

TELEVISION APPEARANCES PROMOTE IMMEDIATE RESPONSE GRANT PROGRAMS

Bill Somerville made his third television appearance on KTVU's morning news show *Mornings on Two* on April 6, 2001 announcing PVF's most recent immediate response grant program, Librarian Resource Grants. These are grants up to \$500 available to public librarians for resources to enhance children's literacy. Several months ago Bill made his first appearance announcing the Science Teacher Resource Grants Program. KTVU was delighted with the segment and invited Bill back as a "regular" to announce giving programs. In December, Bill made his second appearance announcing the Art Teacher Resource Grants Program. With each appearance, PVF gets hundreds of grant requests. The show has over 1 million viewers. Announcing the programs on television empowers viewers to pass the grant information onto those they know, whether it be their children's teachers, neighborhood librarians, friends or relatives. We have come to call this "citizen's philanthropy."

We welcome donors to sponsor additional immediate response grants programs (at \$50,000 per program), to be announced on KTVU's morning show. Funding ideas for such programs include: Senior Citizens as Resources in Schools Grants (senior citizens

bring their skills to the classroom, making a significant time commitment to the school for which they receive a stipend); Social Worker Grants for Foster Care Children (grants up to \$250 available for critical needs of abused and neglected children, such as, dental work, glasses, clothing, ticket to a ballgame); Artist in Residence at School (grants available to performing or visual artists to work for a month at a school); Resource Grants for Pre-School Programs & Child-Care Providers (grants up to \$300 for developmental toys, excursions & supplies); and Senior Citizen Cultural Excursion Grants (transportation and other expenses for organized groups of older persons to take daytime excursions). The donor will be announced on television (unless anonymity is preferred) in conjunction with the grant program they are funding. If you are interested in funding such a program contact Moira Walsh, Associate Director at PVF (510) 645-1890.

PVF HAS MOVED INTO NEW OFFICE SPACE

PVF has moved into larger office space as of April 7, 2001 to meet the growth of the Foundation. Our new space is next door to the old, in Oakland's Preservation Park: 1222 Preservation Park Way, Oakland, CA 94612-1201. PVF's telephone and facsimile numbers remain the same.

(Continued from page 1)

EXPANSION OF JUVENILE JUDGES PROGRAM

PVF has recently received a grant from The California Endowment to expand its Juvenile Judges Program, which provides juvenile court judges with access to funding to meet the special needs of the children that appear before them. This grant enables PVF to expand the program from Santa Clara, San Mateo, San Francisco and Alameda counties into Napa, Contra Costa and Sonoma counties as well. Judges are in an excellent position to identify the needs of these children. The Program's immediate turnaround time can prevent a bad situation from turning into a crisis. Judges call upon funds for such things as tutoring, dental work, eyeglasses, college tours, or funds to start a savings account. One judge requested teddy bears for young children who have to testify in court. "Often times talking to the bear, as opposed to a room full of grown ups, can make the experience of testifying about abuse possible. It is such a traumatic event and the fact we can call upon funding to ease the pain has enormous impact. In the end, the bear is for the child to keep." -Judge Harbin-Forte of Alameda County. PVF is delighted to expand this program, reaching children in seven Bay Area Counties.