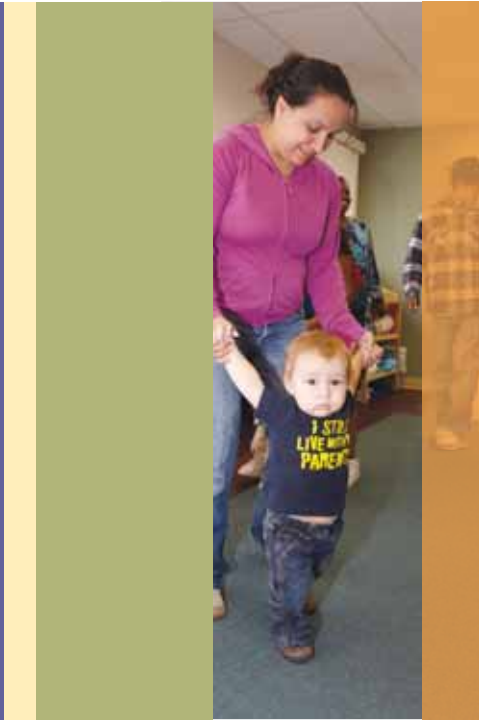


# MAR VISTA FAMILY CENTER



**2010**  
ANNUAL REPORT





together

up

growing

Every program at the Mar Vista Family Center adheres to the basic premise that it is critical to empower community members of all ages to play vital and responsible roles as decision-makers, community leaders, mentors, classroom volunteers, and fundraisers.

The center serves approximately 1,300 children, teens, and adults of predominantly Hispanic origin, who are impacted by violence, poverty, and lack

of education. It operates on a uniquely sustainable and cooperative model, whereby families remain involved with Mar Vista across generations and from the earliest ages all the way to adulthood. In addition, members of the Mar Vista family are empowered to advocate for themselves and their communities, to become leaders equipped with the tools needed to benefit their families and neighbors.



*Lucia Diaz*  
Chief Executive Officer  
Mar Vista Family Center

Twenty-eight years ago, I first came to the Mar Vista Family Center looking for a place where my three-year-old daughter could learn and prepare to enter kindergarten. I did not realize at the time that the program was not only going to be for my child, but also be for me and for my whole family.

Since then, my family and I have undergone so many changes. We have endured losses and struggles, but with the support of the center I have been able to achieve and grow as a parent and an individual. It helped mold me into the person I am today.

The Mar Vista Family Center started offering services to low-income families in 1977, and continues to be one of the most meaningful solutions to poverty and education for families living in an underserved area of West Los Angeles.

For 33 years, we have seen families rise beyond difficult challenges: working multiple jobs to give their children a better life, seeking social services to escape domestic violence and homelessness, and more. Each member of the Mar Vista family has a story to tell of personal experiences as parents, youth, preschoolers, and community members.

Today the center continues to offer a safe place to gain knowledge and learn to make healthy decisions. We work in the classroom with our children, create enriching activities for youth, coach sport teams, lead workshops for parents, mentor our peers, clean the streets, and take on any number of other roles to benefit our families and community. We have the opportunity to implement and practice what we learn and to give back what we have received.

Mar Vista Family Center has changed over the years, but has survived through its exemplarily self-sustaining model, by which people are committed to taking and sharing responsibilities, and individuals are committed to working together and having fun.

With the support and trust of others, the Mar Vista Family Center has been able to help whole families to become productive citizens and self-sufficient leaders in their community. I am inspired and strengthened each day to provide support for others, just as they help support me.



**MISSION** We provide low-income families with quality early childhood education, youth enrichment, and educational tools to create positive change in their lives and their community.



***I came to a point in my life*** when I thought: I have no future. I can't afford college. I can't work here in the U.S. Drugs and gangs are a real presence, and I was moving in the wrong direction. But because of Mar Vista and what they offer, I got the grades and the focus. I lost my shyness and learned how to get involved as a leader. Even my mom got the resources and training to help me. Today I am in college and I'm working. As Youth Program Director Assistant at Mar Vista, now I'm the one training youths in the leadership program I attended. I volunteer leading an aerobics program for community members, a summer program for healthy living, and a Folklorico group. Mar Vista has done so much for me and I'm here to do everything I can to give back.

**- Lazaro, member of the Mar Vista family for more than 7 years**



## CHANGING LIVES

***I'm a single mom*** with three kids who thought, "I can't do this on my own." I went through domestic violence, but I would have rather stayed with my partner than strike out on my own. Then I got involved with Mar Vista. When I was pregnant with my daughter, I said to my baby, "You're not going to suffer the way your older brothers did." I left my husband when she was 6 months old and I've been on my own ever since.

I could do it because Mar Vista taught me that I'm not alone. There are people who can help me, who want to help me. Mar Vista gave me strength and opened my eyes to see that I was the only person who could make changes in my life, that no one else was going to do it for me. Getting involved with my kids gave me that power to think, "You can do it. You can make the changes to make your life better." I wish that all families could have the same opportunity that I had. Mar Vista has given me a better life.

**- Migdalia, mother of 3, member of the Mar Vista family for 14 years**

***I was a single father*** trying to find a preschool in the area, and from the first time I walked through the door I knew it was something I wanted to be part of. My son had separation issues, but now he can express himself and is no longer afraid to open up. Seeing him grow and learn to function on his own has been amazing.

I started to work at the center because I wanted to give back. Through the Parent Advocacy Group, we help parents who feel that they do not have a safe zone in their child's education. At Mar Vista, parents learn that it is appropriate to go speak to the teacher if anything bothers you. This is your child and you have a right. It is important to empower other parents, and not just mothers. We created the Fathers' Group to give a platform to fathers like me who need support and want to be positive male role models for their families.

**- Nikolas, father, member of the Mar Vista family for 3 years**

***People see Mar Vista youth like me differently*** from other kids.

They see that we're taking part in our community, that we're committed to changing things and participating in important activities, like the annual Youth Conference. We invite other youth programs to come, talk about issues impacting us, and advocate for youth empowerment. It's important to work together and share our experiences. As for me, I started at Mar Vista in preschool, then summer camp, the pre-teen group, and By Youth For Youth. The center took me on college tours, introduced me to a college counselor. Tutoring made a big difference in my grades. I have a much bigger commitment now to my education and I will be going on to college.

**- Claudia, 17, member of the Mar Vista family for more than 13 years**

***I was 13 and on the wrong path*** when I first came to Mar Vista. I started getting tutoring, got involved with programs, and they helped lead me through obstacles. I saw that I had not been caring about life. I caught up on credits at school and became a leader for pre-teen girls. Mar Vista helped me see my education as something important and learn to set goals. Now I go to Santa Monica College and hope to stay involved with Mar Vista as long as possible.

**- Eva, 18, member of the Mar Vista family for 5 years**

# OUR PROGRAMS

Mar Vista Family Center operates 21 projects within three main program areas:



**Early Childhood Education** Mar Vista Family Center believes that parental involvement is critical to ensuring the emotional and academic success of young children. The two-year Parent Participation Preschool Program brings parents into the classroom to support their children through individualized curriculum aimed at preparing the children for kindergarten and the adults for healthy parenting. Participating parents engage in peer counseling and become eligible for scholarships to attend UCLA Extension courses in

early childhood education. Committed to the holistic welfare of the children, Mar Vista Family Center also provides vision and speech screening as well as assistance with behavioral, social, emotional, developmental, and/or medical needs.

*More than 150 parents were trained this year as teachers, caregivers, and leaders to take active roles in helping infants, toddlers, and young children achieve key developmental milestones through Mar Vista's "Baby and Me" and Parent Participation Preschool program.*



**Youth Program** The By Youth For Youth (BYFY) program emphasizes the importance of positive role models and key leadership development. Youth ages 13 to 21 participate in weekly leadership meetings, after-school tutoring, and college counseling. In turn, these youth supervise and mentor younger children in year-round enriching activities. Placing key focus on personal growth, community leadership, and education, BYFY helps equip young members of the Mar Vista family with the skills they need to generate positive change in their lives.

*College student leaders of the BYFY program raised \$3,000 for the "Si Se Puede" Scholarship to support an exemplary BYFY student needing assistance in order to pursue a college education. 100% of this year's BYFY seniors graduated high school and enrolled in college.*



**Community Enrichment** Mar Vista Family Center involves the community in the administration of its programs and provides opportunities for local residents to personally grow and develop life skills. Adults participate in and lead activities such as festivals and street clean-ups. Senior citizens run their own programs, including computer, cooking, nutrition, and art classes. At monthly meetings, parents identify problems in the community and explore ways to advocate for their needs with local officials, schools, and legislators.

*Mar Vista Family Center provided more than 11,000 meals in its newly renovated Community Kitchen thanks to the Fineshriber Family Foundation, the Westside Food Bank, and Loyola Marymount-Sodexo Food Services.*

*More than 2,000 children and their families participated in Mar Vista Family Center community activities including the "Sights and Sounds of DJ Dusk" Art and Music Festival, the Annual Literacy Fair, Holiday Posada, and Community Clean-Up days.*

*MVFC  
volunteers  
donated time  
estimated at  
\$372,490  
in 2010*

**95%**

BYFY kids enrolled with MVFC since preschool go to college

**81%**

BYFY graduates enroll in post-secondary institutions

**633**

volunteers supported MVFC programs

**312**

parents are leadership trained

*Over 500 youth participants have been trained as youth leaders in the BYFY program, with no case of teen pregnancy during that tenure.*

# FINANCIAL HIGHLIGHTS

For the Year Ending June 30, 2010

## FUNCTIONAL INCOME & EXPENSE

	FY 2010
<b>INCOME</b>	
Foundations	\$1,044,282
Government	\$144,500
Corporations	\$79,728
Individuals	\$97,855
In-Kind	\$203,040
Program Fundraising	\$26,746
Miscellaneous	\$31,570
<b>Total Income</b>	<b>\$1,627,721</b>

## EXPENSES

Early Childhood Education Program	\$326,038
Youth Program	\$785,218
Community Program	\$135,436
Fundraising	\$138,244
Supporting Services	\$136,093
<b>Total Expenses</b>	<b>\$1,521,029</b>

**NET INCREASE (DECREASE)** \$106,692

**82%**  
of EVERY DOLLAR  
SPENT goes  
directly to support  
MVFC programs



For the Year Ending June 30, 2010

## STATEMENTS OF FINANCIAL POSITION

	FY 2010
<b>ASSETS</b>	
<b>Current Assets</b>	
Cash	\$465,194
Promises to Give	\$100,000
Grants Receivable	\$119,874
Prepaid Insurance	\$3,474
Payroll Tax Refund	\$806
<b>Total Current Assets</b>	<b>\$689,348</b>

## Property & Equipment

Building & Improvements	\$6,634,000
Land	\$550,000
Furniture & Equipment	\$144,793
<b>Total Property &amp; Equipment</b>	<b>\$7,328,792</b>
Less Accumulated Depreciation	(\$743,598)
<b>Total Net Property &amp; Equipment</b>	<b>\$6,585,194</b>

**Total Assets** \$7,274,542

## CURRENT LIABILITIES

Accounts Payable	\$5,889
Payroll Taxes Payable	\$937

**Total Current Liabilities** \$6,826

## Net Assets

Unrestricted	\$7,016,545
Temporarily Restricted	\$251,171

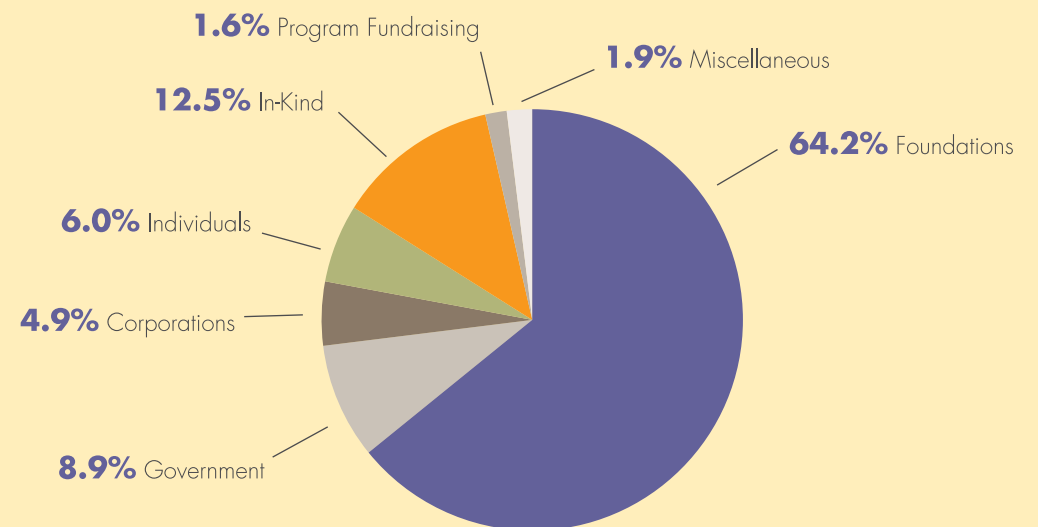
**Total Net Assets** \$7,267,716

**Total Liabilities & Net Assets** \$7,274,542

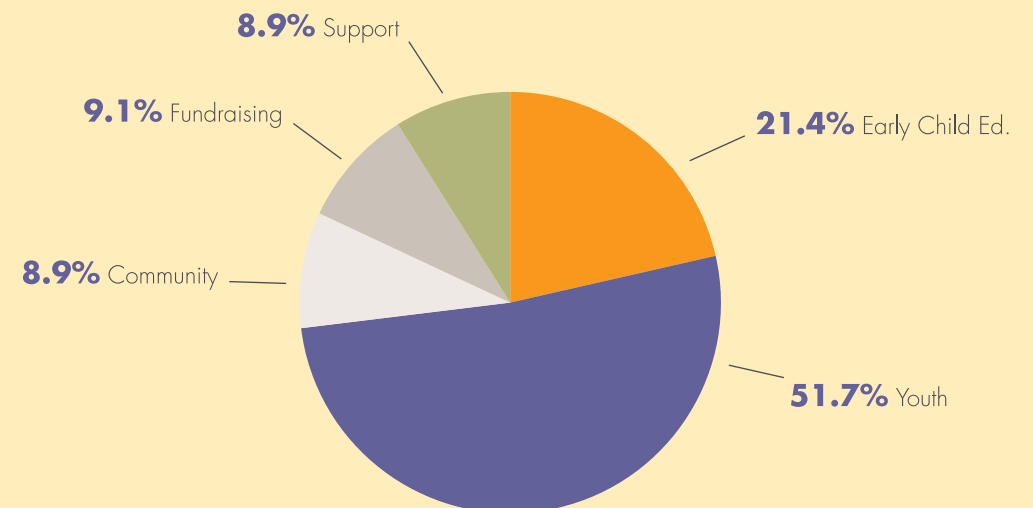
## MVFC 2010 Clients Served, Staffing and Support

	Early Child Ed	Youth	Community	Support Services	Fundraising	Actual
Clients Served	234	766	312			1,312
<b>Staff and Volunteers Who Supported the 2010 Mission</b>						
Full Time	5	4	1	2	3	15
Part Time	3	16	1	4	0	24
<b>Total Staff</b>	<b>8</b>	<b>20</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>39</b>
Volunteers - FTE	6.45	6.01	2.17	0	0.07	<b>14.70</b>
Volunteers - Hours	12,900	12,022	4,346	0	136	<b>29,404</b>
Actual # of Volunteers	43	346	227	0	17	<b>633</b>

## REVENUE



## PROGRAM EXPENSE



# BOARDS



**Susan Rosenblum**  
Board Chair

This past year has been one of great progress for Mar Vista Family Center. The Board of Directors has been proud to play a key role in supporting MVFC's mission and goals. The Board's Strategic Planning Committee worked closely with the staff to finalize the 2010-2013 Strategic Plan, identifying strategies that will allow MVFC to continue to flourish. The newly expanded Board provided MVFC with a wide range of pro bono expertise, including finance, law, and development. And, importantly, the Board supported MVFC's programs and facilities through active participation in the Capital Campaign, seasonal solicitations, and donor cultivation.

### Board of Directors:

Susan Rosenblum, Board Chair  
Marketing Consultant

Nancy Gilson, Treasurer  
SVP and Enterprise Risk Manager,  
City National Bank

Dr. Sandra Sparling, Secretary  
Professor, CSU Northridge, Ret.

Halleh Yafeh, Esq., Board Counsel  
Latham & Watkins

Ronnie Avedon,  
Immediate Past Chair  
Professional Photographer

Cecilia Chico  
Parent Representative

Kristina Deutsch  
Advisory Board, Deutsch  
Foundation

Santa Monica Recreation and Parks  
Commissioner

John Dupuy  
Assistant VP/Banking Center  
Manager  
Comerica Bank

Braulio Fonseca  
Youth Representative

Venisa Ibarra  
Senior Manager, Audit Services  
Deloitte & Touche LLP

Jolisa Jones-Corey  
Director of Human Resources  
California Community Foundation

Terri Lyman  
Community Relations Consultant

Judson Mock  
Vice President, Financial Advisor  
Merrill Lynch  
Global Wealth Management

Loren Montgomery, Esq.  
Principal, Project Development and  
Investment  
Montgomery Clark Advisors

Raymond Reisler (ex-officio)  
Executive Director, S. Mark Taper  
Foundation

### Advisory Board:

Yolie Flores Aguilar  
LAUSD Board Member  
District 5

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Chairman and CEO  
Pan Pacific Media

Nora Frausto  
Senior Recruiter  
Hawker Pacific Aerospace

Joan Goldsmith  
Management Consultant

Lynn Jacobson  
Chair, Board of Trustees  
Brentwood School

Cheryl Quintana Leader  
President  
INDIVISION Productions

Belita Moreno  
MVFC Volunteer Artistic  
Consultant

Actress and Acting Coach  
Member of the American Film  
Institute Conservatory

Janice Pober  
VP, Corporate Affairs  
Sony Pictures Entertainment

**In Memoriam:**

Betty Factor  
Founder

### Key Partners and Donors

#### Community Partners:

Kaiser Permanente

LAPD Pacific Division

LAFD CERT Program

Westside Healthy Start  
Collaborative

UCLA Extension

UCLA BruinCorp

Venice High School and  
Marina del Rey Middle School

Braddock and Stoner  
Elementary Schools

West LA Family Source Center  
Collaborative

Friends of Ballona Wetlands

Venice Family Clinic

Neighborhood Youth Association

Boys and Girls Club of Venice

Open Paths Counseling Center

Loyola Marymount University  
(Sodexo)

Loyola Marymount Center  
for Service

Loyola High School

Windward School

Crossroads School

California Highway Patrol

Latino Resource Center

Legal Aid Foundation Los Angeles

Julia Ann Singer Center

Didi Hirsch Community Mental  
Health Center

Santa Monica College

Mar Vista Garden  
Recreational Center

Del Rey Neighborhood Council

Del Rey Home Owners Association

Los Angeles Public Works City  
of Los Angeles

LA Conservation Corps

Junior League of Los Angeles

Venice Community Housing

Pepperdine University

The Broad Stage of Santa Monica

Playa Vista Library

Los Angeles Junior Chamber  
of Commerce

Community Care at Home

Eco Station

Julian Dixon Library

Venice Arts

# DONORS

### \$250,000+

The Fineshriber Family Foundation

### \$100,000 - \$249,999

The Eisner Foundation  
Weingart Foundation

### \$25,000 - \$99,999

The Angell Foundation  
The Atlas Family Foundation  
California Community Foundation  
Carl and Roberta Deutsch  
Foundation

Mar Vista Family Center Community

Dwight Stuart Youth Foundation  
LA City Community Development  
Department

Mc Cormick Foundation  
Los Angeles Times Family Fund  
United Way, Inc.

West LA Family Source Center

### \$10,000 - \$24,999

Dermalogica Foundation  
Kristlina Deutsch  
Florence Heiman Charitable  
Foundation

The Karsh Family Foundation  
Kaiser Permanente  
Parents of Mar Vista Family Center

Susan and David Rosenblum  
The Skirball Foundation  
State Street Corporation  
Sterling Foundation  
Tikun Olam Foundation

TRUIST

### \$5,000 - \$9,999

The Carol and James Collins  
Foundation  
Eric Deutsch  
Edison International  
Charlotte Hughes and  
Christopher Combs

Lynn and Craig Jacobson

Patricia Chenet Mock

Northrop Grumman Corporation

The David and Sylvia Weisz Family

### \$2,500 - \$4,999

Adamma Foundation  
Ronnie and Mel Avedon  
City National Bank  
H. Allen Evans

Jim and Nancy Gilson

Venisa Ibarra and Tamir Nadborny

LA 84

Merrill Lynch

Judson Mock

Loren Montgomery and Dylan Clark

June Payne

Sidney Stern Memorial Trust

Jodean and Dr. Saundy Sparling

State of California

Halleh and Maziar Yafeh

### \$1,000 - \$2,499

DeKernion Family Foundation

Mark Gordon

Lenore and Bernard Greenberg

Constance and Jordan Heiman

Susannah and Christopher  
Henrikson

Lady's Secret Foundation

Fong Choy Lew

Terri and Thaine Lyman

Bobbie McMorrow

Alicia Minana

Special Services for Groups

### \$500 - \$999

AMG & Associates

James and Diane Berliner

Sharon Binder

Dreyfuss Construction

Tom and Roxanne Factor

Christopher and Margaret Forman

Laura Fox

Linda Freedman

Joan Goldsmith

David and Tia Hoberman

Michael Corey and Jolisa  
Jones-Corey

Kaiser Permanente  
Construction Staff

Karcher Environmental

Milken Family Foundation

Terry Peters and Craig Lawson

Sheila Gold Foundation

TET Craft Club

Cheryl Wasilewski

### \$250 - \$499

Acapulco Restaurants

Apollo Electric

Chamber of Commerce Foundation

Sanford and Roberta Davis

Diane Factor

Fox KTTV

Kathy Sweren Garber

Larry and Cathy Gilson

Give With Liberty Employee  
Donations

Elizabeth Henley

Waller and Hildy Hill

Laird and Rebecca Malamed

Karen and Ippolit Matjucha

Brett and Marla Messing

Theresa Poppei

David Porges

Daniel Rosenfeld and Heidi Duckler

Security Solutions

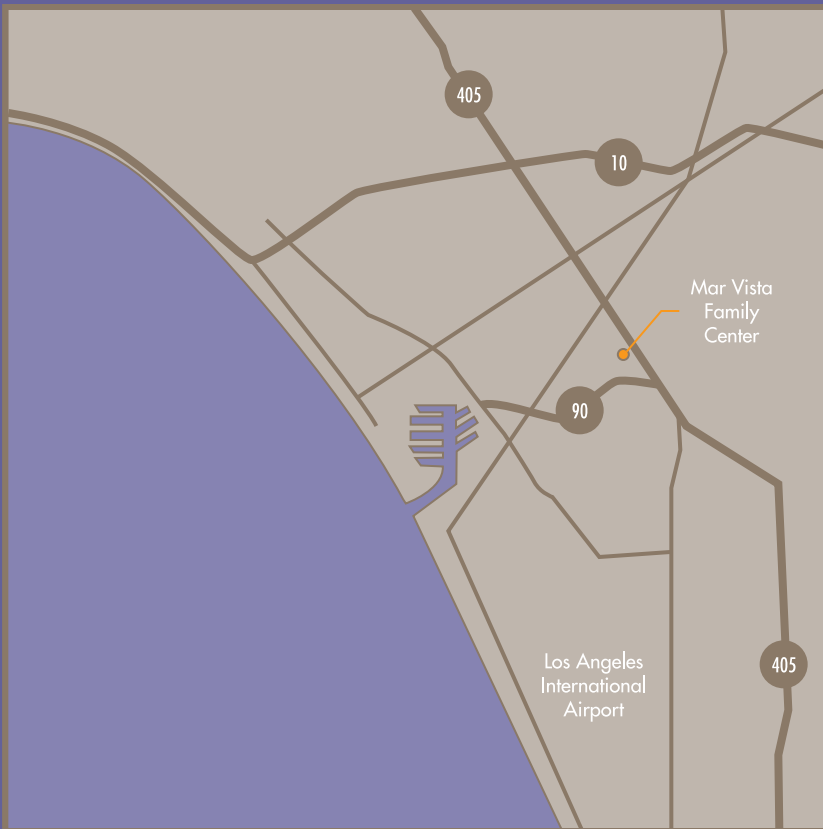
Robert Steinberg

**Thank you to our donors contributing up to \$249 and our in-kind donors. Seppy's All Stars, thank you for raising more than \$9,300 for this year's "Seppy's All Stars Summer Camp". For a complete list of names, please visit our website [www.marvistafc.org](http://www.marvistafc.org)**

Every donor is important to us. If we missed you, or listed your donation incorrectly, please accept our apology and call us at 310-390-9607 ext.111



Adjacent to the only federal housing project in West Los Angeles, Mar Vista Family Center supports a low-income area from the neighboring community as well as Venice, Culver City, and Inglewood.



For more information contact Lucia Díaz at 310-390-9607 ext.111  
5075 South Slauson Avenue Culver City, CA 90230

[www.marvistafc.org](http://www.marvistafc.org)



Mar Vista Family Center gratefully acknowledges the Taproot Foundation's volunteer service grant team for the creation of this annual report.