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Supporting the Cause

HFH GLA Partnerships

Yogathon 2007

City Yoga, a family owned studio celebrating its eighth year in business this June, will host their second annual, fun filled, 24 hour Yogathon starting at 8:00am on Saturday, June 30th through 8:00am Sunday, July 1, 2007. 100% of the proceeds will go to Habitat for Humanity of Greater Los Angeles. For additional information about City Yoga, please visit their website at www.cityyoga.com.

Habitat Partners with Vicara Aveda Salon & Spa

Vicara Aveda Lifestyle Salon & Spa has designated Habitat for Humanity of Greater Los Angeles a preferred charity as

part of its "Operation Buy-Back" program. The program encourages customers to make purchases to raise money for local charities. HFH GLA will be sharing the spotlight with two other well-known organizations - Surfrider Foundation and the American Cancer Society.

Jeff Parker, owner of Vicara Aveda Lifestyle Salon & Spa launched the program in March 2007 as a way to increase awareness and give back to the community. He describes the program as a "win-win" for everyone involved. Customers who make purchases will be asked to choose their charity of choice (i.e. HFH GLA,) and a special code will be entered at the register and \$1 will be

donated to the customer's charity of choice per item purchased. The salon will donate all proceeds raised for each charity at the end of every month.

Parker currently advertises in Orange County, Long Beach, and Venice. Some of the local papers that feature the ads are *Easy Reader*, *Beach Reporter* and *The Palos Verdes Peninsula*.

Vicara Aveda Lifestyle Salon & Spa is located in Torrance (3525 Carson St., #176) and coming soon to El Segundo (2008 East Park Place Ste. G). For more information, please visit www.vicarasalon.com and click on charity donations.

Vicara
an aveda lifestyle salon & spa

Take Action

City of LA's Affordable Housing Trust Fund needs permanent sources of revenue

Affordable housing is a problem in our region, especially for families and individuals earning less than median income. Given how chronic and widespread these issues have become, conditions are unlikely to improve without a dramatic increase in involvement by local government leaders.

In the City of LA, the Affordable Housing Trust Fund was created to help address this issue. The objective was to dedicate \$100 million annually to help spur the development of more housing options. The Trust Fund's purpose was to create a permanent source of funding to be used solely for housing and to protect these housing funds from being diverted should budgetary shortfalls occur.

As you may recall, HFH GLA supported Prop H last year. Had it passed, it could have provided \$100 million annually, over the next ten years for the Trust Fund.

The Affordable Housing Trust Fund remains a viable solution and a permanent source of funding is a priority. A new idea to address this issue has been proposed. For more information on this proposal, visit www.homesforlafamilies.org and click on

funding for home development or www.habitatla.org and click on Advocate/ Take Action.

The proposal recommends the City dedicate a portion of the growth in property tax revenue and business tax revenue (that is not obligated for current business tax reforms) to the Affordable Housing Trust Fund.

Why?

- To replace dwindling federal resources and other one time sources of funding
- To maximize the city's ability to leverage existing state & federal dollars
- To maintain and expand private sector investment in affordable housing

We urge you to take action. If you are a resident of the City of LA, contact your representative to urge them to establish dedicated, permanent revenue sources for the Affordable Housing Trust Fund through this new proposal.

Send email and mail to:

200 N. Spring Street, Rm #
Los Angeles, CA 90012

Mayor Antonio R. Villaraigosa Rm # 303
Email John.Brady@lacity.org

City Council President Eric Garcetti
Rm # 470
Email Shane.Goldsmith@lacity.org

City Council Member Herb Wesson
Rm # 430
Email Andrew.Westall@lacity.org

City Council Budget and Finance Committee members:

Councilmember Bernard Parks Rm # 460
Email Steve.Ongele@lacity.org

Councilmember Wendy Greuel Rm # 475
Email Jennifer.Cohen@lacity.org

Councilmember Jose Huizar Rm # 465
Email Amy.Cooper@lacity.org

Councilmember Greig Smith Rm # 405
Email Doug.Tripp@lacity.org

Councilmember Bill Rosendahl
Rm # 415
Email Mike.Bonin@lacity.org

JCWP 2007 online application is now available!

Registration for Habitat for Humanity's Jimmy Carter Work Project 2007 in Los Angeles is now open. Please join us from Oct. 28 to Nov. 2 and challenge yourself with a new experience! More information and the application are available now at http://www.habitat.org/jcwp/2007/app_front_page.aspx