

MEET EACH NEED WITH DIGNITY



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Local MEND founder receives Jefferson Award

Pacoima, CA — Ed Rose, the founder of MEND—Meet Each Need with Dignity, was one of 17 national recipients this week of the Jacqueline Kennedy Onassis Award for Public Service. Presented in Washington, DC, on June 19, the award is part of the national Jefferson Awards program, and recognizes "unsung heroes" for extraordinary work in their community. In April, Rose was presented with the Jefferson Award for the Los Angeles area by ABC7 TV.

Together with his wife, Carolyn, Rose founded MEND more than 40 years ago in the San Fernando Valley. Starting as a small group of volunteers working from a garage, MEND has grown into one of the largest non-profit organizations in the valley, serving more than 30,000 people a month with services from food to healthcare.

"It first started with furniture and clothing," he recalls. "And then we got a storefront. We just kept growing."

After four decades in its service, Ed remains dedicated to MEND, volunteering over 1,000 hours a year to continue to ensure that asking for help is as dignified as possible.

"We have a very strong belief that all people of all kinds be treated with respect and with dignity," Rose said when accepting the award.

The Jefferson Awards program was founded in 1972 by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr. and Sam Beard as the "Nobel Prize for public service." Named for one of America's most influential Founding Fathers and the principal author of the Declaration of Independence, the Jefferson Awards' central tenet is that each and every citizen shares a responsibility to work towards the betterment of their communities through economic participation, public service, volunteerism and other such efforts to improve life for all. The Jefferson Awards has a unique media partnership. More than 130 newspapers and television stations promote and recognize outstanding grassroots "Unsung Heroes." To date, over 50,000 individual grassroots winners of all ages have been recognized by the Jefferson Awards for their efforts to make the world around them a better place.

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About MEND

MEND-- Meet Each Need with Dignity, which serves as many as 30,000 poverty-level clients each month while remarkably keeping operating costs to less than 6%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND takes a holistic approach 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 suburban LA, and today benefits from the assistance of 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 for adults in English as a second language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; showers and other services for the homeless; and a Christmas Basket Program for 1400 pre-screened families in need.