

## MEET EACH NEED WITH DIGNITY



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### For Immediate Release

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### \*\*\**PHOTO OPPORTUNITY*\*\*\*

## **Christmas comes early to the needy in Pacoima** *Local charity begins its 40th annual Christmas basket distribution*

- WHAT:** MEND – Meet Each Need with Dignity, the San Fernando Valley’s largest poverty-relief agency, begins its annual Christmas Basket Distribution. Families line up around the building, parents choose toys for their kids from the MEND “Toy Land,” and volunteers rush to pack and hand out baskets loaded with Christmas items.  
\*\*GIFTS FOR BOYS & GIRLS, AGES 10-14 ARE STILL NEEDED. \*\*
- WHERE:** The MEND Center, 10641 N. San Fernando Rd, Pacoima
- WHEN:** Thursday, December 15 – Sunday, December 18, 2011. 8:00 a.m. to 5:00 p.m.
- WHO:** MEND identifies 1,400 of the area’s neediest families to receive Christmas Baskets which include enough food for Christmas dinner plus staple items, a new blanket and a new gift/toy for each child under the age of 14. Each of these families was visited in their home to determine their need and thus the size of their basket.
- WHY:** To enhance Christmas and the holiday season for families who would otherwise do without.

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### ABOUT MEND

MEND serves as many as 32,000 poverty-level clients each month while remarkably keeping operating costs to 5%. It’s the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND’s mission is to break the bonds of poverty by providing basic human needs and a pathway to self-reliance.

Born as a volunteer-powered organization 40 years ago in a garage in suburbia, MEND today utilizes more than 3200 volunteers (and only 25 paid staffers) to implement its 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.