



## **Adopt-A-Center Program RFP**

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In 1999, Phillips, Lerner, Lauzon & Jamra (PLLJ) created the firm's Adopt-A-Center Program. Its purpose is to aid local non-profit organizations who help those less fortunate; in particular, those non-profit organizations which provide services to families and children.

To date, the Adopt-A-Center Program has assisted a number of unique groups, all of whom have benefited tremendously from the firm's commitment. Not only does PLLJ donate and raise money for these worthy non-profit organizations, the attorneys and staff provide hands-on participation in various activities and events during a 12-month period of service. Moreover, many stay on after the completion of the firm's commitment in order to assist as Board members and volunteers.

### **Guidelines for Phillips, Lerner, Lauzon, & Jamra Adopt-A-Center Program Requests**

This describes the purpose of the PLLJ's Adopt-A-Center Program eligibility criteria, and the procedures to follow in submitting your proposal. Please review these guidelines carefully and submit your proposal in the requested format.

### **The Grant Application Process**

#### **Request for Proposals**

PLLJ's Adopt-A-Center Program invites proposals, under an annual competitive Request for Proposal (RFP) process, to assist and support a chosen organization in the form of a monetary or in-kind donation, fundraising, and volunteer hours in various activities to help strengthen the capacity of non-profit organizations that offer services and care to families and children.

#### **Eligible Requests**

PLLJ supports projects directly benefiting local nonprofit community-based organizations and agencies. We do not provide assistance to individuals or government agencies or for lobbying or religious purposes.



Applicant organizations must meet the following criteria:

- Nonprofit corporation with proof of 501(c)(3) tax-exempt status;
- Strong board involvement and competent leadership; and
- Proven track record of relationships fostered with other organizations and constituencies in the community.

This RFP is for a one-time, short-term (one year) commitment.

## The Grant Review Process

### Application Procedures

Please submit an application containing all of the items specified below, including all requested attachments. We will contact you if we have questions or require additional information. We will acknowledge your application within two weeks of its receipt. Our selection process happens once a year. If we are interested in assisting and supporting your organization, we will contact you to schedule an interview with our selection committee. A decision will be made after all interviews have been conducted.

## Application Contents

Your application must include:

1. Cover letter, on your stationery, signed by your director
2. Executive Summary
3. Narrative (no more than five pages) that includes:
  - Project Description
    - Brief statement of problem to be addressed
    - Goals and objectives
    - Target population
    - Project activities - Present a short list of activities in which PLLJ can provide hands-on participation (please see attached list of past events as reference)
    - Coordination Assistance – Please state how the your organization will be able to assist in the facilitation of an activity/event
    - Key Staff (with attached resumes)
  - Plan for measuring project results
4. Project Budget (expenses and income)
5. Organization Background (mission, major activities, and credentials for carrying out project)
6. Conclusion (brief statement of long-term project plan)



7. Appendices (Attachments)

- Certificate of Incorporation and By-Laws
- Verification of tax-exempt status (IRS determination letter)
- List of officers and Board of Directors
- Staff Biographies and Key Staff Resumes
- Organization Operating Budget
- Latest Financial statement (audited, preferred)
- List of other current funding sources and uses
- Current Annual Report (if available)

Applications for the 2011 year must be **postmarked by 12/31/10** and sent to the following:

Adopt-A-Center Program  
c/o Phillips Lerner Lauzon & Jamra  
Attn: Ilona Reddick  
2029 Century Park East, 12<sup>th</sup> Floor  
Los Angeles, CA 90067



## **ADOPT-A-CENTER PROGRAM**

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The following are the recipients of the Adopt-A-Center Program along with a short profile of their purposes and how Phillips, Lerner, Lauzon & Jamra assisted in their worthy causes.

### **2010 – UNITED IN HARMONY | MENTORING PROGRAM**

The firm chose United in Harmony's Mentoring Program to be this year's Adopt-A-Center recipient. After being told of the experience of a teenage daughter of a friend of the firm, who was both a mentor and a counselor at Camp Harmony, PLLJ felt the organization was the right fit. United in Harmony's mission is to provide homeless and impoverished children with hope and opportunities to develop positive self-esteem through interactions with teenage and adult role models. United in Harmony is a non-profit organization that provides a variety of enriching programs for children 7-13 years of age from over 12 shelters in Los Angeles County. Its premier program, Camp Harmony, provides 300 children, ages 7 to 11, with a fun and safe overnight camping experience for an entire week in the Malibu Hills. Camp Harmony is provided at no cost to campers, giving them a well-deserved break from their struggles with poverty. The Mentoring Program is an off-shoot of Camp Harmony that provides one-on-one support to those children who have aged-out and are no longer able to attend its camping sessions. The program matches 20 Camp Harmony counselors with 20 children from Para Los Niños (PLN), who are between 12 and 14 years of age, for activities within the community that help the children explore a world of possibilities and opportunities.

PLLJ planned “A Day at the Getty” with 20 children and their mentors. They were picked up by private bus and made their way into the Brentwood hills. There they enjoyed a tour of this world-renowned museum, as well as a picnic lunch with the gorgeous gardens of the Getty as a backdrop. The children and mentors took home book bags and picnic blankets as a remembrance of their day.

### **2009 ~ FRED JORDAN MISSIONS – BACK-TO-SCHOOL BACKPACK PROGRAM**

In 2009, the firm unanimously voted to provide assistance to Fred Jordan Missions’ (FJM) Back-To-School Backpack Day. This ongoing program aids impoverished youngsters by providing them with backpacks, school supplies, haircuts and sneakers. On October 1, 2009, PLLJ closed its doors for the day so that partners, along with associates and staff, could be on hand to stuff the backpacks. The PLLJ team, along with a host of other volunteers, passed out the supply-filled backpacks to over 5,000 students, ranging in age from 5 to 17. FJM furnished sneakers and provided haircuts. The overall goal was to arm the youngsters with the necessary tools to kick off the new academic year with a fresh start and a renewed sense of pride. With the change in the economy, FJM’s donations were far less than in years past. As a result, PLLJ decided to forego internal holiday gifts for 2009, and instead, donated additional materials and supplies to assist FJM in its efforts to bolster its “backpack” program.

### **2008 ~ FRED JORDAN MISSIONS (FJM) AND THE LEVITT PAVILION PASADENA**

PLLJ took on a dual effort for 2008, offering assistance to the Fred Jordan Mission, which is located in the heart of L.A.’s Skid Row. The Fred Jordan Mission holds a special place in the firm’s heart. A PLLJ staff member would visit this mission as a youngster with her father, who believed that it was important for his children to see how fortunate they were and there were people in the world, who had less than they did. FJM was originally founded in the 40’s to help homeless men. The Mission has since expanded its work to help build orphanages, hospitals and schools around the world. For their first effort of the year with FJM, PLLJ participated in the Back-to-School Backpack Day, filling backpacks with school supplies for 5,000 needy children. Later in the year, PLLJ hosted a busload of underprivileged youth from FJM to an outdoor concert at the Levitt Pavilion (at Pasadena’s Old Towne Memorial Park) on August 28, 2008. The evening’s program featured Bill Reveles, who was named “Best Male Artist” by the 2006 Southern California Music Awards, as well as The Folk Collection, a folk band listed as among the firm’s favorite live musical acts. From transportation to entertainment to the evening’s catered fare, PLLJ extended its generosity by underwriting the entire program—one in a series of 50 such summer concerts paying tribute to American music. The Levitt Pavilion offers its concerts free to the general public to encourage community spirit, promote respect for diversity, enhance appreciation for the arts, and enrich family values. Its outreach program also offers professional performances in dance and theater.

## **2007~ BIG BROTHERS, BIG SISTERS – LOS ANGELES AND THE INLAND EMPIRE CHAPTERS**

A former client, who had been receiving AAC invites over years, suggested that PLLJ adopt the Los Angeles and Inland Empire Chapters of Big Brothers and Big Sisters, where she sits on the Board of Directors. Big Brothers and Big Sisters is an organization that helps youngsters reach their potential through one-to-one relationships with mentors. PLLJ enthusiastically endorsed Big Brothers and Big Sisters as its 2007 Adopt-A-Center recipient. With the success of the previous year's outing to Dodger Stadium, PLLJ treated a large group—300 in all—to a special event at Dodger Stadium on Sunday, June 10, 2007, where the Dodgers played the Toronto Blue Jays. The local organization was invited to bring their charges for "A Day with the Dodgers" and enjoy Dodger dogs, sodas, goody bags and t-shirts specially made for them.

## **2006 ~ INNER-CITY SCHOOL/LOS ANGELES**

PLLJ chose a group of Los Angeles inner-city school children who were a part of the Dispute Resolution Services Youth Initiative Program (PLLJ's 2005 Adopt-A-Center recipient), to adopt for the year. On September 17, 2006, youngsters, parents, and sponsors alike enjoyed "A Day with the Dodgers," when the Dodgers played against the San Diego Padres. The firm provided the tickets and its guests enjoyed refreshments, t-shirts specially made for them, and an exciting game.

## **2005 ~ DISPUTE RESOLUTION SERVICES YOUTH INITIATIVE PROGRAM (DRS)**

Based in Los Angeles, DRS is a nonprofit corporation of the Los Angeles County Bar Association committed to promoting and providing accessible and effective conflict resolution services. The organization established the Dispute Resolution Services Youth Initiative Program, a nationwide collaborative of partnerships, connecting governmental, public and private nonprofit agencies with schools, families and community groups, to instill positive conflict prevention, resolution and life-skills in children grades K-12. The firm hosted a one day outing at the El Capitan Theater in Hollywood for a private showing of Disney's "Chicken Little" for youngsters enrolled in the program. PLLJ also invited children from former Adopt-A-Center recipients Children Uniting Nations (PLLJ's 2004 Adopt-A-Center recipient) and Vista Del Mar (PLLJ's 1999 Adopt-A-Center recipient). With an extended invite to the children's friends and family, 800 guests donned 3-D glasses and were able to enjoy a classic Disney movie. The firm event was able to raise funds to support additional workshops and instructional sessions for the children enrolled in the DRS programs.

## **2004 ~ CHILDREN UNITING NATIONS (CUN)**

Located in Beverly Hills, CUN is an organization dedicated to providing academic and relationship-based mentoring for children at risk. As part of its "adoption" of CUN, PLLJ hosted a table at CUN's annual Academy Awards gala as well as participated in "A Day with the Dodgers" at Dodger Stadium and the "Day of the Child" held at Pierce College in Woodland Hills. During both the "Dodger" and "Day of the Child" events, individuals from the community

at large were invited to join the children. During the “Day of the Child” community outreach program, those attending participated with the children in games, rides and meals.

### **2003 ~ OCEAN PARK COMMUNITY CENTER (OPCC)**

Based in Santa Monica, OPCC is a network of shelters and services for low-income individuals, the homeless, battered women and their children, at-risk youngsters and runaways. Friends of the firm sit on OPCC’s Board of Directors who reached out to PLLJ to “adopt” OPCC for the year. OPCC offers a number of services primarily those that aid displaced individuals in rebuilding their lives. During an outdoor carnival/chuck wagon barbecue, which PLLJ co-sponsored, the firm hosted a children’s activity area complete with games, rides, a visit from Barney and a petting zoo.

### **2002 ~ BREAK THE CYCLE**

After one of PLLJ’s partners spoke on a panel that addressed the topic of women in business, she received a letter from an attendee who introduced Break the Cycle to PLLJ. This Los Angeles-based organization’s mission is to engage, educate and empower youth to build lives and communities free from domestic and dating violence. The preventive education organization, that offers free legal services, advocacy and support to young people ages 12 to 22, was honored by the firm when it hosted a garden party for them at the world-famous Beverly Hills Greystone Mansion. Many of the youngsters involved in Break the Cycle, along with singers from UCLA, performed a variety of song and dance numbers. All who attended enjoyed a catered spread of delicious food items from The Grill on the Alley in Beverly Hills. The youngsters also had the opportunity to partake in face painting. Break the Cycle has since grown into a national organization, with offices in Los Angeles and Washington D.C., and has improved the lives of more than 150,000 youth nationwide.

### **2001 ~ VENICE FAMILY CLINIC**

The Venice Family Clinic provides comprehensive primary health care for those in need regardless of their ability to pay. PLLJ found this organization through a friend who sat on the Clinic’s Board of Directors. The clinic serves the uninsured, low income and homeless children. The firm, joined by clinic personnel and guests, painted individual decorative tiles that now make up a floor-to-ceiling mural affixed on the clinic’s second floor lobby wall. Each clay tile was personally adorned with sayings, drawings and symbols that ranged in artistic styles from four-year-olds to sixty-year-olds. During this special Sunday afternoon “Old Fashioned Ho-Down,” the firm provided a full celebration with country-rock music, a full barbecue spread, bales of hay for lounging, beverages and multi-flavored snow cones.

### **2000 ~ FREE ARTS FOR ABUSED CHILDREN FOUNDATION**

Introduced to PLLJ by Board Members who were also friends of the firm, Free Arts for Abused Children broadcasts its philosophy: “Art Heals” which encourages abused and neglected children to express themselves through the fine arts. The organization has facilities in both Los Angeles and Orange County. The firm hosted an art auction, at a prestigious West Los Angeles gallery, where people bid on oil paintings, watercolors, photographs, line drawings and other pieces of framed artwork created by the children, as part of their therapy. The auction raised more than \$20,000. The firm also hosted a “Free Arts Day” at Vista Del Mar Center (PLLJ’s 1999 Adopt-A-Center recipient), to help the children create art projects—reinforcing the Foundation's philosophy that art heals.

### **1999 ~ VISTA DEL MAR CHILD AND FAMILY SERVICES**

PLLJ kicked off the Adopt-A-Center program with this local non- profit that was within walking distance (albeit a long walk) of the firm’s offices. It was important to PLLJ to inaugurate the Adopt-A-Center Program by helping an organization located right in its backyard and Vista Del Mar Child and Family Services was the obvious choice. Located in West Los Angeles, Vista Del Mar and its affiliates Reiss-Davis Child Study Center, Home-SAFE Child Care and Julia Ann Singer Center are dedicated to the well-being and care of children and families in Southern California who suffer the emotional, physical, psychological and social consequences of abuse, neglect and abandonment. Vista Del Mar is a multi-faceted facility that provides not only shelter and counseling to women and children, but also offers both an on-site boarding and day school and a host of educational and rehabilitation programs. During its one-year adoption, PLLJ threw monthly birthday parties, which included pizza, soda, cake and presents for the children who lived at Vista. Each month, two PLLJ representatives participated in the birthday parties. By year end, each and every person at PLLJ had co-hosted a birthday party at least once. PLLJ also hosted a cocktail party fundraiser and organized and participated in several beautification projects, such as flower and tree planting.

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