase our activity, he suggested that, for example, stairways could be more attractively designed so that people are encouraged to use them instead of the elevators, thus burning calories as part of the daily routine instead of adding exercise to our already long "to do" lists.

Everychild kicked off its 2010 Salon series on February 18th at the Beverly Hills home of Brenda Potter, when Suzanne L. Wenzel, Ph.D., Professor of Social Work at the University of Southern California and Adjunct Senior Behavioral Scientist at RAND discusses "When the Street is Home: The Plight of Homeless Families in all of their Manifestations". (More information about the evening was not available at the time of this printing and will appear in our next newsletter.)

## Girls' Night Out!

January 12 marked the date for the first Everychild Foundation "Girls Night Out". The event was conceived and orchestrated by our newly formed membership committee. Tawny Sanders, Membership Chair, Terry Hamermesh, Lora Fremont and Ann Soh Woods put their creative talents together to give our members and their guests a fun-filled evening called "Bingo For Old Bags".

More than 100 women came casually dressed to the Bel Air Bay Club for cocktails, a Mexican-style buffet, popcorn and good old fashion bingo with a twist. Ten lucky winners went home with "gently used" designer purses donated by Everychild members Kymberly Marciano, Amber Valletta, Robin Broidy, Lexie Adler, Lora Fremont, Terry Hamermesh and Tawny Sanders.



Everychild member Margaret Sharer holds the bag she won

## In Memoriam: Nancy Daly, Children's Activist and Everychild Advisory Board Member

### Everychild's Salon Series Dedicated to Her Memory

Nancy Daly, an Everychild member and well-known Los Angeles activist on behalf of abused and neglected children, died of pancreatic cancer in November. She was 68.

Ms. Daly was a member of Everychild Foundation and served on the Advisory Board. She was one of the first Everychild Salon speakers and went on to become a mentor to the foundation on foster care issues. Specifically, Ms. Daly helped bring the issue of youth aging out of the foster care system to Everychild's attention, resulting in the 2005 grant to HillSides, an organization providing transitional housing to youth aging out of the foster care system. In 1989, Ms. Daly was appointed to the nonpartisan President's Commission on Children, which recommended federal government policy reforms.



Ms. Daly was a founder and supporter of a number of influential programs addressing children's issues. Among her activities, she helped found the United Friends of the Children to aid and support children in foster care, providing them with the opportunity to graduate from high school and attend and graduate from college. In 1984, she successfully lobbied for the creation of what is now the Los Angeles County Department of Children and Family Services and helped found the Children's Action Network.

To honor Nancy's memory, our foundation has named its salon series "The Everychild Foundation's Nancy Daly Salon Series". She will be deeply missed.

## HOLA: New Building Takes Shape

The Everychild-funded renovation and expansion of a dilapidated community center in Lafayette Park to house the HOLA programs for children and teens is beginning to take shape. When complete, the attractive brick and glass building will house HOLA's Everychild Foundation Learning Center and other programs in academic enrichment, computer literacy, job training, fine arts and sports. The expansion will allow the highly regarded existing programs to reach an additional 900 disadvantaged children and youths.

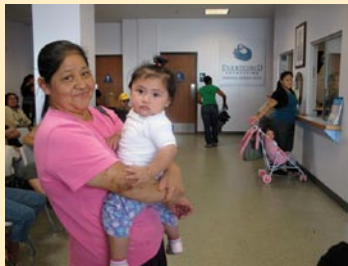
HOLA partnered with the Los Angeles Department of Recreation and Parks on this project and the new building showcases how different Los Angeles agencies can partner with nonprofits to benefit the community. Also, it will serve as a model for other such projects in parks across the city. The project has run into a variety of delays due to certain infrastructure issues with the site that have now been overcome and it is anticipated that the building will be completed in the summer of 2010.



## St. John's Makes an Impact

The St. John's Healthy Homes Healthy Kids project combines comprehensive medical care with education, home-based services and nutritional support to heal children who have been sickened by slum housing. This project goes beyond providing clinical treatment to children and then simply returning them to the same home environment that made them sick.

Healthy Homes Healthy Kids began implementation in September 2009. After a two-week pilot of the referral system at the Williams Pediatric Chronic Disease Clinic, the project was expanded to all major clinic sites: Hoover, Magnolia, Compton, Hyde Park and Lincoln.



## Mar Vista: Active and Thriving

Mar Vista's Everychild Foundation Youth Center has been a hub of activity since it opened in March 2009. Highlights include:

- Snappy's Summer Day Camp, held in July 2009, offered 130 children, ages 5-12, the opportunity to discover new abilities, build self-esteem and become independent, all in a safe haven. The 35 counselors were selected from Mar Vista's Youth Program.
- The third annual "Sights and Sounds of DJ Dusk Art and Music Festival" was held in May 2009. The event celebrates the life of Tarek "DJ Dusk" Captan, a former Mar Vista Youth Mentor and College Prep Advisor at the Center by integrating his passion for music, art and youth empowerment.
- Daily activities for children include afternoon tutoring, preteen groups, dance classes, computer classes, guitar lessons, yoga, and college preparation activities, among others.



- Academic assistance was provided to 130 elementary and middle school students in the new library and classrooms. The program's nine tutors are provided by UCLA BruinCorps.
- Three Youth Center students were selected from among 11,000 youths as finalists for an "After School Excellence-Youth Hero Award" from the City Scholars Foundation for their academic achievements and community leadership.
- Thirteen students have enrolled in college courses this year with the help of resources available through the Youth Center.

### Highlights:

- St. John's Williams Pediatric Chronic Disease Clinic opened its doors in May 2009. This clinic houses the flagship environmental health program, Healthy Homes Healthy Kids.
- Healthy Homes Healthy Kids has received more than 300 referrals for its case management and health education services.
- Of the children referred, more than 50% are under the age of 5.
- Almost 60% of families referred to case management indicated they had a cockroach infestation in their home.
- Over 2,511 pediatric patients have been treated for housing related health conditions.

### Success Stories:

- "My client and another tenant requested repairs from the landlord because there were water leaks, holes and lots of other problems. Because the problems were in more than one unit the landlord decided to voluntarily make repairs to all the units in the building."  
– Maribel Larios, Case Manager
- "I went to visit a client today and the owner of the building was there. My client had informed her of the needed repairs last week and today the owner was replacing the sink herself!" – Maribel Larios, Case Manager



## A Message from Jacqueline Caster

As we embark upon the Everychild Foundation's second decade, it is time to reflect upon our achievements together during the last ten years. It is hard to believe how far we have come since the very first Everychild coffee in July 2000! Here we are almost \$8 million in grants later with more than 350,000 children served! While those of us who attended that very first gathering felt optimistic and excited about a promising new idea, we all knew that we were taking a risk. What if the idea didn't catch on? What if the first grant was a failure?

Fortunately, not only did our venture succeed, it has far and away surpassed our expectations. Not only are the projects funded by our grants thriving, they are being replicated by others, thereby leveraging our dollars even further and impacting more children than we ever expected. Additionally,

the Everychild Foundation has now directly inspired the creation of ten spin-off groups, and our members have expanded their "philanthropic intelligence" which has informed their other charitable activities.

Also, as we have all gained more knowledge about the needs of children in our community and the best approaches toward filling those needs, the women of Everychild have now ventured into the public policy arena, speaking out to a wider audience on matters of import to us and widening our impact.

What will the next decade hold for us? It is hard to know in these uncertain economic times. However, as we have seen our model withstand the ups and downs of the past ten years (the recession, 9/11), the future looks more promising than ever.

Immense thanks to everyone who has supported our dear foundation this past decade, creating what is now an important Los Angeles institution championing children. And special gratitude goes to our Founding Members, who were willing to take a risk 10 years ago – one that has paid off so beautifully for the youngest, most vulnerable citizens of Los Angeles.

## Supporting Everychild

The Everychild Foundation provides a unique opportunity to give back to the children of Los Angeles in an immediate, efficient way. We are a group of more than 200 pioneering women who:

- Share a passion for improving children's lives in our community
- Are ready to commit \$5,000 annually to a project with tangible results
- Want to partner with other women to make a significant difference without a major time commitment

Where does our money go? Each year, the Foundation makes a single grant in support of a project that will profoundly help local children facing disease, abuse, neglect, poverty, or disability. The grant recipient is chosen by a vote of the entire Foundation membership from a roster of carefully screened candidate projects. Grants are funded entirely from members' dues.

Foundation funds are used to improve the lives of children. We have no large overhead, staff salaries, or rent. No fund-raising events or silent auctions are planned. We don't solicit money from our friends or colleagues for auction items or dinner tickets.

We focus on projects where we can have maximum impact within a short time frame. We look for "dream projects," where our money will enable a powerful idea to take hold and grow. We favor programs that encourage us to "act locally and think globally," where funding a pilot project in Los Angeles can provide a springboard for wider use.

If you would like to join the Everychild Foundation, please complete and return the Commitment Form envelope included with this newsletter. In addition, contributions from non-members are always welcome.

For further information, please contact us:

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[www.everychildfoundation.org](http://www.everychildfoundation.org)

## 10 Years: More Than \$7.5 Million in Grants and 350,000 Children Served... It's Time to Celebrate!

### The Woman in the Bathtub, with the Help of Her Friends, Created a New Foundation and Reinvented Philanthropy

Many have heard the story but it bears repeating. One evening in 1999, after attending a fund-raising event she had helped to plan, Jacqueline Caster took a bath. She was tired of attending fundraising events. And she was concerned about the time and money consumed organizing them.

She started to think: What if there was a non-profit that simply jettisoned fundraising events? What if members instead paid dues and had the opportunity to contribute their time in a stimulating and enriching way? And what if the members' dues went to fill critical unmet needs of children in Los Angeles? Could this be possible?

So, Jackie got up out of that tub and got busy. She first talked the idea over with her neighbor and friend Cynthia Alexander. Cynthia was immediately sold. Then they talked with Marcia Antopol, a grant consultant, who liked the idea too. Finally, she invited a few of her friends over for coffee and asked them to join her new foundation.

The approach Jackie's small group took was simple:

- Create a group of women who can commit \$5,000 annually to fund a charitable foundation.
- Identify one Los Angeles area non-profit organization each year with a dream project.
- Fund that project with a grant making the dream a reality.

But what sounded simple was a lot of work to accomplish. But accomplish they did. Work started right away to recruit members and research potential grantees. By 2001, the Everychild Foundation had 56 members and was ready to award its first grant.

The first Everychild recipient was QueensCare, and the money went to purchase and equip the first mobile dental clinic to serve low-income elementary schools in the Los Angeles Unified School District. Today the program is thriving and growing with four vans providing vital dental services to approximately 2,000 students per year at 16 elementary schools. In addition, more than 26,000 procedures are performed and about 8,000 dental hygiene kits are given to students each year.

A lot has happened since the first Everychild grant. The grant amount has increased to \$1 million. Membership has increased to more than 200 women. The total dollar value of grants made has surpassed \$7.5 million, and most importantly, over 350,000 children have been directly served. Additionally, the Everychild Foundation has now inspired the creation of at least 10 other similar foundations throughout the country.

"The results from Everychild's first grant to its latest show that our model works," says Jackie Caster, who still serves as the foundation's President. "We have been able to fund necessary projects and have helped them make a broad and lasting positive impact on our community."

*And there still has never been a fundraiser.*



## Renetta Thorn: Workforce Development Specialist

Meet Renetta Thorn, SBCC Workforce Specialist extraordinaire. She is an important component – some say the key component – in the success of SBCC’s Youth Career Pathways Program. She provides consistent, dedicated guidance to at-risk youth attempting to turn their lives around.



Renetta Thorn works with a participant in the SBCC program

In many families, this is the role of one or both parents. But for at-risk youth, there often isn’t any one person who can consistently perform this role.

Renetta, an enthusiastic woman who talks fast and moves faster, has 28 teens in her group and is available to them 24/7 via her cell phone. She is there as their mentor, counselor, problem solver, cheerleader, or just someone who can lend an ear.

From her own life experience she knows how important her role is for these young people. Raised in South Central Los Angeles, she barely graduated from Manual Arts High School. With no clear direction for the future, she enrolled in a few classes at El Camino College Community College. There she met a counselor who did something very simple but powerful – she believed in Renetta. She told her to go for her dreams. And that made all the difference.

She eventually enrolled at Cal State Los Angeles to study Communication Studies with an emphasis in Interpersonal Communication and then began working with at-risk youth. She knew then that she had found her career path. “I wanted to help other youths who needed someone to believe in them to realize their dreams.”

Renetta has been working at SBCC since 2007. She started as a Family Support Specialist for at-risk youth and was promoted to Workforce Specialist. Once the Everychild grant was in place, she was promoted again and is now Program Manager for the Everychild Foundation Youth Career Pathways Program.

“I now have my dream job: helping others get theirs.”

## Albin Paredes: Beating the Odds

According to LA Youth, a nonprofit working with young people in foster care, nearly half of foster youth age out of the foster care system without completing high school. Within four years, up to 25 percent become homeless and one in five are in jail.

Albin Paredes, now 20, could have been just another one of those statistics. He had been in and out of foster homes and group homes from the age of 12, rarely attended school, joined a gang, and by the time he was 17 had spent more than two years in prison. And then his girlfriend told him she was pregnant.

This is not usually the kind of scenario that leads to a successful life, personally or professionally.

Albin says that his girlfriend’s pregnancy shocked him to his senses. He didn’t want his new baby to live the life he lived. He wanted something better. Luckily a social worker told him about SBCC’s Energy Pathways Program. He decided to apply and was accepted.

From that moment on, everything began to change for Albin. With the help of SBCC Workforce Specialist, Renetta Thorn, and others, he finished



Albin Paredes with fiancé and son at grant hearing

coursework at Los Angeles Harbor College to be a Process Technician in the energy industry. But then he had to apply for a job, be interviewed and take a test. He was inexperienced in all three areas and unsure how he could do it. SBCC provided him with just the extra help and encouragement he needed to tackle all three.

Here’s the happy ending part: Albin got the job. He now works for one of SBCC’s energy partners in the South Bay processing oil into gas and other products. He’s on a full-time career path, the pay is great, and Albin can support his son, Noah, now age two.

“I credit SBCC for my success,” says Alvin. “They made a big difference in my life. I had no life before. Now I have a great one.”

He currently rents two homes on one lot in North Downey and supports his son and fiancé, his parents, and his younger brother.

One more thing. Albin and Noah’s mother are now engaged. There will be a wedding in 2011.

### Everychild Grant History 2001 – 2009

#### 01 QueensCare

Purchase and equipping of the first mobile dental clinic to serve 30 low-income elementary schools in the LAUSD

#### 02 The Wonder of Reading

Renovation and restocking of 15 elementary school libraries as well as training of instructional reading volunteers

#### 03 Violence Intervention Program

Renovation and expansion of existing building to create a permanent center for psychological care of physically and sexually abused children

#### 05 Hillsides

Transitional housing for foster youth who have aged out of foster care

#### 04 Optimist

Construction of a learning center for at-risk probation youth

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*Co-Director, The Advancement Project*

Michael Rich  
*Executive VP, RAND*

Sarah Roberts  
*President, Ballantines PR*

Bill Rosendahl  
*L.A. City Councilmember*

Mark Sackett  
*President, Reflectur*

Javier Stauring  
*Co-Director, Office of Restorative Justice, Archdiocese of Los Angeles*

Toni Stone  
*Non-Profit Consultant*

**Friends of Everychild**

Foundation activities are completely underwritten, thanks to the efforts of many dedicated Everychild members and the generosity of friends and supporters listed below:

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<i>Geller Events</i>	<i>Frankie and Barry Sholem</i>
	<i>Tuan Le</i>

06



**Los Angeles Orthopaedic Hospital**  
 Construction of universally accessible playground at an orthopaedic pediatric outpatient clinic

07



**Heart of Los Angeles Youth**  
 Renovation of Lafayette Park Community Center to increase and modernize class space and create a new computer center for free after-school, vocational, and inter-session programming in the Rampart District

08



**Mar Vista Family Center**  
 Construction of the Youth Center to house Youth for Youth, a youth-led leadership and mentoring program in a high-risk Mar Vista neighborhood

09



**St. John's Well Child & Family Center**  
 Implementation of the agency's environmental health project called Healthy Homes, Healthy Kids

# BE INFORMED... **BEFORE YOU VOTE!**

See and hear the two grant finalists make their presentations.  
Mark your calendar now!

EVERYCHILD  
FOUNDATION

2010  
GRANT  
HEARING

OCTOBER 20, 2010  
9:00 AM TO 12:30PM  
RAND CORPORATION  
1776 MAIN STREET  
SANTA MONICA, CA



## Everychild Calendar

<b>April 29</b>	10th Anniversary Celebration
<b>May 31</b>	Deadline for paying dues*
<b>October 20</b>	Grant Hearing
<b>November 3</b>	Grant Recipient Announced

\* Note this new date!

## Everychild Foundation Newsletter • Issue 8 • April 2010



EVERYCHILD  
FOUNDATION

WOMEN REINVENTING PHILANTHROPY®

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