



Aviva

Family and Children's Services

Fall 2003

Incorporated Hamburger Home
Founded 1915

From One Foster Child to Another - Giving the gift of love

On February 26, 2003, one of our incredible foster parents passed away. Frank Rousseau, 70, had been a loving foster parent with the Aviva Foster Family Agency (FFA) for the past 10 years. Frank and his wife, Phyllis, became foster parents because they loved and wanted to help children.

Frank never knew his father. And when his mother became ill with tuberculosis when he was only six years old, Frank was placed into his first foster home. Like many foster children of that era, Frank was sent to a "work ranch," where he spent long hours doing chores before and after school. Throughout his childhood, he lived in five different foster homes. After Frank turned 18,

he joined the Navy.

Shari London, Director of Aviva's Foster Family Agency, said, "While Frank's story is heart wrenching, it is part of what made him such a phenomenal foster parent. I had the honor of listening to Frank tell his story to other foster parents and children during one of our training sessions. Remembering the way he captivated the room is a memory I will have of Frank forever. Foster parents are invaluable to an agency such as ours, and a foster parent like Frank is one in a million."



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Ella Fitzgerald

A passion for music, reading and disadvantaged children

It is no surprise that Ella Fitzgerald, known as "The First Lady of Song," loved music. But she also loved reading, and she wanted to share the joy and fulfillment both of these passions gave her with disadvantaged children. Through grants from her foundation, Aviva is pleased to promote both of Ms. Fitzgerald's passions.

The sound of singing by the newly formed Aviva Girls' Choir is heard during the afternoon at the Wallis Annenberg Center. A generous grant from the Ella Fitzgerald Foundation has provided us with a new choir director, Carole Medway, who gives leadership to the group plus two hours of instruction per week. Ten residents were selected as choir members based on interest and behavior. They view participation as a privilege.

Carole helps motivate the girls through the demands of regular practice – which is sometimes rigorous! The choir meets regularly to prepare for performances at agency and community events. Their debut at Aviva's recent gala dinner earned the enthusiastic applause of the evening's 350 guests.

Ms. Fitzgerald's other passion – reading – is a natural fit at Aviva High School, where improving reading skills is an integral part of the curriculum.



Fran Rosman, Director of Ella Fitzgerald Foundation, presents check for choir program to Andrew Diamond, President and CEO

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Board Letter



Robin Broidy
Board Chair



Andrew Diamond, LCSW
President & CEO

Dear Friends

We hope you've had an enjoyable summer. While we have comfortably settled into our new site, we are preparing for the final phase of our building project. This work includes landscaping, decorative fencing, telephone and security upgrades, and exterior painting. All of us at Aviva – the students, teachers, staff and volunteers – are proud of our new school and hope you will visit. We know you'll share our enthusiasm. We also invite those of you who have not yet partnered with us in our Capital Campaign to join us at this crucial time. Please feel free to contact either of us, or call our Director of Development, Bob Christiansen for further information.

In June, the Board of Directors elected its new slate of officers. Robin Broidy, who served last year as vice chair and as chair of the Resource Development Committee, was elected chair of the board. Evon Gotlieb, Lauren Leichtman, and Linda May were elected vice chairs. Other elected officers include Sherman Andelson, treasurer, Steve Acosta, assistant treasurer, and Nancy Schwartz, secretary.

In July, Wendy Wolf concluded her term as board chair. For eight of the 15 years Wendy has been on Aviva's board, she has served with distinction as board chair. We are extremely grateful for her compassion, commitment and dedication to the agency's mission. She has generously shared her expertise and has been an inspiration to all of us. We are thrilled that Wendy will remain on the Executive Committee, and we look forward to her continued valuable participation.

We also want to express our gratitude to last year's committee chairs: Pam Kamer, Program; Evon Gotlieb, Public Relations; and Karen Kerner and Nancy Schwartz, Gala Dinner Event. All of them, along with our entire board, played an important part in the successes we achieved this past year.

We welcome your involvement with Aviva and encourage you to visit our Web site (www.avivacenter.org), or visit with us in person to discuss ways you can help us improve the lives of the very vulnerable children we serve.

Robin Broidy
Chair

Andrew Diamond, LCSW
President/CEO

Board Chair

Robin Broidy

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Aviva Family & Children's Services

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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 a member of:

American Association of Children's Residential Centers
• Association of Community Human Services Agencies
• California Association of Services for Children
• California Association of Private and Specialized Education and Services • JFC • United Way



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The Platinum Associates

Aviva's new support group proves more valuable than gold

In December 2001, board members Lauren Leichtman, Linda May and Robin Broidy launched an Aviva support group known as the Platinum Associates. They invited 20 women to tour Aviva's residential treatment center and its new administration building and high school, which were then under construction.

Much has happened since then, including more group tours, many individual tours and a screening of the film *White Oleander*. To mark the completion of the administration building and high school, an inspiring dedication ceremony attracted more than 150 guests and featured presentations by California First Lady Sharon Davis, Supervisor Zev Yaroslavsky, Mayor James Hahn, Councilman Tom LaBonge and School Board Member Marlene Canter.

Even better than we had hoped, our efforts to introduce Aviva to the community set many wheels in motion. The Platinum Associates has grown to over 70 dedicated women (and a few great men!). They have embraced Aviva's mission and are contributing their time, talent and resources to help the agency expand its vital services to abused, neglected and at-risk youth. Quite notably, during the past two years, Aviva raised more than \$1 million through its annual dinner and other

fundraising efforts! This phenomenal success was due in large part to the tremendous efforts of the Platinum Associates and to incredible supporters such as the Burton G. Bettingen Corporation and the Annenberg Foundation.

The Platinum Associates is now moving into its second stage of development and is ready to expand its membership. The group's first Fall Luncheon and Fashion Show is scheduled for September 30 at the beautiful home of Lauren Leichtman. Renowned designer, St. John Knits, will produce the fashion show segment of the event, which is completely underwritten by some of our members and sponsors. If you would like more information about the event or the Platinum Associates, call 310-470-4573.



Board Chair Robin Broidy speaks to guests at first luncheon of women which inspired the creation of the Platinum Associates.

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Foster continued from page 1

Frank and Phyllis raised four of their own birth children, one adopted daughter and many foster children who were lucky enough to pass through the Rousseau home. Asher Kadosh, a foster care social worker, who worked closely with the Rousseau family, said, “Frank never wanted a child to grow up the way he was forced to. He and his wife, Phyllis, made sure every child they cared for felt like part of their family and knew they were loved.”

One such child is Nancy. She came to the Rousseau family four years ago. With the love she received along with therapeutic services from Aviva’s Foster Family Agency, Nancy flourished. She recently graduated from Verdugo Hills High School, where she was active in student leadership and peer mediation. Nancy was selected by Youth for Positive Change as a participant in the Prudential Spirit of Community award program. She also received a Scholar-Athlete award for outstanding scholarship and citizenship and has earned a letter in the sport of varsity tennis. Nancy will be attending college at CSU-Northridge.

The impact the Rousseaus had on the lives of the children was evident at Frank’s memorial service. Along with his own children, several of his former foster children attended his memorial service. Listening to them share their loving memories of Frank showed what an influence he truly had on their lives. Frank Rousseau touched many lives in such a special way. He will be deeply missed by those who knew and loved him.

To be a wonderful foster parent you do not need to have been a foster child. It only requires a commitment to children and a place at your table. If you are interested in becoming a foster parent, please contact Shari London, Director of Foster Family Agency at 323-876-0550 x115.

To learn from a foster parent’s perspective the impact that can be made in an abused or neglected child’s life, we recommend the new book “Another Place at the Table” by Kathy Harrison, Massachusetts’ 1996 Foster Parent of the Year.

Nancy, a foster child, in her own words



Immediately after my junior high graduation, I was taken from my mother’s care and placed in a foster home. At the time, I felt as if anything I had experienced with my mother was nothing compared to the pain and depression that I was going through after I was taken away from her. I had to cope with the loss of my home, family and friends. I had to learn to adjust to a new living environment, a new school and a new set of people who would later become as special to me as my own biological family. Having to deal with all of that, on top of starting high school, was extremely difficult for me.

The transition into foster care was made easier because of Aviva and all of its staff. They make every attempt to reach out to their youth by offering assistance in any way possible, and the benefits are enormous. Being placed in a loving foster home with structure and stability gave me a chance to start all over. I wanted to create a new ending to the foster child story rather than perpetuate the stereotype that underprivileged youth are not likely to succeed. I got involved in clubs and sports and started associating with people who were considered a good example and would show me what I could possibly be if I worked just as hard.

Now I am on my way to college, very prepared financially and emotionally to find my place in the adult world thanks to the programs available to emancipating youth. The love and support from my foster family and Aviva have given me this opportunity to make a success of my life that I would have gotten in no other way. My appreciation and thanks are beyond words.

Ella Fitzgerald continued from page 1

The Ella Fitzgerald Charitable Foundation is a longtime supporter of various reading programs at Aviva. The Bookmark Club was established to encourage reading for pleasure. By participating in the club, students can earn bookmarks and copies of their favorite books to begin or expand their own personal libraries. The Foundation also sponsors essay contests throughout the year, with the winners receiving certificates and prizes and each student having the opportunity to select a book on her birthday. Thanks to the generosity of the Ella Fitzgerald Charitable Foundation, girls who love to sing or want to read a book always have that opportunity at Aviva.

Friend and Multi-Mediaist **Hillary Carlip** creates new Aviva Web site

Staying on the cutting edge of the information highway is a luxury not afforded many non-profit agencies. Aviva had the same no-frills Web site for several years, and while we yearned to have a Web site as dynamic as our programs, it just was not financially feasible.

Then along came our longtime friend, Hillary Carlip, to take up our request for a new Web site. Hillary has been a volunteer and behind-the-scenes supporter for over 10 years. She met with us, read our wish list and then several weeks later, presented us with our new Web site, www.avivacenter.org.

Hillary is one of the most respected names in the world of teen girls. As author of the 1995 book, *Girl Power: Young Women Speak Out* (Warner Books), Hillary was a pioneer in bringing the voice of the teenaged girl into the mainstream. *Girl Power* was selected by the New York Public Library for its prestigious "Best Books for Teens" list, and Oprah did an entire hour on the book featuring Hillary and some of the book's teen contributors as guests.



After becoming an accomplished author, Hillary went on to break new ground in the fast growing world of the Internet. Hillary was Co-President/Founder/Executive Creative Director of VOXXY, the highly acclaimed interactive network for teen girls. There, she oversaw all creative aspects of the company including designing and producing 10 major Web sites, which earned the 2000 Bandie Broadband Award for innovation in the category "Newest New Thing." Now she has her own web design and production company, Fly HC, and clients include celebrities such as Jennifer Aniston.

Hillary is truly a Renaissance woman, contributing to the community in a variety of ways, and we are proud she is a loyal friend to Aviva. Her commitment to teen girls makes her special to Aviva. We are forever in her debt for giving us a beautiful and vibrant new Web site.

To learn more about Hillary's work, go to www.flyhc.com

Pomp and Circumstance and hearts full of hope

Eleven students – seven in the eighth grade and four in the twelfth – were models of pride and hope as they participated in Aviva High School's 2003 Awards and Graduation Ceremony. City Councilman Tom LaBonge, our guest speaker at the beautiful ceremony, encouraged all of the students to keep working hard in school in order to be successful later in life.

The four seniors delivered speeches that were both inspirational and full of gratitude. One graduate who had made a lot of changes in her life stated, "Today, I am a different person. I've made a lot of friends, and I actually participate in school activities. Most importantly, I have

learned to believe in myself and that I can achieve anything I put my mind to."

Another graduate who had lived in our residential programs and then attended our school as a day student stated, "I've always struggled with being at Aviva, but deep down inside I always knew it was there to help me in a time of need."

We are very proud of the graduates and of all the students. Over half of the girls made the Honor Roll or High Honor Roll for the Spring Semester. This is a reflection of all the hard work that both the students and teachers are putting into school. We look forward to the school year and are confident that our students will find fulfillment in meeting the new academic challenges.

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Robin Broidy

elected Chair of Aviva Board

Robin Resenzweig Broidy, a former attorney and businesswoman, has been elected chair of Aviva's Board of Directors; she succeeds Wendy Wolf, who served in that capacity for eight years. Active in several civic organizations, Robin has been married for the past 10 years to investor Elliott Broidy and is the mother of two daughters, Rachel, age 7, and Lauren, age 6. A new son, Nathaniel, was born on August 29.

Formerly a vice chair of the Aviva Board, Robin led successful fundraising efforts, formed a new support organization and increased public awareness of the agency.

Among her other community activities, Robin chaired the task force, which developed the Geri and Richard Brawerman Elementary School at Wilshire Boulevard Temple's Audrey and Sydney Irmias Campus. During the school's inaugural two years, she chaired the Elementary School Committee and remains a member. She also serves on the boards of the

Jewish Federation Council of Los Angeles and USC Hillel and is a member of the Council of Governors for the College of Letters, Arts and Science of the University of Southern California.

Robin's business career included positions in legal and business affairs at Twentieth Century Fox Film Corporation and The Cannon Film Group. Her final position before leaving to start her family in 1995 was Senior Vice President of Twentieth Century Fox Home Entertainment International. She is a graduate of UCLA's Fully Employed MBA Program, the National Law Center of George Washington University and Brandeis University.



Welcome

New Board Member



Michael A. Sherman, a partner of Alschuler Grossman Stein & Kahan LLP, is a graduate of Columbia College. He went on to attend Columbia University School of Law, where he was a Stone Scholar, and graduated from the University of California, Boalt Hall in 1980.

Michael joined Alschuler Grossman Stein & Kahan LLP in 1980 and concentrated his practice in securities, financial institutions, and bankruptcy litigation. He has written and lectured on business litigation matters, class action practice and securities litigation.

Mr. Sherman lives with his wife and three children in Westlake Village, where he and his family are active in community affairs.

We are pleased that he has joined the board and know that his knowledge and energy will be a great addition to an already dynamic board of directors.

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Wallis Annenberg & Lisa Fernandez honored at Aviva's 2003 Gala

This year's Triumph of the Spirit Benefit Gala was an evening of fun, entertainment, inspiration and dedication for the 350 guests who filled the ballroom at the Beverly Hills Hotel.



Andrew Diamond, Aviva President and CEO, with honoree Wallis Annenberg and Linda May, board member.

Legendary writer, producer and director, Garry Marshall, emceed a program that included a live auction of LA Laker floor seats, a spectacular trip to New York

City and an irresistible Golden Retriever puppy. The evening also featured the debut performance of Aviva's new Girls' Choir.

Extraordinary philanthropist, Wallis Annenberg, was honored for almost four decades of personal and professional efforts on behalf of our community, including her generous support of the programs that bring dignity, opportunity and hope to the children served by Aviva. Her award was presented by renowned make-up artist and entrepreneur, Victoria Jackson.



Lisa Fernandez accepts her Spirit of Compassion award from Andrew Diamond, Aviva President and CEO

Four-time All American and 1996 Olympics softball gold medalist, Lisa Fernandez, was honored for her

accomplishments and for inspiring young people to persist in overcoming discouragement and other obstacles in meeting personal goals.

Ms. Fernandez is considered by many to be the foremost pitcher in the sport's history. She received her

award from revered Olympic athlete, Rafer Johnson.

The evening raised approximately \$275,000! On behalf of the abused, neglected and at-risk children served by Aviva, we thank all the volunteers, sponsors, and donors who made this year's Gala so successful.



Olympians Rafer Johnson and Lisa Fernandez an honoree at gala event.



Master of Ceremonies, Garry Marshall, entertained all with his wit and style



Holly Robinson Peete, Wallis Annenberg and Ms. Peete's mother were the lucky bidders of the adorable Golden Retriever puppy!

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Unearthing Poetic Justice

Thursday evenings at Aviva
 by dre brown

For the past six weeks, four of Aviva's residents, two staff members and I have been unraveling ourselves on paper, through poetry and collage.

Each week, there are inconsistencies, a bad day, a late train, the addition and absences of classmates.

Initially, there was reluctance. Perhaps on all our parts, there was the fear of opening, digging up and writing down our secrets and sharing wisdom.

As a writer and performance poet, I share my words routinely with various audiences. Though, at Aviva, I feel I am before a mirror when in the company of these women, their familiar eyes and attitudes. I keep them in my head when reading at other venues. I keep my eyes open and find familiar in the crowd. It is a powerful show. Truly, they enhance my world. I hope to have the same effect on theirs.

This is the stem of our relation. We use writing to make parallels, to draw our experiences and environments. Recently, we created our own vocabulary, with stories and poems to elaborate. Within our hour we create a safe space. There is laughter and learning, music and respect.

These young women are amazing. There is so much range in their art, and in their words. There is willingness now. They come ready with their journals, for writing and art activities, to hear the music, the poetry.

Eventful Times for the Sterling Associates



Andrea Balter
 Sterling Associates President

Sterling Associates Treasurer Dvora Inwood is taking a one-year leave from the board to pursue postgraduate studies. We regretfully accepted her resignation and wish her well in her academic efforts. Sterling member Laura Putney has agreed to fill in Dvora's position. We welcome Laura and look forward to her joining the Sterling board.

The Sterlings' annual pool party for the Aviva girls was held at Simona Elkin's home on August 24. The pool party is a tradition with the Aviva residents and was once again a very successful event. Both residents and staff had a lot of fun and extend their heartfelt thanks to Simona and the Sterlings for their continued generosity and support.

We are excited to be returning to another Aviva tradition: the Sterlings' underwriting of the Self-esteem Class. This year's Self-esteem Class will be co-chaired by Julia Bolden and Sonia Hooks. The class started on September 4 and will meet on eight successive Thursdays at the Annenberg Center.

There is an eventful year of activities and fundraising ahead for the Sterlings, and we are looking forward to welcoming new faces to this energetic group. To find out more about the Sterlings, please contact Maggie Moulatsiotis at (323) 876-0550 ext. 504.

When there is interruption, they will tell you. "This is our classroom. We are learning. Do not disturb us."

The culmination of our meetings, *An Evening of Poetic Justice*, is the production from the minds of our classroom. An evening of poetry and sun signs, no doubt this evening will burst with excitement. We will present our own works; each of us will shine with talent.

Around Aviva

Welcome to

Dina Daleo, Community Mental Health Services Assistant Director

Sinead Coleman, Assistant Principal, Aviva High School



Take Charge Of Education

When you shop at Target and use your Target visa or Target guest card, whether on-line or at the store, be sure to designate Aviva High School as your school to receive a percentage of your purchase. The money raised goes toward purchasing books, school supplies and field trips.

Our Target School number is 27013

Noteworthy Announcements

Congratulations to...

Robin Broidy on the birth of her son, Nathaniel

Thérèse Lotman on the birth of her daughter, Gianna Bella

Steven Acosta on the birth of his son, Adam Elliott

Evon Gotlieb on her adult Bat Mitzvah

Jennifer Wolcott on her recent wedding

Paul Hough on his recent wedding

Martin Pena on the birth of his son, Ernesto

Anthony Hall on the birth of his son, Aaron

Gladys Nwachukwu on the birth of her daughter, Precious

Angie Christian on her promotion to Resident Counselor Supervisor

Maggie Moulastiotis on her promotion to Volunteer Coordinator

Your gift is secure when donating on line from Aviva's Web site

You can feel secure when you donate on-line to Aviva. We have signed up to take donations with one of the most secure services available, Ebay's PayPal system. PayPal conducts thousands of transactions daily for users of Ebay and other merchants, but they also provide to non-profits the ability to accept donations through their secure service. Simply register with PayPal, at not cost to you and your gift to Aviva will be transmitted with the latest encryption technology. securely. We have tried to create a safe and easy way for our friends and supporters who want to help us with financial donations to provide the services our children need.

Please visit www.avivacenter.org regularly to learn where we need your help.

And if you still are not sure about donating on-line, you can print out the form and mail in our donation.

Founded in 1998, PayPal, an eBay Company, enables any individual or business with an email address to securely, easily and quickly send and receive payments online. PayPal's service builds on the existing financial infrastructure of bank accounts and credit cards and utilizes the world's most advanced proprietary fraud prevention systems to create a safe, global, real-time payment solution. PayPal has quickly become a global leader in online payment solutions with over 30 million account members worldwide. Available in 38 countries around the world, buyers and sellers on eBay, online retailers and businesses, as well as traditional offline businesses are transacting with PayPal.

PayPal has received close to 20 awards for technical excellence from the Internet industry and the business community at large.

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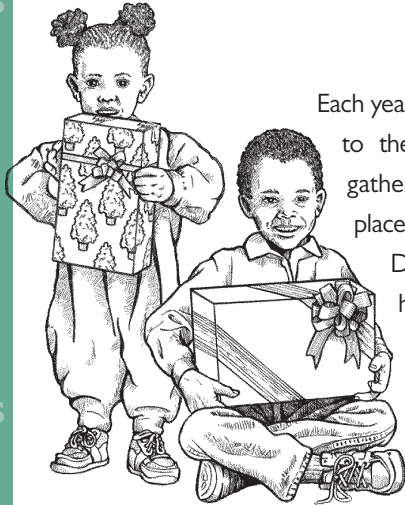
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Create a little holiday cheer in the life of a child!



Each year, we look forward to the flurry of family gatherings that take place in November and December. These holiday festivities make us especially aware of the blessings of our lives.

As with all children, holiday memories include opening presents and finding the "just what I was wishing for" gift. Aviva's Santa does his best to make all their holiday wishes come true. But Aviva's resources are limited. So we are reaching out to our community friends, volunteers and donors to help our children feel like all the "other" children, if even just for a day.

We hope you will consider adopting Aviva Family and Children's Services and hosting a holiday toy drive at your office, church or temple or among friends. If you are having a holiday party, consider asking your guests to bring a new and unwrapped gift to your party for a boy or girl, ages 5 to 18. (Or from our wish list which can be found at our Web site, www.avivacenter.org) We promise everyone will feel the true spirit of the holidays at your party!

Children whose families are unable to care for them, have hurt them or abandoned them do not greet these holiday months with the same anticipation. For them, the holidays are a reminder of what they have missed and may never have. Their anxieties and depression are heightened by the images of family celebrations that surround them in store displays, holiday films and television commercials.

The children who live in Aviva's residential homes or foster homes try to cope with these daunting realities. In an effort to give them happy memories to recall in the years to come, the social workers, resident counselors and other staff organize a variety of traditional holiday experiences, including a special dinner and visit from Santa.

If you would like to organize a toy drive that fulfills the specific gift wish of some of the children, we will have their wish lists by the middle of October. For more information on holiday toy drives, please contact Arlene Joye, Director of Support Services, at 323-876-0550 x104 or ajoye@avivacenter.org.

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