

MEET EACH NEED WITH DIGNITY



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MEND Launches Annual Summer Hunger Campaign As More Families in Need of Food

Pacoima, June 22, 2009 – As the number of new people seeking emergency food assistance from MEND has doubled in the last year, the San Fernando Valley’s largest poverty center and food bank has launched its annual Stop Summer Hunger campaign.

July and August are two of MEND’s busiest months as school is out and there are fewer services available where families can receive discounted meals.

“With the Los Angeles Unified School District not offering summer school this year, we anticipate a big increase in families need assistance as their children will not be getting subsidized lunches and breakfasts,” said Marianne Haver Hill, President and CEO of MEND (Meet Each Need with Dignity). “No summer school, coupled with the more people losing their jobs during these tough economic times, means that more and more people will be struggling to put food on their table.”

Of the 30,000 hungry people MEND serves each month through its food bank, 86 percent are children.

Ernestina Amaro of North Hills is one of MEND’s new clients. For the last four years, Amaro had worked at a warehouse packing cosmetics. But this year, the company laid off nearly all of its employees, including Ernestina. With her job status change (she currently cleans home to make ends meet), and with her husband finding less work in construction, Ernestina has turned to MEND to help feed her two daughters and husband.

“Without MEND, our refrigerator would be empty during the end of each month,” Amaro said. “When hard times hit families, it is good that there is an agency like MEND who can help them.”

Ralphs Supermarkets, KCBS2/KCAL9, Sempra Energy Foundation, and the Los Angeles Daily News are among the sponsors of the Stop Summer Hunger campaign.

Stop Summer Hunger barrels will be placed at 21 Ralphs markets in the San Fernando Valley. Information on participating Ralphs stores may be found at MEND’s website, www.mendpoverty.org. Individuals and organizations that would like to donate non-perishable food items may also bring food

to the MEND Center at 10641 N. San Fernando Road in Pacoima, or call (818) 897-2443, ext. 7334 to find a delivery site closest to you.

People can also participate in a “virtual food drive” by visiting www.mendpoverty.org Every dollar donated by an individual or organization will be doubled through a match from Ralphs.

About MEND (Meet Each Need with Dignity)

MEND (Meet Each Need with Dignity), which serves some 35,000 poverty-level clients each month while remarkably keeping operating costs to under 6%, 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 all the basic human needs while giving their clients the tools, education, training, support and opportunities necessary to start the transition out of poverty.

MEND was born as a *volunteer-driven* organization nearly four decades ago in a garage in suburbia, and today utilizes more than 2900 volunteers (and only 21 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.