



FOR IMMEDIATE RELEASE

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Interviews available with staff

CONTACT: Elaine Doran/ 818.399.8579

eldoranpr@gmail.com

**ONE OF LA'S LONGEST SERVING NON-PROFITS SWITCHES GEARS DURING COVID-19
~EL NIDO FAMILY CENTERS BECOMES "FRONT LINE" TO THOUSANDS OF ANGELENOS~**

El Nido Family Centers lifting low-income families out of poverty for almost a century, has now also become one of Los Angeles' essential relief centers during COVID-19. Equipped with masks and gloves its therapists, case managers, child development specialists, nurses, gang prevention staff, and parent educators, have been called upon to distribute much needed funds and essentials for the city.

How does a staff of 130 that now provides virtual services to 15,000 children and families turn on a dime to add responsibilities to their existing services? "We were able to increase our capacity in large part because we are a FSC (FamilySource Center) provider, LA City's major anti-poverty program. We are grateful to Mayor Eric Garcetti and Councilwomen Monica Rodriguez for providing the resources and guidelines to implement the distribution of these emergency funds," said El Nido Executive Director Liz Herrera.

Quickly, efficiently, and creatively, El Nido is providing the following COVID-19 relief:

- Distribution of over \$2 million emergency funds to low-income families which includes: Los Angeles Mayor Eric Garcetti's office to screen and distribute "Angeleno Cards" to 3,000 struggling families.
- Distribution of \$150,000 from Councilwoman Monica Rodriguez's COVID-19 Emergency Relief Fund
- Cash assistance to families in need through the Family Independent Initiative.
- Grocery cards to low income families.
- Distribution of tens of thousands of dollars in utilities and rent assistance

ABOUT THE ANGELENO CARD: a no-fee debit card loaded with funds depending on household size and income. This initiative is made possible through donations to @MayorsFundLA and in partnership with @Mastercard's @CityPossible network and @AcceleratorforAmerica.

ABOUT EL NIDO: Focuses on: building children and parents' emotional security and well-being by providing early childhood programs; building ongoing support to help children be successful in school; financial and housing stability; keep kids clear of gangs and risk factors; prevent early pregnancies; and guide high school young people with the transition to college and then the pathway of career success. El Nido's commitment is to serve low income families that do not have the resources they can provide themselves.

[Watch our video](#) [Learn about our programs](#)

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