

MEET EACH NEED WITH DIGNITY



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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Activist Connie Rice and Author Heather Grant to Address Advocates Fighting Poverty

MEND to hold 3rd Annual Poverty Conference

(Pacoima, CA) – MEND – Meet Each Need with Dignity and Valley Nonprofit Resources will bring together poverty advocates from throughout the Los Angeles region to discuss challenges in the fight against poverty, how to maximize existing resources and explore areas of opportunity for collaboration. Wells Fargo and Kaiser Permanente are the principal sponsors for this event which will join nonprofit executives, media and philanthropists to find a solution to one of the region's biggest social challenges.

WHAT: 3rd Annual MENDing Poverty Conference, "Getting People Out of Poverty"

WHEN: Wednesday, June 16, 2010; 8 a.m. to 2 p.m.

WHERE: The MEND Center – 10641 North San Fernando Road, Pacoima, CA 91331
(reserved parking will be provided for media outlets that RSVP)

WHO & HIGHLIGHTS:

- **Councilmember Richard Alarcon** will give the Welcoming Address
- **Heather Grant**, The Monitor Institute and co-author of *Forces for Good*, will give the Opening Keynote Address to discuss utilizing Social Networks as an effect advocacy tool in the fight against poverty
- **Connie L. Rice**, The Advancement Project, will give the Luncheon Keynote Address to discuss opportunities for collaboration to get people out of poverty
- Workshops will include:

- *Effective Poverty Reduction Programs* – moderated by **Florence Green**, IdeaEncore

Panelists:

- **Mark Loranger**, Chrysalis
- **Rhonda Meister**, Rhonda Meister Consulting
- **Joseph Sides**, California State University, Northridge
- **Scott Smith**, People's Self-Help Housing

- *Policy Change and How Los Angeles Nonprofits Can Make Change Happen* – moderated by **Ken Larsen**, California Association of Nonprofits

Panelists:

- **Cheryl Branch**, Los Angeles Metropolitan Churches
- **Lisa Payne**, Southern California Association for Nonprofit Housing
- **Elliott Petty**, Los Angeles Alliance for a New Economy

- *Community Collaborations and Coalitions for Getting People Out of Poverty* – moderated by **Beatriz Solis**, The California Endowment

Panelists:

- **Lester Garcia**, Boyle Heights Learning Collaborative
- **Nancy Ibrahim**, Esperanza Community Housing
- Marilyn Johnson, SCOPE (Strategic Concepts in Organizing and Policy Education)

- Registration fee: \$89 prior to June 4th; \$109 after June 4th; Scholarship opportunities are available

CONTACT: **Maggie Torres**, MEND Program Director – 818-897-2443 ext. 7350 or Maggie@mendpoverty.org

About MEND - Meet Each Need with Dignity

MEND - Meet Each Need with Dignity, which serves as many as poverty-level clients each month while remarkably keeping operating costs at or under 9%, is 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.*

MEND was born as a *volunteer-driven* organization nearly four decades ago in a garage in suburbia, and today utilizes more than 3700 volunteers (and only 23 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.

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