

# MEET EACH NEED WITH DIGNITY



10641 N. San Fernando Rd.  
Pacoima, CA 91331

**phone** | 818.896.0246  
**fax** | 818.897.0128

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

## FOR IMMEDIATE RELEASE

**CONTACT: Marianne Haver Hill**  
**(818) 686-7321**  
[Marianne@mendpoverty.org](mailto:Marianne@mendpoverty.org)

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## **MEND-Meet Each Need with Dignity Featured in New Edition of *Forces for Good***

**Scheduled for publication next month, a new edition of the groundbreaking book *Forces for Good* profiles MEND as a model of best-practices for local nonprofits.**

Written by Leslie R. Crutchfield and Heather McLeod Grant, *Forces for Good: The Six Practices of High-Impact Nonprofits* was first published in 2007, just before the economic downturn of 2008. The first edition examined 12 outstanding national nonprofit organizations in order to define the key practices that made them so effective.

**MEND is one of several groups in North America featured in a new chapter on how small, local nonprofits apply these best practices.** The authors single MEND out for its ability to administer a wide range of services with just 24 paid staff. The secret, they write, is MEND's exemplary use of one of their six practices: sharing leadership.

As the Crutchfield and Grant note, MEND delegates much of its leadership responsibilities to its volunteers, numbering some 3200. They write that at MEND, volunteers do much more than provide services; they also handle a broad variety of organizational and administrative duties. This is why, the authors note, a Taproot study has identified MEND as setting the "gold standard" for effective use of volunteers.

Through interviews with CEO Marianne Haver Hill and its COO, Jenny Gutierrez, the authors highlight several other of MEND's best practices for sharing leadership both inside and outside the organization. As they conclude, it is such practices that "make good nonprofits great."

Published by Wiley's Jossey-Bass imprint, the new edition of *Forces for Good* goes on sale May 1. It is available for pre-order on Amazon.com. <http://www.amazon.com/Forces-Good-Revised-Updated-High-Impact/dp/1118118804/>

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**About MEND-- Meet Each Need with Dignity**

MEND-- Meet Each Need with Dignity, which serves as many as 30,000 poverty-level clients each month while remarkably keeping operating costs to 5%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND's mission is to relieve the effects of poverty by providing basic human needs while giving their clients the tools, education, training, support and opportunities that foster self-reliance.

MEND was born as a *volunteer-powered* organization four decades ago in a garage in suburbia, and today utilizes more than 3000 volunteers (and only 25 paid staffers) to implement its vast array of programs that provide food, clothing, medical, dental and vision care; job training, classes in English as a Second Language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; hot meals, food, clothing and showers to the homeless and a community wide adopt-a-family Christmas Program.