

MEET EACH NEED WITH DIGNITY



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MEDIA ALERT

****Photo Opportunities****

MEND'S "HEAD TO TOES" EVENT PROVIDES MORE THAN
200 THIRD GRADERS WITH BACK-TO-SCHOOL ESSENTIALS

Students from Pacoima's Vaughn Next Century Learning Center Receive Free Dental Screenings; Vision Screenings, New Backpacks with School Supplies & New Shoes

August 20, 2015 (Pacoima, CA.) -- MEND - Meet Each Need with Dignity, the San Fernando Valley's largest poverty-relief organization, will host its 14th annual "Head to Toes" event which provides more than 200 third-grade students with full back-to-school care.

WHO: More than 200 third-grade students from Pacoima's Vaughn Next Century Learning Center will receive free dental and vision checkups, as well as new shoes, backpacks and school supplies donated to MEND. Disney VoluntEARS will be on location to donate their time for the event and former NBA players, [Jason](#) and [Jarron Collins](#), will lend their basketball expertise to the students.

WHAT: Students will be divided into 6 groups to participate in the following:

- Dental screening and fluoride treatment
- Vision screenings (sponsored by the Optometry Cares – The American Optometric Association Foundation), an exercise activity, arts & crafts, and new shoe selection
- A new backpack and new school supplies, donated by the Walt Disney Company, and new books donated by the Ella Fitzgerald Charitable Foundation; both long-time supporters of the event.

WHY: To Meet Each Need with Dignity and ensure that the neediest children in our community start the new school year off right with access to basic health care and the tools they need to face each day of academic school life with dignity.

WHEN: Wednesday, August 26, 2015

Two shifts:

8:30 a.m. to 11 a.m.

11:45 to 2 p.m.

Children will line up for busses at 11 a.m. and 2 p.m., which is when they will receive their new backpacks.

WHERE: The MEND Center, 10641 North San Fernando Road, Pacoima, CA 91331 (*reserved parking available for media that RSVP*)

For media questions (prior to and on-site event) and media RSVPs for parking, please contact Nene Ogbechie, Communications Manager, 818-686-7335 or nene@mendpoverty.org.

ABOUT MEND

[MEND-- Meet Each Need with Dignity](#), serves an average of 37,000 and as many as 48,000 poverty-level clients each month, while remarkably keeping operating costs to less than 6%. MEND takes a holistic approach to relieve the effects of poverty by providing basic human needs while giving their clients the education and training, that fosters self-reliance. Named California Nonprofit of the Year in 2012 by the Governor's Office, MEND is one of the largest, most efficient and most comprehensive poverty-relief organizations in the Los Angeles region.

Born as a volunteer-powered organization four decades ago in a garage, today MEND benefits from the assistance of approximately 5000 volunteers (and only 34 paid staffers) to implement its vast array of programs that provide food; clothing; job training; medical, dental and vision care; classes for adults in English as a Second Language, literacy, and computer training; an after school program for kids; showers and other services for the homeless; and a Holiday Basket Program for 1200 pre-screened families in need. In 2014, 193,057 volunteer hours were provided, equating to 106 full-time employees.