

**Children, right here in Los Angeles,
need your gift of support this
holiday season.**

Barbara Bushnell
1234 Main Street
Los Angeles, CA 90012



Dear Barbara,

This holiday season, as families gather to celebrate in safe, comfortable homes, it's important to remember that without community support, some Los Angeles children would experience neither safety nor comfort.

For kids whose everyday reality includes poverty and violence, the holidays are a painful reminder of what they *don't* have.

That's where we come in. LA's BEST—the BEST stands for *Better Educated Students for Tomorrow*—is an innovative after-school program that serves 28,000 of the city's most at-risk kids. Founded in 1988 by Los Angeles Mayor Tom Bradley, LA's BEST provides these young people a safe and comfortable environment in which to learn, play, and grow – all under the caring supervision of adults from the community. Simply put, we help kids who need it most. All year long.

And that's why we're asking you today—in this season of giving—to make a year-end, tax-deductible donation to help support LA's BEST for the upcoming year.

Why should you help? Because LA's BEST is *local*. We're L.A.-based, serving 186 schools, including [ABC] Elementary School in your area. Our program gives local kids the after school experiences and support they need to counteract negative influences in their lives. Your donation has a direct effect on the kids who live in your neighborhood and who need it most.

Don't just take it from us, though. Independent studies have shown that kids enrolled in LA's BEST:

- are 20% less likely to drop out of school
- are 30% less likely to commit juvenile crime
- feel safer
- receive better grades and do better on tests.

It's a program we're proud of, but it begins with you. **Making your donation this holiday season will result in happier children, a safer neighborhood, and a better city to live in.** Your gift helps reduce crime and violence and improves the quality of life for everyone in Los Angeles.

May we count on you for support?

(continued...)

**Yes! I care about children
in my community. I want them
to be safe and supported
during the hours after school.**

Barbara Bushnell
1234 Main Street
Los Angeles, CA 90012

\$35 \$50 \$100 other \$ _____

Enclosed is my check made payable to LA's BEST.

Charge my credit card

MasterCard Visa AmEx

Credit Card # _____

CVV code _____ Expiration Date _____

Signature _____

E-mail _____

Phone _____

Please contact me with more information about LA's BEST.

It comes down to simple statistics: while 90% of LAUSD schoolchildren report being exposed to violent crime, 93% of those who attend LA's BEST report 'feeling safe.' That's what matters to us. You can help support that safety by making a year-end donation today.

Keeping kids safe and out of danger is always top of mind for our well-trained staff. Many of them come from the surrounding neighborhoods themselves and serve as positive role models to look up to. Their own experience and guidance provide children with knowledge and the life skills to bring positive momentum into their lives and reach their full potential.

This season, we invite you to remember your own warmth, comfort, and safety and support a local child who needs it, too. To many of them, LA's BEST is like a family – as well as a safe, and supportive home.

Thank you. And happy holidays!

Sincerely,



Carla Sanger
President and CEO

P.S. Your contribution to LA's BEST changes kids' lives. Please contact our Development Department at 213-978-0801 with any questions.

Experts in education and social justice agree that LA's BEST is a program that works!

“The significance of LA's BEST is hard to exaggerate.”

— Sir Ken Robinson, PhD, *Author, speaker and internationally recognized leader in the development of education, creativity and innovation*

“In my view, LA's BEST offers one of the most effective public-private models for delivering programs that keep kids safe and learning after the schools close their doors.”

— Connie Rice, *Advancement Project Co-Director, civil rights attorney and civic leader*

“LA's BEST has one of the most consistent records of accomplishment of any after school program in the country.”

— William S. White, *Chairman, President and CEO, Charles Stuart Mott Foundation*

CHANGE STARTS HERE.

www.lasbest.org

\$8 per day keeps a child safe and learning at LA's BEST.

\$1200 supports a child for one year in LA's BEST. Children report feeling safe at LA's BEST; and independent studies have shown that the more often students attend LA's BEST the better they do in school.

Find out more at www.lasbest.org.





LA's BEST After School Enrichment Program
200 North Spring Street, Suite M-120
Los Angeles, CA 90012

YE 2011