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Your donations support Women Helping Women Talkline & Counseling Services  
Women Helping Children Art & Literacy Programs and Educational Advocacy Events

NCJW is a 501(c)(3) volunteer grassroots organization, inspired by Jewish values, that works to improve the quality of life for women, children, and families and to ensure individual rights and freedoms for all through its network of 90,000 members, supporters, and volunteers nationwide. Its efforts are executed through programs consisting of Advocacy for individual rights issues, reproductive freedom and child welfare; Women Helping Women Family Counseling Services; Women Helping Children Art and Literacy programs and Council Thrift Shops, whose proceeds benefit the many community services that NCJW/LA programs provide.

NCJW/LA CONTACTS		
NCJW/LA	(323) 651-2930	ncjw@ncjwla.org
Advocacy	(323) 852-8503	advocacy@ncjwla.org
Council Thrift Shops	(323) 655-3111	thrft@ncjwla.org
Membership	(323) 852-8512	membership@ncjwla.org
Women Helping Children	(323) 852-8505	whc@ncjwla.org
Women Helping Women Services	(323) 852-8521	whws@ncjwla.org
WHWS Talkline	(323) 655-3807 or (877) 655-3807	
Council Thrift Donation Pick-up Service	(323) 655-3111 or (800) 400-NCJW	

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 www.ncjwla.org  
**A FAITH IN THE FUTURE**  
**A BELIEF IN ACTION**



100 YEARS IN ACTION

## HAPPY 100th NCJW/LA

On Sunday, March 22 from 11am-3pm we opened our doors to the community with a free event to help us celebrate our 100th Anniversary. Thank you to our sponsors:

The Gas Company/A Sempra Energy Utility, Amy & Jeff Straus, Cipra Nemeth & Scott Shulman, Casden Properties, USI of Southern California Insurance Services/Bob Corenson & Howard Watkins, Greg Davenport/Lincoln Financial Group and Fran Teller. Thanks to Maxim Restaurant for catering our food, to Canter's for our baked goods and to GuS, Grown Up Soda.


A fun time was had by over 200 people with music by DJ Armando, entertainment provided by the Mariachi Divas, The Little Stars and Yosi Levy & The Sabras. NCJW/LA members, donors, sponsors, supporters, volunteers and the community also had an opportunity to purchase memorabilia, do a few mitzvot projects and play games creating spin-art and face-painting.

We were honored to receive an award from UNA-USA Pacific Los Angeles Chapter and various commendations.. Thanks to John Fishel/Jewish Federation of Greater Los Angeles, Abbe Land/Mayor Pro Tempore West Hollywood, Jeffrey Prang/Mayor West Hollywood, Councilman Dennis P. Zine, Councilman Jack Weiss, Stephanie Molen/Field Representative for Senator Fran Pavley, and Barri Worth/Representative for Los Angeles Mayor Antonio Villaraigosa for their support and for speaking to our audience.


NCJW/LA has for 100 years leveraged its collective power to provide the vital services and advocacy leadership that enable women, children and families – regardless of culture, ethnicity, religion or race – to build healthy and productive lives, and to thrive. We are women making a difference, we are women of action and with your support we can continue our services into the next 100 years.

The City of West Hollywood's Women's Advisory Board in celebration of Women's History Month presented a banner honoring NCJW/LA and our 100th Anniversary Celebration. This banner was put up on Santa Monica Boulevard for the month of March.



*Photos courtesy of Richard Settle*



*Mayor Jeffrey Prang, City of West Hollywood, Hillary Selvin, Executive Director NCJW/LA, Cipra Nemeth, Board President, NCJW/LA, Mayor Pro Tempore Abbe Land, City of West Hollywood*



*We lead 200+ people singing Happy 100th Anniversary: Hillary, Shirley, Susan, Cipra, Rebecca, Amy. Photos in this article courtesy of Marvin Steindler.*

## Message from the President



Cipra Nemeth  
President

*We are here to help each other get through this thing, whatever it is*

Mark Vonnegut

*The secret of success is constancy of purpose.*

Benjamin Disraeli

Hello Everyone,

As President of this section I am always mindful of the responsibility and duty I have to our members and supporters. In my Update letter I try to impress upon the reader the good work we do in the community through our many programs; the admiration I feel for the dedicated volunteers who have committed their time, energy and skills to help our clients; the focus of our advocacy work to improve the lives of women, children and individuals; and the wonderful opportunity you have to support our services through donating and shopping at our eight Council Thrift stores. Sometimes, I admit, it is a challenge to feel optimistic when the dismal numbers keep coming: unemployment figures rising, sales figures falling, the future precarious, how can we make a difference in these uncertain times? The answer: by adhering to the core of our mission and adapting to the needs of our community. We have spent almost one hundred years creating unique programs to serve people in need and at risk. Over the last century we have fed and clothed, taught and encouraged, listened and responded, dialogued and advocated on behalf of those who could not be heard. We have always found a way to rise to a challenge, and with your collective will, resources and perseverance we will continue our work into the next century.

You have many opportunities to show your commitment to our organization, and this Update has lots of information I urge you to read. We will have our Annual Meeting May 31st, and our Hannah G. Solomon Awards dinner in the fall. Our multiple programs in schools, shelters and at Council House are ongoing, as is our Advocacy work at the local, state, and national level. Our "Best of the Best" Council Thrift events are fabulous treasure hunts, and none of the above would be possible without your contributions. Please join us on our journey; the need is great but the reward is greater.

B'shalom,

## An Update from the Executive Director



Hillary Sevin  
Executive Director

The world is changing around us in a way none of could have imagined. For many, their hopes and dreams are fading fast; for others, they are just trying to hang on. NCJW/LA was begun by women who wanted to help those who had little or nothing; who felt lost and did not know where to turn.

These women, 100 years ago, wanted to make a difference in Los Angeles and the world around them.

In 2009 we are still helping those who are in need or at-risk. Today the challenges we face seem enormous. Our friends, family, clients, and community are not sure if they will have a job or even a place to live tomorrow. Our community is in fear and not sure what tomorrow will bring.

Governmental sources to help those in need are drying up. The task which began with individuals is being dropped back into our laps. Our organizations and agencies, though also struggling, will be there to meet these challenges and community needs.

NCJW/LA is again a strong foundation for community collaborations and services. Last year we began looking to bring other organizations and agencies into our building to have a place where people could get a variety of services. We must be able to address the multitude of challenges faced by our community.

We house the JVS-WHEST, the West Hollywood Employment Services and Training Program, and we are an Emergency SOVA distribution site. We have an Emergency Survival Fund for those in need, we provide vouchers for clothing through our Free Counseling Talkline, we host an Annual Clothing Giveaway, we provide scholarships for those going back to school, and we continue to bring in programs to help our community during these difficult times.

We need your help to help us make a difference. Bring food to our SOVA food bin, donate your clothes and home furnishings to Council Thrift Shops and support NCJW/LA as we continue to help our community.

*"To the world you may be one person, but to one person you may be the world."*

Anonymous

To Make a Difference  
call 323-651-2930 or  
visit us at ncjwla.org

## WOMEN HELPING WOMEN SERVICES (WHWS)

Hope is like a road in the country; there was never a road, but when many people walk on it, the road comes into existence. - Lin Yutang

Today, with the economy in trouble, and many desperately-needed social service programs being cut back, hope can be hard to come by. People in our communities are losing more than their jobs, homes and retirement accounts—many are losing hope, and faith, and the strength to keep pushing ahead. In times like these, people need emergency services and community resources more than ever. But people who are struggling also need more than concrete assistance. In order to rediscover hope, and find the strength to push ahead, they need to share their burdens with another human being, and to know that they matter.

At Women Helping Women Services, our staff and volunteers work tirelessly to bring hope into our community. Every day, we reach out to those who are feeling hopeless, and offer them kindness, encouragement, and a helping hand. Here are some of the highlights of our journey this spring:

- In February, a new graduating class of paraprofessional counselors joined our Talkline shifts, increasing our ability to respond to callers who are in need of community resources, emergency assistance, and a compassionate ear.
- This spring, our social work staff and interns have generously taken on extra cases, so that we can extend free counseling to more adults, children and teens, and continue to fill service gaps at local schools and shelters by providing free services to at-risk youth. Thanks to our wonderful team of social workers!
- As always, we continue to give out desperately needed scholarships and emergency services to women and families hit hard by the economic crisis—thanks to our generous and dedicated Scholarship Committee, and to all those who contribute to the Esther Lewin Emergency Survival Fund.

PLEASE JOIN US FOR AN EVENING OF PAMPERING  
AT ORIGINS ON THURSDAY, MAY 14.

ALL PROCEEDS SUPPORT THE ESTHER LEWIN EMERGENCY  
SURVIVAL FUND. CALL 323-852-8515 FOR MORE INFO.

- On April 5, we joined other victims' service agencies in the LA City Run/Walk for Victim's Rights, walking side-by-side with our clients and others who have survived abuse and violence, while raising funds and awareness of our free victims' services.

At WHWS, we know that a long road is harder to walk alone—and so our staff, interns and volunteers link arms, and together with our clients, we forge a path to hope and healing. Please join us—because no one should walk alone.

★★★★

For more information about WHWS Counseling Talkline, Emergency Survival Fund, Scholarship Committee, Family Court Advocacy Project COURTWATCH, and other programs, please call: Ava Rose, LCSW, Clinical Director, WHWS at 323-852-8521.

## WHAT IS HAPPENING...

### WOMEN MAKING A DIFFERENCE

We are married, single, mothers, daughters. Our group is comprised of busy energetic, compassionate, dynamic women who want to help make an impact on their community.

Please join us, whether you have one hour a week or one hour a month, for an opportunity to help others and meet new friends.



### MAY 14 - WOMEN HELPING WOMEN SERVICES FUNDRAISER AT ORIGIN'S IN CENTURY CITY

Interested? Want more information?  
Please contact Susan Sysler, Director of Development & Outreach at 323-852-8512 or [susan@ncjwla.org](mailto:susan@ncjwla.org)

#### SAVE THE DATE

WEDNESDAY, MAY 6th – 7:00 pm

NCJW/LA's WHWS presents "Flowers Aren't Enough"

Written and performed by Naomi Ackerman

A monologue about domestic violence

This program is made possible thanks to a grant from Councilmember Jack Weiss and the Council Civic Fund.

SUNDAY, MAY 31st – 12 noon

NCJW/LA Annual Meeting,

Installation & Awards Luncheon at Lawry's

Featured Speaker: Sheila Kuehl

Installation: Abbe Land, Mayor Pro Tem West Hollywood  
Special "by decade" fashion show to celebrate our 100th!

Info on both: 323-852-8512 or [susan@ncjwla.org](mailto:susan@ncjwla.org)

### Help Is As Close As Your Phone

FREE COUNSELING TALKLINE  
TOLL FREE 877-655-3807

Everyone Needs Help Some of the time  
Women Helping Women Services  
[www.ncjwla.org](http://www.ncjwla.org)

NCJW

★★ VISIT OUR NEW WEBSITE ★★

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

To receive information on National NCJW issues go to [www.ncjw.org](http://www.ncjw.org)

## NEWS FROM WOMEN HELPING CHILDREN

### SPRING CLEANING? DONATE YOUR GENTLY USED CHILDREN'S BOOKS TO THE WHC DEPT

The love of learning begins with fostering a love of reading. By allowing children to choose their own reading materials, they also learn to take ownership of their own reading success. For many of the children we serve, the books they receive through our WHC programs are often the first books they can call their own. The opportunity to build their own home libraries creates enthusiasm for reading and encourages a love of learning that will last a lifetime.

Year round, WHC donates over 3,000 books to children each year. In 2009, we've already donated books to St. John's Hospital, Saban Free Clinics, Chandler Elementary School, and West Hollywood Elementary School!

*"We really appreciate your donation of children's books to our families. Many of our children don't own their own books and with working parents, most of them don't get to the public library. Your donation allows the children to start building a collection for their own home libraries"*

— Debra Martinez, Library Aide at Chandler Elementary School

To donate gently used children's books or volunteer to help label and sort books, please contact WHC Program Coordinator, Melissa Tillman at 323-852-8505 or [melissa@ncjwla.org](mailto:melissa@ncjwla.org)

### ALEXANDRIA HOUSE CHILDREN AND FAMILIES VISIT THE LACMA

The Los Angeles County Museum of Art (LACMA) graciously sponsored an 84-passenger bus and free admission to the museum for the Alexandria House children and families to enjoy a day at the museum through the Next Gen: Andell Family Sundays. Everyone enjoyed the Talking Cloth: Textiles from Indonesia exhibit. We learned that Textiles Tell Stories!

AH Kids also became members of LACMA through the Arts for NexGen program; the nation's only free youth membership program! NexGen offers free general admission to anyone 17 and under as well as one accompanying adult.

### ART BRIDGES CULTURE GOES ON DISPLAY

This spring the Windows on West Hollywood exhibit at the Center for Early Education (CEE – located at SE corner of Melrose and La Cienega) will feature artwork from our very own Art Bridges Culture Program!

### WHC SCHOOL YEAR REVIEW

This year, approximately 500 3rd grade students in our Art Pals program visited Pepperdine University's Frederick R. Weisman Museum of Art to view the Robert Dowd: Pop Art Money exhibit. Robert Dowd (1936-1995) was an American artist best known for his whimsical paintings of money and stamps.

We initiated the 'Light Up A Library' (LUL) program at Reseda Elementary School this year. Reseda ES is the sixth Title-I elementary school where we provide the LUL program in Los Angeles.

The Alexandria House Teens are in the process of publishing their second book! The book is a compilation of their creative writing pieces written in The Power of the Word workshops, photos, and artwork. Their first book entitled, A Dose of Our Minds, is a published collection of their life stories and experiences, and is still available for purchase at: [www.blurb.com/bookstore/detail/84734](http://www.blurb.com/bookstore/detail/84734)

### SCHOOL'S OUT FOR SUMMER

The 2008-2009 school year ends on June 19th and the 2009-2010 school year begins on September 9th. WHC wishes everyone a safe and fun summer!

District Chief of the L.A. County Department of Mental Health and our own Ava Rose, Clinical Director for Women helping Women Services.

On April 22nd, we will be co-sponsoring with the City of West Hollywood, Beverly West and Leeza's Place, a program dealing with the Challenges and Rewards of Longevity. We anticipate a panel that will include an attorney, a gerontologist and a psychologist. Rena Maymudes from our Advocacy Committee has taken the lead to present this program to our members and the community.

In response to requests from our audience members we will be reviewing requests for future programs. Our programs are exciting, informative and of interest to a wide and diverse group.

We are always looking for new members to join the Advocacy Committee and if you are interested, please contact either Ruth Zeitzew our Advocacy Co-Chair, or Ruth Williams, our Director of Advocacy at 323-852-8503 or [ruth@ncjwla.org](mailto:ruth@ncjwla.org).

## COUNCIL THRIFT SHOPS Downturn = Upturn

"Downturn" in our economy seems to be the word of the year. At Council Thrift, our "downturn" is in the quality of our donations, as this turbulent economy is causing people to hold onto their 'stuff' longer than in normal times. In addition, this same turbulent economy is also 'driving up' the need for NCJW/LA's social services. As we surveyed these issues facing us this year, it became obvious that an aggressive marketing effort was in order for NCJW/LA and Council Thrift Shops.

"In today's difficult times, we must think 'out of the box' about how to obtain the quality donations that we are known for and that are the primary source of support for our social service programs that are so vital for our community," agreed Hillary Selvin, Executive Director and Bob Klausner, Director of Retail Operations. "If we are to sustain the quality of NCJW/LA's social services, we must then, increase our marketing efforts so that we operate as a 'real' retailer instead of a retail charity. It is imperative that we employ an aggressive marketing strategy to maintain and, hopefully increase, Council Thrift revenues."

To assist us in attaining that strategy, NCJW/LA has retained Zeesman Communications, Inc. who has been developing a dynamic multi-faceted program that includes institutional advertising in *Performances Magazine*, *Laemmele Theatre* pre-show slide presentation designed to reach our core donor market. In

addition, there is a new website for easier and better access to our various departments, and new informative in-store signing for our donors and customers. Zeesman also introduced a cross promotion with the Maria's Italian Kitchen Restaurant chain including a gift coupon given to all donors. New Council Thrift information handouts are being distributed in all stores and in other areas that could benefit Council Thrift Shops. Other marketing ideas are consistently being presented by Zeesman to increase the awareness of our potential donors.

Now, we must ask for help from our loyal membership. We want you to talk about us to your friends and neighbors (after you clean out your closets for us), as we must count on you to not only comprise a reliable donor base, but also to be our best marketers. **Tell everyone you know about NCJW/LA, and about the amazing work we do and, how easy it is to support our social service programs just by donating unwanted furniture, art, clothing and assorted household items to our eight Thrift Shops, and, how these goods do good!** Please do not forget that we pick up six days a week and that our itemized receipts are accepted by accountants. Help us keep our programs going by doing what you can to turn this downturn into an upturn for NCJW/LA and Council Thrift Shops. To donate call 800-400-6259.

## THANK YOU... to all of our 2008 year-end appeal donors and a special recognition to those who became sponsors:

### Library Sponsor

Canon Family Foundation  
Ann Dach  
Serene Felt  
Sandra Milken

### After School Sponsor

Merle Siegel  
Elly & Dan Wolf

### Counseling Sponsor

Anita Marsten  
Monica Lacher

### Art Sponsor

Rachel Andres  
Roselyn Chapman  
Annette Gottlieb  
Nancy & Barry Greenfield  
Miriam & Eugene Harris

Steve Miller

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Adelyne Ross  
Ila Rothenberg  
Rachel Simon  
Faith Sussman  
Fran Teller  
Wendell Weir

### Supply Sponsor

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Judith Firestone  
Keith Fox  
Susanne Goldsmith  
Kimberly Harold  
Eve Lubin  
Gilda Mann  
Michael Morris

Helen Miller

Gloria Schimmel  
Margot Silver  
Barbara Sommers  
Susan Sysler

*Our apologies if any names were inadvertently omitted.*

## NEWS FROM THE ADVOCACY DEPARTMENT

The Advocacy Committee has offered several "brown-bag" luncheons that emphasize the NCJW/LA commitment to serving the needs of our community ~ particularly issues that impact women and children. We have also presented leaders with knowledge and proven records in the areas covered.

We began 2009 with a wonderful program in January that was co-sponsored by the City of West Hollywood, Pacific Shores NOW and Hollywood NOW to celebrate the anniversary of Roe v. Wade. An innovative panel included four Fairfax High School 9th grade students. Attendance was great.

In February we presented a program focused on the untested DNA kits from victims of rape. The panel featured Laura Chick, Los Angeles City Controller, Barry Fisher the Director of the Crime Lab for the Sheriffs Department, Jacquelyn Wilcoxon,

## WAYS TO GIVE

### CELL PHONE DONATION

NCJW/LA benefits from the donation of your old cell phones. NCJW/LA receives funds for each of the phones it collects and your old cell phones are sent to an environmentally safe recycling program. Please drop your old cell phone off next time you are at NCJW/LA offices.

### eSCRIP

Participating merchants will make contributions to NCJW/LA, based on purchases by using the cards you have registered. Visit [www.escrip.com](http://www.escrip.com) to sign up and find participating merchants.

### GIVELINE.COM

Giveline.com is an online store with every transaction generating a financial contribution to NCJW/LA. Go to [www.giveline.com](http://www.giveline.com) under "select your cause" and type in National Council of Jewish Women.

### GOODSEARCH.COM

Click on a merchant that you might use online who donates a portion of the sale to NCJW/LA. Go to [www.goodsearch.com](http://www.goodsearch.com) and type in National Council of Jewish Women (NCJW) Los Angeles Section as the charity name.

### MISSION FISH

eBay sellers list items and donate some or all of their proceeds to nonprofits like NCJW/LA. Visit [www.missionfish.com](http://www.missionfish.com) for more information on the program.

### TRIBUTES

Express your regard for a loved one with a gift to NCJW/LA. Commemorate a celebration, landmark, or memorial with a tax-deductible gift. We acknowledge your contribution by sending a beautiful card. Make donations at [www.ncjwla.org](http://www.ncjwla.org) or by calling 323-852-8518. Tributes are a minimum of \$18 each.

