



Helping Children & Their Families

Aviva Girls Shine at Awards Banquet

It was an intimate evening of inspiration in October as Aviva's teen girls dressed in formal wear, with their hair and make-up primed, and walked into a banquet room decorated with flowers and candlelight at the Sportsmen's Lodge Hotel in Studio City. Nothing could compare to the sense of self-worth and respect that each girl displayed at this year's



Ricki Lake and Andrew Diamond,
Aviva President and CEO

Awards and Recognition Banquet. The banquet honors the girls of Aviva's residential program and Aviva High School for their efforts and accomplishments. For many of the girls, it is their first time being recognized for their achievements. In addition to the awards, the girls

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True Holiday Giving – OWN Network Style

The Oprah Winfrey Network (OWN) employees demonstrated the spirit of true holiday giving last December. Thanks to Aviva's partnership with LA Works, a volunteer center that coordinates community service projects throughout greater Los Angeles, Aviva was chosen as OWN's

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Oprah Winfrey Network (OWN) employees who gave time and talent.

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A Message from the Board Chair, and President/CEO



WENDY WOLF *Board Chair*



ANDREW DIAMOND, LCSW
President & CEO

Dear Friends:

Although Aviva’s modern-era programs began with a single residential facility for abused and neglected teens – which continues and flourishes today – our services have grown and diversified greatly to meet the changing needs of our growing and diverse community.

We are proud of the variety of mental health, social service and educational programs Aviva now offers. Today, Aviva Family and Children’s Services’ programs touch and reach the lives of more than 5,000 children and their families each year. Aviva’s staff members work in a variety of settings to provide multiple vital services to children and families throughout Los Angeles.

Consider the following assignments Aviva staff might be working on in any given day:

- Aviva staff might be at a public school or juvenile hall providing counseling, or at a child’s home, working with the parents to help them find new strategies for coping with their child’s difficult behavior.
- Staff might be mentoring actual or potential gang members, showing them alternatives to a lifestyle that threatens their productive futures and perhaps their lives.
- Staff in our Foster Family and Adoptions Agency might be preparing foster parents to welcome an abused or neglected child into their home, or preparing an adoptive parent to provide a permanent home for a child whose birth parents are unwilling or unable to do so.
- At the Wallis Annenberg Center, staff might be helping girls who have experienced unimaginable tragedies to stabilize their behaviors through a variety of therapies and activities designed to enhance their self esteem and help them break the cycle of helplessness and hopelessness.
- Teachers at our special education nonpublic Aviva High School instruct classes with no more than six students per teacher, resulting in improved math and reading

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Aviva Family and Children’s Services

7120 Franklin Avenue, Los Angeles, CA 90046
Tel: (323) 876-0550 Fax: (323) 436-7042

Web: avivacenter.org
Email: ask_us@avivacenter.org

AFCS is a not for profit, non-sectarian agency providing intensive residential treatment and diagnostic services, special education, therapeutic foster homes and community mental health services for abused, neglected and emotionally troubled adolescents, children and families. Programs are designed to build on family strengths and to help our clients prepare for independent lives in the community.

Aviva is accredited by: Council on Accreditation and Western Association of Schools and Colleges

Aviva is a member of:

American Association of Children’s Residential Centers • Association of Community Human Services Agencies • California Association of Services for Children • JFC • United Way



In Memoriam: Barbara Zolla

Aviva's Board of Directors and staff fondly remember Barbara Zolla who passed away on January 6, 2010 following a courageous struggle with cancer. Barbara lived life to the fullest and was an inspiration to all who met her.

During her successful career as a Los Angeles County social worker spanning over 40 years, Barbara assisted innumerable children and families in attaining a safer, more fulfilling and more productive life. Barbara's involvement with numerous charitable organizations included her dedicated service on Aviva's board and program committee. Just last year Barbara and her husband received the American Jewish Committee

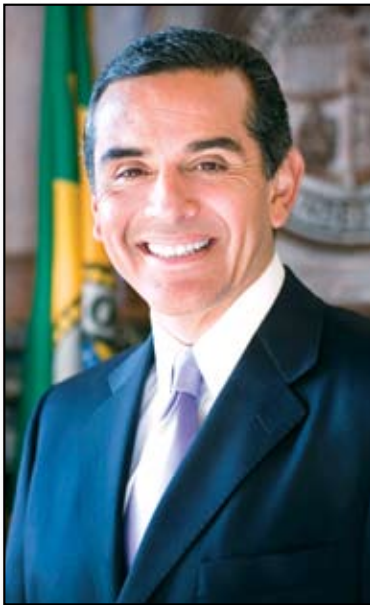


Community Service Award for their many years of outstanding service to the Los Angeles community.

We are thankful for Barbara's dedication to and advocacy for Aviva. Even as her illness progressed, Barbara rarely missed a board or committee meeting. We extend our deepest condolences to Marshall Zolla, Barbara's husband of 41 years, their daughter, Debra Zolla, son-in-law, Jeff Imerman, and grandson, Joshua, born just this past February, and to Barbara's sister, Jane Lewine, and other members of her family.

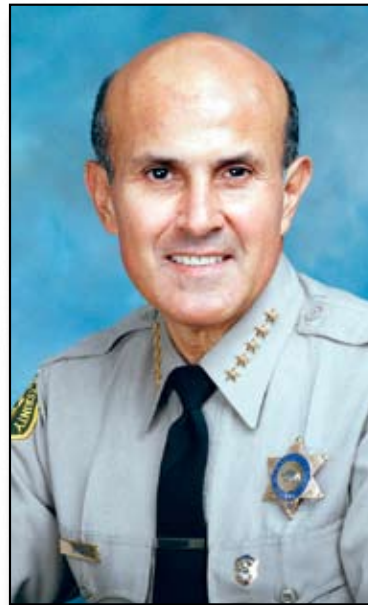
Council of Guardians

The Council of Guardians welcomes two Los Angeles officials who believe in and support Aviva's mission.



Mayor Villaraigosa, a native Angeleno, was elected mayor on May 17, 2005, following a distinguished career as a Los Angeles City Councilman, California State Assemblyman and Speaker of the California State Assembly. He attended the rededication of the Wallis Annenberg Center last fall.

While touring the facility and meeting the residents, he was impressed with the impact of our programs on the lives of troubled youth.



Sheriff Baca, born in Los Angeles, attended East Los Angeles College before joining the L.A. County Sheriff's Department in 1965.

After earning a Doctorate of Public Administration from USC in 1993, Sheriff Baca was sworn in as sheriff in 1998, and was re-elected to a third term in 2006. Sheriff Baca toured

Aviva last fall to learn more about the comprehensive range of social services, mental health and educational programs we provide.

Aviva Girls Shine

(continued from front page)

received gift bags filled with wonderful items donated by Aviva's good friends, Mitra Mansouri and Mandana Azad.

Actress and TV personality Ricki Lake hosted the special evening, awarding each certificate to the girls. She shared her life journey and discussed the ways in which she overcame her personal challenges and hurdles.

Aviva's Sterling Associates sponsored the event for a second year. Ann Carli, Sterling Chair and volunteer, closed the festivities with inspirational and heartfelt remarks.



From the beginning to the end, this year's Awards and Recognition Banquet will be an evening treasured and long remembered by all of the girls. Thank you to Avon Products, Inc. who donated makeup and Much Too Much who donated costume jewelry and accessories which made our girls feel like "bells of the ball." Thanks again to all the staff and volunteers who helped create a very "magical evening."

The Sterling Associates is an Aviva auxiliary group of socially conscious women who make a significant impact on our teen girls' lives. For more information about the Sterling Associates, contact Rose Bladb, our Volunteer Coordinator, at (323) 876-0550 ext. 504

True Holiday Giving (continued from front page)



The OWN volunteers added flair to the salon by painting a mural.

holiday service project. Over 30 creative and enthusiastic OWN employees arrived at Aviva's Wallis Annenberg Center and spent the day modernizing several rooms. LA Works and OWN worked hand in hand to refurbish our Expressive Art Studio, where art and movement therapy sessions are conducted, and created a "beauty salon" for the girls. In addition, muralists added artful touches to several locations throughout the home.

OWN volunteers' backbreaking work made the art studio the perfect environment to perform the vital therapeutic work with our girls. With the addition of new flooring, carpet and paint, the room was revived into a warm and inviting space.

Like most teenage girls, Aviva's teens find hair styling and make-up application among their most favorite activities. What Aviva needed was a space perfect for such activities. A "salon" was a dream of the girls and staff. The OWN volunteers eagerly fulfilled this wish beyond everyone's expectations by adding vanity mirrors and professional make-up lights. In addition, a variety of donated beauty supplies and equipment made the project come alive. Now Aviva's "beauty salon" is always bustling.

We are truly fortunate to have been recommended by LA Works and chosen by the Oprah Winfrey Network for this "make-over." It will be enjoyed by residents for many years to come.

Message *(continued from page 2)*

scores, computer literacy, and the ability to enter the work force or go on to post-secondary education.

- Instructors at SAFE, our after-school program at Gardner Elementary School, are helping children whose families recently arrived from the former Soviet Union with their homework since their parents speak very little English.

While in the past the government provided much of the funding for these services, state support continues to wane and is now at approximately 70 percent of the actual cost of residential care. Of course, this shifts a larger burden to the private, nonprofit sector. Aside from this, the Los Angeles County Department of Children and Family Services continues to pile on mandates – with no additional funding – to the agencies it contracts with.

Los Angeles Unified School District has failed to meet the educational needs of our children their whole lives. But still, the District puts so many obstacles in the path of our children receiving the special educational services they need that almost 50 percent of the costs of our WASC-accredited school are underwritten by Aviva.

With your support, encouragement, and advocacy, we will continue to provide services for the most vulnerable and disenfranchised children in our community. Your donation of resources and your time are gifts from the heart, which yield exponential benefits to the youths and families we serve.

Thank you for being our partner in all the “daily miracles” we perform!

Sincerely,

Wendy Wolf, Esq
Board Chair

Andrew Diamond, LCSW
President/CEO

Andrea Carp Memorial Fund

Andrea Carp came to Aviva wanting to volunteer and enrich the lives of the abused and neglected teenage girls living in our residential program. Sadly, Andrea passed away suddenly. In her honor, the Carp family asked to establish the Andrea Carp Memorial Fund whose proceeds would go directly toward impacting the lives of the teenage girls she wanted to influence.

Andrea’s family and close friends have described her as a loving and dedicated sister and daughter and who would have made a great mentor to Aviva’s girls.

We thank the following donors who gave to her memorial fund and especially American Airlines which raised funds specifically on Andrea’s behalf. We also thank the Carp Family, and especially Jonathon Carp, who was instrumental in setting up this fund and who continues to stay involved with Aviva.



| | | |
|-------------------------|----------------------|-------------------------|
| Jose Abarca | Christine Fitzgerald | L Elizabeth Meehan |
| Judith Alvarenga | Van Fletcher | Zohreh Mizrahi |
| American Airlines | Judith Francis | Cindy Monterroso |
| Credit Union | Sarah Fullhart | Sylvia Morales |
| American Airlines, Inc. | L. Gustaferrro | Tanicca Morgan |
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| Jonathan Carp | Paul Martin | Patricia Thoren |
| Palma Cornwall | Nancy Matsui | Irene Vasquez |
| Karen Crawley | Andrea Maulini | Roberta Ward |
| Elsa Cruz | Kristyn Meade | Yvonne Worsham |

Aviva Family and Children’s Services is privileged and honored that Andrea Carp chose our charity as her place to volunteer.

Aviva's Corporate Partners – Helping Our Kids Throu

Aviva's Corporate Partners continue to demonstrate their concern for the at-risk children, adolescents and families we serve. We are grateful for their generosity and say thank you to:

- **Ronald McDonald House Charities of Southern California (RMHCSC)** whose 2010 grant will be used to purchase clothing for the girls who live in our Wallis Annenberg Center. Many of the girls arrive at Aviva with only the clothes they are wearing and a few other possessions. An additional thank you goes to **Carol Massie**, owner of three local McDonald's restaurants, for once again supporting Aviva's grant request to RMHCSC.
- **American Apparel**, the largest clothing manufacturer in the United States, and to **Sean Alonzo**, Retail Development Manager and his assistant, **Michaela**, for initiating contact with Aviva and personally delivering a significant amount of new, contemporary clothing from their product line to the girls at Aviva's Wallis Annenberg Center. American Apparel's employees can be proud of their company and their leaders, **Dov Charney**, Founder/CEO and **Marty Bailey**, President of Manufacturing, who have demonstrated a strong commitment to the local community.
- The **In-N-Out Burger** Foundation for a grant in support of the Wallis Annenberg Center. Aviva also would like to thank In-N-Out Burger for providing a summer picnic to the children and families in our Foster Family and Adoption Agency.
- The **Los Angeles Community Service Committee** of the law firm **Bingham McCutchen** and the firm's employees who brightened the 2009 holiday season for the kids in our care with their donation of many, many wonderful gifts. Bingham's **Cassandra Contreras** coordinated the gift and toy drive and committee members **Gloria Moonesinghe** and **Brenda Hollis** recently toured Aviva.
- **Borders-Hollywood**, and the store's General Manager, **Holly Peters**, for donating more than 40 Teddy Bears to Aviva's holiday gift drive.
- **Cimms Inc./The Original Roadhouse Grill** and **Linda Bryant**, Vice President of Operations, for continuing their tradition of providing a delicious buffet meal, including, desserts and beverages, for our annual Foster Family and Adoption Agency Holiday Party, attended by 96 children and adults, on December 13. Linda and her staff, as well as Santa, brought gifts for all the children and certificates from Burger King (which they also own) for the foster parents.
- **Paramount Pictures**, **Joan Witte** and all the members of **Paramount's Action Team**, for their ongoing concern for, and generosity to, Aviva throughout the years. Chaired by **Jenny Weatherholtz** and **Jane Dikdan**, the Action



Kaiser Permanente Los Angeles Medical Center recently announced a generous gift to fund another year of the therapeutic component of Aviva's residential treatment program at the Wallis Annenberg Center. Shown (l to r) at the announcement are James Westbrooks, District Director for State Senator Curren Price; Mario P. Ceballos, Community Benefit Manager and Gail Koretz, Government and Community Relations Manager, both of Kaiser Medical Center (Metro); and Marty Spatz, Aviva's Corporate Partner Liaison.

ghout the Year

Team coordinated a toy drive, reaching out to all Paramount employees and once again meeting the individual holiday gift wishes for each girl at the Wallis Annenberg Center.

- **Wells Fargo Bank and Tigran Sargisyan**, Manager of the **Miracle Mile Branch**, for their gift in support of the Wallis Annenberg Center.
- **Laura Morales of Duty Free Shopping**, **Nina Pena of Crispin, Porter & Bogusky** and **Jaime Corbacho of Loeb & Loeb** for coordinating employee toy drives at their respective companies that brought additional gifts to Aviva's children and adolescents.
- **Saks Fifth Avenue, Beverly Hills**, and **General Manager, Larry Bruce** and his team, for donating over 30 make-up bags filled with make-up. We are also grateful to **Katherine Brethour, Regional Director of Customer Service for Avon Products, Inc.**, for contributing over 1000 items of hair accessories, make-up, perfume, body lotion and other self-care products to the girls in the Wallis Annenberg Center.
- **Michelle Katz, CEO of Matisse, Inc.**, for donating over 85 pairs of boots to our teen girls and **Susan Rosen, CEO of Much Too Much**, for her gift of over 200 pieces of costume jewelry for the girls at the Wallis Annenberg Center.
- **Laurie Brown** and her students at the **Marlborough School** for their donation of holiday toys and gifts to the children in our care.
- **The San Gennaro Festival Foundation** for a grant that provides recreational and cultural activities for the Annenberg residents.

*And, thanks again to all of the other generous donors, listed separately in this newsletter, that support Aviva's vital programs throughout the year. Please call **Marty Spatz** at (323) 876-0550 ext. 107, for information on how your business, or other businesses you may know, can benefit by helping the at-risk youth and families we serve.*

Platinum Associates Spread Holiday Cheer as They Tour Newly-Renovated Wallis Annenberg Center

Members of Aviva's Platinum Associates and their guests were treated to a special luncheon and private tour of the newly-renovated Wallis Annenberg Center just after its recent completion. Many brought holiday gifts for our teen residential girls and foster children.

We especially thank **Robin Broidy** and **Kim Selby** for sponsoring the event, as well as **Laura Alpert**, **Barbara Lazaroff**, **Lisa Mindlin**, **Ashley Pourmussa**, and **Elisa Rubin** for hosting.



Andrew Diamond and Robin Broidy

The Platinum Associates is an auxiliary group for Aviva whose members have a direct impact on our residential and special education program through personal financial support, raising funds and increasing public awareness of our programs in the community. To learn more about the Platinum Associates, please check our website at www.avivacenter.org or call **Michelle Cordero-Lee** at (323) 876-0550, ext. 123, or **Andrew Diamond** at ext. 100.

Aviva welcomes the addition of the following Platinum Associates for the 2009-2010 membership year. Thank you for your dedication and support.

| | | |
|------------------|-------------------|-------------------|
| Joy Auerbach | Barbara Grushow | Deborah Ramo |
| Avery Barth | Ellen Hauptman | Eden Romick |
| Katherine Baxter | Bucky Hazan | Angie Rosen |
| Larry Bruce | Jacqueline Heller | Susan Rothenberg |
| Marlene Canter | Rose Kaplan | Cheryl Saban |
| Debra Dresner | Gina Knox | Stacey Sherman |
| Ann Fitzpatrick | Judy Konstant | Heather Shuemaker |
| Malka Fogel | Toby Lisbon | Jane Skeeter |
| Diane Glazer | Jennifer Morgen | Linda Wolff |
| Ilene Gold | Mary Anna Noveck | Jennifer Wooster |
| Karen Goldsmith | Lea Porter | |

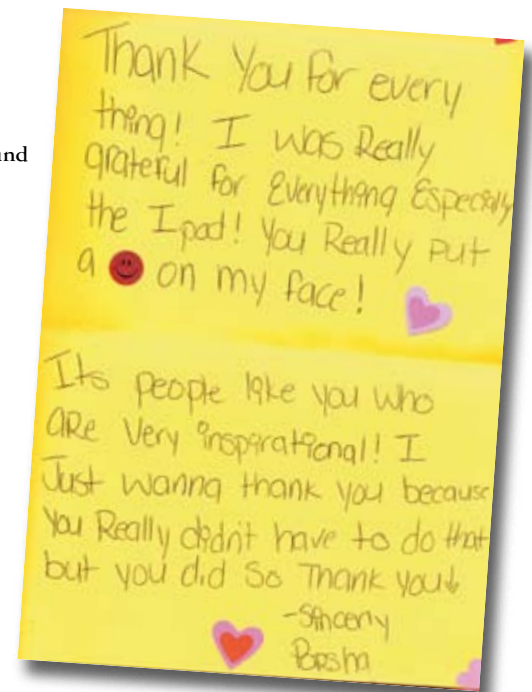
HOLIDAY HIGHLIGHTS

Every fall we begin our quest to provide holiday gifts for the children in our programs, knowing that the holidays are a special time of year to children. If not for the generosity of individuals, families and companies, most children in Aviva's programs would not have gifts to open. We thank the following donors for giving our children one of life's simple pleasures: the opportunity to open a new toy wrapped in shiny paper! They brought smiles to hundreds of young faces.

American Apparel, Inc.
Dellene and Michael Arthur
Avon Products, Inc.
Alison Badler
Jacqueline Bell
Beverly Hills Women's Club
Bingham McCutchen, LLP
Borders Books and Music
Stephen Bryan and Annie Provenzano
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Matisse
Much Too Much
Marie Mulhearn
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Jacquie Nemor
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Power106
Quilters and Quellers
Rangefinder Publishing Employees
Elisa Joy Rubin
Kerri Safavi
Sanrio
Shelter Partnership
Sixx Carter

Nicole Stuart
Alesia Thornton
Tracy Valenzuela
Verabella Skin Therapy Spa



Andrew Diamond, Aviva President and CEO submitted the following letter to the *Los Angeles Times* in hopes of sharpening its apparently limited perception of foster youth and necessary treatment options. The letter was published on Jan 27, 2010.

I applaud your endorsement of Assembly Bill 12, which recognizes that children for whom the state has responsibility should not be cast off when they reach their 18th birthday.

You make a mistake, however, in lumping all foster children together. Children in foster care are a heterogeneous group, ranging from extremely bright to developmentally delayed; normal emotional functioning to psychotic disorders; and affability to extreme aggression.

When you describe group homes as outmoded, you fail to differentiate between those programs that offer intensive residential treatment and those that don't. While most foster children should remain in the community, many do need specialized residential services.

One approach does not fit all. We need a continuum of care.

Andrew Diamond
Los Angeles

The writer is CEO of Aviva Family and Children's Services, which runs a residential treatment center and other services for at-risk youth.

Volunteer Spotlight

Sarah Jones – Sharing Her Love of Reading

I began tutoring weekly at Aviva three years ago. I volunteer because of a core belief that it is very



important to give back to the community. I chose homework tutoring in particular because I believe that, with education, the sky is the limit! It is my goal to teach every girl that, if she learns to read, she can educate herself on any and every topic.

Every week there are bright spots in our tutoring evenings. It is very satisfying for me to see a young woman's face brighten with pride when she finally succeeds in comprehending a difficult concept. The other tutors and I have proudly created a comfortable setting, allowing us to make strong

connections with the Aviva girls and help them achieve their academic goals. Each experience I have with the girls is rewarding, and I find that they, in turn, have taught me something, which builds and shapes my own character.

Sarah Jones is an independent E- & Retail marketer; her website CharacterBrand.com is updated weekly.

For more information about how you can volunteer at Aviva, please contact Rose Marquez Bladh, Volunteer Coordinator at RBladh@avivacenter.org or call (323) 876-0550 ext. 504.

Manners Matter... and So Do Volunteers

Volunteers are truly at the heart of giving. Last year, one special volunteer, Lisa Gaché, gave her heart and mastery of social graces to our girls, in a series of classes called "Beverly Hills Manners." Lisa's motto is "Manners Matter." If you think of manners as a stiff and stuffy Victorian code, we are here to say that there is nothing stuffy about Lisa's approach to etiquette. Lisa teaches with an energy that is both engaging and enlightening. In her first class, she taught the girls that, despite their first impressions, standing up straight not only boosts your own confidence but others' confidence in you as well.

When Lisa comes to teach the girls here at Annenberg, her gracious and peaceful attitude is magnetic. She gives the girls the self-assurance they need but have never had. At first, the girls were a little unsure about the



ability of a woman from Beverly Hills to teach them anything that relates to their world. They were surprised and happy to find that being gracious and polite is a universally recognizable and valuable skill.

The girls' etiquette was evident at Aviva's recent annual Awards and

Recognition Banquet. The girls put into practice all they had learned, meticulously placing their napkins and utensils in the appropriate spots on the table. It was gratifying to see the girls' pride in their own behavior.

Lisa first came to us through the Beverly Hills Women's Club and is now connected to us through the mentors at the Junior League of Los Angeles, who share our goal of helping Aviva's girls grow into mature, confident young ladies. We thank Lisa very much for giving her time to our girls at Aviva and for showing them that manners – and volunteers – really do matter.

For more information about Lisa Gaché and her Beverly Hills Manners Class, please go to <http://www.beverlyhillsmanners.com>

Donor Recognition

Aviva gratefully acknowledges its donors. These gifts make the work we do possible!

Leader's Circle –

\$25,000 and up

Lester and Rhea Kleinberg Fund
The Lincy Foundation
The Rose Hills Foundation

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Thelma Waxman
Ronald and Sheila Wolf
Wendy Wolf and Mitch Menzer
Barbara Young Camp

Friends – Under \$100

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Judith Alvarenga
American Airlines
Sonya Andrews

Anonymous
Zeron Apelian
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Mary Beal
Bruce Begor
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*These are the Hamburger Family members who founded the original Hamburger Home in honor of their parents Hannah and Asher Hamburger.

†Please see tribute article to Barbara Zolla on page 3.

Around Aviva

CONGRATULATIONS

Michael Sherman, Aviva Board member, was named in *The Daily Journal's* list of California's Top 100 Attorneys. Aviva is fortunate to have such a distinguished attorney serve on its board.

Ira Kruskol, former Vice President of Community Services, has been promoted to Vice President, Programs and Services.

Roni Maybin has assumed the responsibility of Director of Program Development, and will be working closely with CEO Andrew Diamond on identifying new program opportunities.

Cynthia Morales was named Aviva's Employee of the Year at December's all-staff holiday luncheon. Cynthia was selected from the pool of 2009 Employees of the Month. Cynthia has been with the agency for eight years and was recognized for her dedication and hard work. She is noted as being someone who goes above and beyond what is required to help the children and families she works with at our Community Mental Health Services office. Congratulations Cynthia!

Jennifer DeFoor, who decided retirement was not for her, came back to work at Aviva as a Resource Specialist. Jennifer was named the 2009 LaRocca Award recipient of the Sunair's Children's Foundation. This award is given to those who make a difference in the lives of children served by social service agencies. We congratulate her and welcome her back.

Vanita Williams retired after 25 years of distinguished service. Vanita has worked as a resident counselor at the Wallis Annenberg Center. It would be safe to say that Vanita has touched the lives of well over 2,500 girls in those years, providing guidance, support and encouragement. Vanita, enjoy your retirement and all the traveling we know you will be doing!

Aviva Family and Children's Services
Hamburger Home, Inc.
7120 Franklin Avenue
Los Angeles, CA 90046

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