



PaRa loS niÑoS
for the childRen

Para Los Niños

2019-2020 40TH ANNIVERSARY ANNUAL REPORT

Excellent Education.
Powerful Families.
Strong Communities.



OF THRIVING CHILDREN AND YOUTH

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Letter from the CEO & Board of Directors Chair

Dear Para Los Niños Supporters –

We hope this message finds you safe and healthy. Thank you for being part of the Para Los Niños community – especially this year.

In January, we started the year with much excitement for our 40th Anniversary. We had been looking forward to 2020 as an opportunity to reflect on the impact we have had over the decades and to celebrate those who have helped us reach this milestone year. While 2020 presented challenges none of us could have ever imagined, it has brought into focus the strength of our organization, the remarkable ability of our staff to pivot as needed, and the critical role you play as donors.

It is a great privilege to be a longstanding part of LA’s non-profit community, and with our experience and leadership, it is not a responsibility we take lightly.

We are proud to be a trusted partner with our families, some of whom have been involved with PLN over multiple generations.

In this annual report, you will read about the children, families, staff and partners who have been a part of our

impact and growth over the years, including an incredible story from an alumna in one of our first classes on Skid Row in 1980. There are tens of thousands of these stories across our great city, and each is an inspiring example of the profound importance of our work and of your continued support of the children, youth and families of Para Los Niños.

The coronavirus pandemic massively impacted our operations and the communities we serve. Because the majority of our parents work hourly jobs in service industries and production factories, the pandemic found many of them out of work, or in work conditions with great risk of contracting the virus. How our organization pivoted in this time is the story of Para Los Niños.

We are here for the children, youth and families we serve, in good times and bad. We stand by, with and for our families and with your help in the year ahead, we will continue to ensure that those we serve thrive regardless of what is happening outside our doors.

Thank you for being part of our family.

“It is a great privilege to be a longstanding part of LA’s non-profit community, and with our experience and leadership, it is not a responsibility we take lightly.”



Drew Furedi
President & CEO



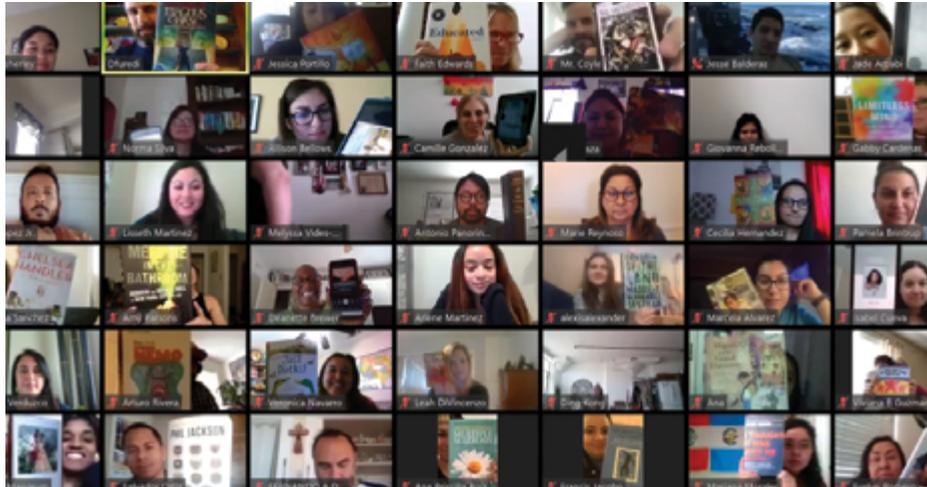
Marjorie Ehrich Lewis
Board of Directors, Chair

ON OUR COVER
1979 LA Times Article
“The Children of Skid Row”
Images

Our COVID-19 Response

In March, when COVID-19 forced us to close our sites, we quickly found even more ways to be there for our families.

Our Charter School and After-school teams have continued to teach and engage our families, hosting virtual daily learning for students to not fall behind, and distributing more than 1,000 Chromebooks and hot spots to those without technology access at home.



We supported Early Education families with online lessons, formula, and sensory toys for their child's success. Plus, we provided cleaning supplies and personal protective equipment to support critical safety efforts amidst such uncertain and dangerous times.



Our Student and Community Services team continued home visitations, individual and couples therapy (virtually, when possible), and clinicians outreached to those particularly vulnerable during the "safer at home" ordinance.



500

Youth contacted each week to help stay on track for college and career goals.

120,000+

Meals distributed to families and community members at our Gratts Primary Center location.

2,500

Diapers given to early childhood families in need.

15

Distribution hubs set-up across the county to distribute food and cleaning supplies.

1,500

Supply kits assembled and distributed to give students the tools to thrive at home.

1,000

Headphones donated for children and youth to be able to focus while studying.

300

Shelf-stable food boxes distributed to Charter Elementary School students and families.

1,000+

Chromebooks and hotspots distributed to keep students connected and learning remotely.

Who We Are

We believe in the children, youth, and families we serve. Our model fosters pathways to success through excellence in education, powerful families, and strong communities for children and youth to thrive.



EARLY EDUCATION

At our seven early education centers, we provide more than 450 children with high-quality academic, social, and emotional education to become lifelong learners. Working closely with children as young as six-weeks and engaging parents, we ensure they have a strong support system that will carry them to success well beyond preschool.

TK-8TH EDUCATION

Our Gratts Primary Charter School, Charter Elementary School, and Charter Middle School provide quality education, wraparound services, and after-school services to nearly 1,000 children grades TK-8. Our project-based approach keeps students intellectually enriched and our social emotional integration develops vital skills like confidence and character.



YOUTH WORKFORCE SERVICES

Over 2,000 youth and adults are provided opportunities to build their careers and engage in their community each year. Through workshops, mentorship, internships, and case management, our staff helps to open new opportunities for students and families to become self-sufficient and reach their full potential.

STUDENT & COMMUNITY SERVICES

We build a strong foundation with over 4,000 children and adults annually through leadership and support groups, ESL education, in-home counseling, clinical support, and parenting workshops. Our services strengthen families and create a supportive community to help children and families thrive.

“ An L.A. institution that has touched generations of Angelenos with hope, health, and love. ”

Los Angeles Mayor, Eric Garcetti



“

One thing I love about PLN is that no matter where you go in the organization, you encounter people who share the same passion as you – to do what we can so our parents and students succeed.

- Jose Lopez, Student Success Coordinator at Para Los Niños Gratts Primary Center

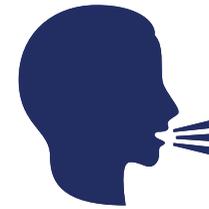
”

Who We Serve

At the core of our work from the start, and continuing today, is the belief that where you live should never negatively define your opportunities.

Everyone, no matter income status, immigration status, home language, or zip code, should have the opportunity to unlock their potential.

Para Los Niños works with children, youth, and families to help them get to where they want to be – ready for a future of their choosing, with limitless possibilities in front of them.



66%

Families speak Spanish as their primary language



6,000

Children, youth, and adults served annually



43%

Para Los Niños parents do not have a high school diploma



Under

\$15,000

Annual income for the majority of families receiving support from Student & Community Services

Our Impact

The Para Los Niños model provides a comprehensive, holistic approach to break the cycle of poverty and help children and youth thrive.

90%

of parents saw improvement in their child's symptoms after mental health services

40 HOURS

of distance learning and after-school programming offered for charter school students each week

491

Trauma-Informed Behavioral Health coaching sessions for teachers across LA County

98%

of Youth Workforce Services high school seniors transitioned to higher education

493

paid internships offering work experience for disconnected youth ages 14-24

2,723

children and families received mental health services

Rachel's Story

Growing up on Skid Row, Rachel remembers not being able to go outside. Her playground was the halls of the hotel where she lived with her mother and brother. She didn't know that other kids had parks, or ate three times a day, or didn't have to avoid the shared bathroom at night in case of a potentially dangerous situation.

She did know that when a woman knocked on their door sharing about a new place for kids in her area to learn and play, Rachel wanted to go. After convincing her mom, Rachel and her brother joined one of the first classes at Para Los Niños.

From that first day, "Everything changed," says Rachel. For the first time ever, she had a fun, stable and safe space to do homework, play with friends, color with crayons, and play with toys; a place where she was guaranteed to eat at least

“
It was the beginning of something that was going to change my life forever.

- Rachel Galdímez

”
two meals a day. She especially cherished the opportunities to take ballet lessons, learn how to ride a bike and even go on her first and only overnight camping trip to Griffith Park—experiences that weren't readily accessible to low-income, inner-city kids at the time. It was there that she learned to play board games, went camping, and had her first birthday party.

More consequentially, she also learned she had dyslexia and staff worked with Rachel and her mom to manage and develop a life-long love of books. More than all of that though, Para Los Niños helped her learn to trust.

Now a mom herself, Rachel firmly believes the skills and relationships she built at PLN established the foundation for the successful, fulfilled life she has today. Knowing that such an intervention can help transform lives, she is now committed to finding ways to give back.

Incredibly, Rachel is just one of tens of thousands of Los Angelenos whose lives were changed through PLN over these past four decades.

Visit paralosninos.org/rachels_story to see Rachel's story in her own words.



Our History of Impact

Para Los Niños’ growing organizational abilities and reputation, combined with increasing levels of child poverty in L.A., led to our expansion beyond the initial facility. First, we expanded to include after-school programs, beginning at 9th Street Elementary School, and quickly expanding to more than a dozen other inner-city schools. Then, we launched family outreach and wraparound support initiatives, which continues to this day through our Family Preservation program.



1980



Inspired by a *Los Angeles Times* article in (1979) about the plight of children living on Skid Row in Downtown Los Angeles, Social Worker Tanya Tull was moved to act and begin the process to create the first children’s social services agency in the area, Para Los Niños.

Securing a \$5,000 grant, Para Los Niños leased a 5,000-square-foot warehouse in Skid Row and enrolled its first 50 children.



1982

A grant of \$100,000 from the Weingart Foundation enables Para Los Niños to purchase the original warehouse, an adjacent warehouse and a parking lot/playground. A third warehouse next door is leased — and the new properties are extensively renovated.

The expanded space and financial stability allows for the growth of Para Los Niños. The services and programming expand to include after-school across over a dozen inner-city schools, and starting wraparound support for families through a Family Crisis Center serving the homeless and those most in need in the Skid Row area.



1990



Para Los Niños continues to grow and address the increasing numbers of children living in poverty; operating the original childcare and development center and a school-age center for kids K-6th grade.

Para Los Niños’ reputation also grows:

The after school “Latchkey Program” receives major state funding enabling the program to serve 150 children daily at the downtown Los Angeles Unified School District (LAUSD) Ninth Street Elementary School.

The Child Abuse and Neglect Prevention Project receives one of nine state-wide grants from the California State Office of Child Abuse Prevention in recognition of the innovative program.



1994

PLN receives the largest Family Preservation grant in L.A. County’s history – for its innovative, integrated approach to family support and expands the Family Resource Center to serve more clients directly and through local non-profit partnerships.



Our History of Impact

2002

Responding to the needs and demands of the families we serve, Para Los Niños become a school operator and opened the Charter Elementary School in the Arts District of Downtown Los Angeles.



2004

Para Los Niños added its first Youth Source Center in East LA, contracting with the City of Los Angeles Economic and Workforce Development Department to work with youth ages 14-24 on college and career readiness.



2010

Para Los Niños opens the Evelyn Thurman Gratts Primary Center, and formalizes their partnership with First5LA for the Best Start Metro LA (BSMLA) pilot community.

BSMLA focuses on supporting a community's ability to foster and sustain healthy and thriving environments for families.



2013

Para Los Niños opens the Charter Middle School (grades 6-8) in the Garment District (co-located with the same LAUSD Ninth Street Elementary school the after-school program started in decades before!), expanding PLN's impact across the Skid Row area in Downtown Los Angeles.



TODAY

Para Los Niños continues to serve L.A.'s neediest children and families, placing education at the core of our work. In keeping with our original mission to help children thrive, our model – of early-education, TK-8th grade education, youth workforce services, and family and community services – provides a comprehensive, holistic approach to break the cycle of poverty and help children, youth, and families reach their full potential.

Where We Are Headed

In celebrating our past, we continue to look forward at what we can continue to do well, and where we can grow to be better. In the second year of our five-year plan, we focused on the internal systems and trainings to reach our external outcomes.

In 2019-2020, PLN continued to build on our strategic plan by focusing on the strategies that help us move toward our five-year goals.

SOME EXAMPLES OF THE WORK COMPLETED THIS YEAR INCLUDE:

- Launched the Diversity, Equity, and Inclusion Committee (DEI) to set, monitor and report on diversity goals around the composition of board of directors, staff, and leadership development process. In addition, DEI will further guide and provide resources across PLN to advance our work towards justice, inclusion, and equity.
(Aligned to: System Goal 1: Leaders have what they need to lead effective, successful teams.)
- Produced an agency-wide training for staff regarding PLN's approach to parent engagement. This training ensures that families will feel connected and informed on the ways they can support success for their children and in their communities.
(Aligned to Program Goal 2: PLN families and communities are engaged and empowered).
- Increased PLN staff's understanding of relationship-based (trauma-informed) framework support. Staff received professional development on how to handle difficult conversations and data-informed techniques to soothe and build client trust and emotional management skills.
(Aligned to System Goal 1: Leaders have what they need to lead effective, successful teams).

These examples are just a small glimpse of the 17 strategies we focused on this year to build a stronger and more efficient organization and deliver a clear, direct path for the children, youth, and families we serve to reach their goals.



Program Goals

1. Children and youth are physically, socially and emotionally healthy.
2. Families and communities are engaged and empowered.
3. Children and youth are developmentally and academically successful, and ready for the future.
4. Leaders execute on an organization-wide vision, implement aligned goals, and maintain a culture of compassion and excellence.

System Goals

5. Leaders have what they need to lead effective, successful teams.
6. Staff have what they need to provide excellent services.
7. Organization is financially thriving.
8. Stakeholders develop a clear growth plan.



By providing an excellent education from Pre-K through high school;



Promoting powerful families through support programs and comprehensive social, emotional, and community-based services, and;

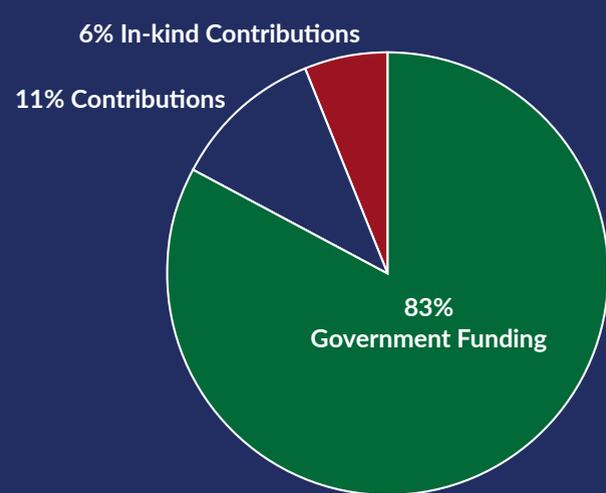


Building strong communities by recognizing families' assets and developing them as change agents;

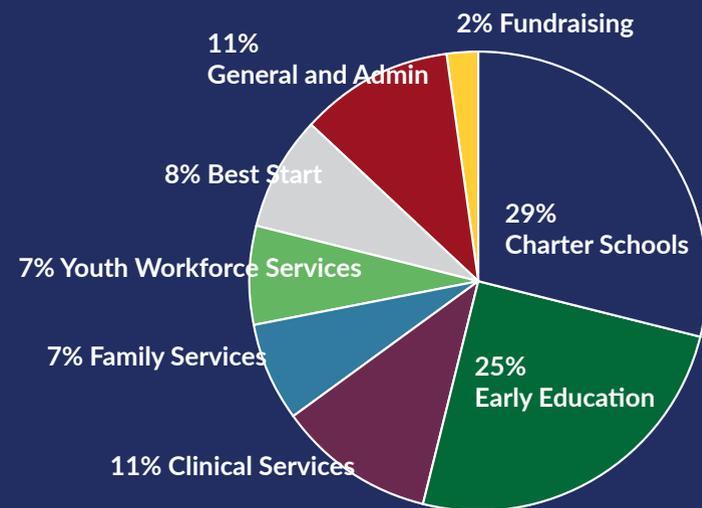


Para Los Niños will realize its vision of thriving children and youth.

2019 - 2020 Financials



Revenue and Support | FY 2019-20



Operating Expenses | FY 2019-20

	<u>Fy 19/20 Actual</u>	<u>Fy 19/20 Budget</u>	<u>Variance</u>
INCOME			
Government Revenue	36,607,276	39,927,975	(3,584,569)
Contributions	4,645,555	3,050,000	1,595,555
Program Fees	55,348	0	55,348
In-kind Donations	2,601,139	1,197,050	1,404,089
Other Income	36,992	138,047	(101,055)
Total Income	43,946,310	44,313,072	(630,632)
EXPENSES			
Salaries	20,453,543	21,643,915	1,190,372
Payroll taxes and benefits	5,067,720	6,372,661	1,304,941
Occupancy	3,611,866	3,428,444	(183,422)
Interest expense	154,295	155,218	923
Subcontractors	2,892,661	3,595,238	702,577
Office Supplies	171,114	251,614	80,500
Program Supplies	479,527	411,686	(67,841)
Furniture & Equipment/Vehicles	433,252	202,572	(230,680)
Consultants/Professional Services	1,367,552	1,452,139	84,587
Participant Wages	930,049	757,682	(172,367)
Insurance	157,464	126,834	(30,630)
Food/Kitchen Supplies	1,087,892	1,254,224	166,332
Family Support Funds	1,268,507	287,421	(981,086)
Professional Development	358,864	463,127	104,263
Information Technology	520,089	498,825	(21,264)
LAUSD Oversight/Fair Share	626,468	800,814	174,346
Payroll Processing	199,217	218,625	19,408
Depreciation	314,628	342,336	27,708
In-kind Expense	2,601,157	1,197,047	(1,404,110)
Miscellaneous Expense	850,152	802,650	(47,502)
Total Expenses	43,546,017	44,263,072	717,054
NET INCOME (LOSS)	400,293	50,000	86,422

Thank You to All Our Donors!

DONORS FROM JULY 1, 2019 - JUNE 30, 2020

We appreciate the generous support from all the foundations, corporations, and individuals that make our work possible.

\$750,000 and Above

The Ballmer Group Philanthropy

250,000 – \$749,999

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The Rose Hills Foundation

\$100,000 – \$249,999

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Join the Para Los Niños Futuro Family

Looking ahead to the next 40 years, we are starting the Para Los Niños Futuro Family. The society is composed of generous and forward-thinking donors who will support our long-term success through a planned gift. It's easy to do, and donors of all varieties are welcome!

There are creative and flexible giving options that can benefit you and the future of PLN. Donating real estate, stocks, or other assets in return for a series of regular payments, naming Para Los Niños as the beneficiary of a life insurance policy, or gifting other liquid or non-liquid assets, can also offer generous tax benefits. Ensure the sustainability of our organization in a way that makes your core values known to others.

Consult with your financial advisor to discuss your options, and contact us at futurofamily@paraloseninos.org to learn more. Your support of our mission will be long remembered and serve as an inspiration to others.

Partner Spotlight

Our 40-year partnership with the Weingart Foundation began in 1980, with two grant awards of \$50,000.

As our founder, Tanya Tull, shared in a letter to the Foundation that year, without this support, "there is no way that we would now be anticipating an opening date this Fall."

The letter goes on to detail facility updates and plans for a playground area and to purchase a 12-passenger van to transport children on field trips, and to deliver hot lunches daily.

Since then, the Weingart Foundation has contributed more than \$2 million in philanthropic support to PLN.

“

We have been honored to have the Weingart Foundation in our journey to ensure social and health equity for our children and families.

- Drew Furedi, President & CEO
Para Los Niños

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"As one of the first funders of Para Los Niños forty years ago, we have been honored to have the Weingart Foundation in our journey to ensure social and health equity for our children and families," says PLN, President and CEO Drew Furedi.

"Part of the Weingart Foundation's initiative to lead with core support is understanding the diverse needs of communities and empowering nonprofits to effectively serve those most in need. We are proud to have had their partnership since day one to uplift underrepresented voices throughout Los Angeles."



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40th Anniversary Virtual Benefit

“Education is not an expense, it is an investment in the tools for success.”

- Pedro J. Martí, Para Los Niños Board Member and 2020 Caruso Familia Award Honoree



HONORING

Adria & Pedro Martí

Caruso Familia Award



United In Harmony - Camp Harmony

Community Partner of the Year

Our Virtual Benefit was a huge success! We are so grateful to our 400+ registered viewers. The event raised over \$750,000 to support our ability to help children, youth, and families thrive!

Mario Lopez served as host and the one-hour program featured dozens of messages from families, students, staff, and donors sharing their love and support for Para Los Niños now and over the years. Additionally, PLN honored Adria & Pedro Martí with the Caruso Familia Award and United in Harmony - Camp Harmony with the 2020 Community Partner of the Year Award.

Board Chair Marjorie Lewis said it best at the start of the show, sharing, “every step of the way, our work is about partnership – either with a parent to ensure a happy home, or with an organization to paint a mural and beautify our campus – together we can accomplish so much.”

It was a true celebration of our forty years of impact and the great support we have received over the decades. It takes partnership to thrive and we are so grateful for all of our families, staff, donors, and supporters near and far that are in our PLN family. Here’s to the next forty!

Get Involved

We can't do this work alone - it takes the partnership of dedicated staff and volunteers each year, and strategic investments, to empower our children, youth, and families to succeed. Please join us! Learn more at paralosninos.org.

Volunteer



Para Los Niños welcomes volunteers from corporations, community groups, colleges and schools. Help us support children and families by giving your time for a few hours, or on a regular basis – weekly or monthly.

Volunteers can help with mentoring, tutoring, college application assistance, athletics coaching, and administrative tasks.

Donate



Invest in the lives of over 6,000 children, youth, and families.

Para Los Niños provides:

Education to children as young as six-weeks old;

Power to families navigating stress, systematic oppression, and generational poverty, and;

Strength to communities organizing to build more vibrant, safe, and healthy neighborhoods.

Join Our Team



We are always in search of dedicated, experienced professionals who value making a difference in the lives of children, youth and families.

We foster a spirit of collaboration because it is the combined work of all of our employees that makes our mission to help children succeed a reality.

Para Los Niños offers a competitive and comprehensive benefits program, plus opportunities for continued growth.

Gloria's Story

Nearly 22 years ago, Gloria was searching for a way to share the holiday spirit with those less fortunate and discovered Para Los Niños. At the time, PLN had a program to adopt-a-family where donors were matched with a family and given a "wishlist" of items a family needed and a few "wishes." Gloria thought it would be a great opportunity to give back and create a tradition with her son. They signed up, purchased the gifts, and took them to Para Los Niños to give families.

"It was an amazing experience for us to do this," remembers Gloria, "and I thought it was important to show my son a different part of LA than he grew up seeing."

While this holiday program changed at PLN, Gloria and her son continued to support it through the years. In the fall when they would go back-to-school shopping, Gloria and her son

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By committing
to PLN, I'm
committing to the
health of my city.

- Gloria Gerace

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would include back-to-school support for PLN kids too. "I believe children are our children communally," says Gloria of her family's generous spirit.

"I know I didn't raise my child alone – teachers and neighbors make up a community and I wanted to do the same for those who might not have as many resources."

Today, Gloria and her son still find ways to be a part of Para Los Niños. Gloria, a former teacher, is currently working on a tutoring schedule for students at our Charter Middle School. "We as a people are only as strong as our children, and they are our future," says Gloria of her dedication to giving back to her hometown.

She continued, "My commitment will always be there, I'm a very proud Los Angeleno; by committing to PLN I'm committing to the health of my city."



"Judy and I have been honored to work with Para Los Niños for over 25 years. Thank you for the chance to help."

- Don Katz, Longtime Para Los Niños Supporter



Para Los Niños holiday gift packages prepared to distribute to families, 2017



Tom Mone, Gloria Gerace and Trevor Mone, Christmas 1998.



para los niños
for the children

5000 Hollywood Blvd.
Los Angeles, CA 90027

paralosninos.org