

# POWER VICTORIES!

## Housing

- **Preserving Affordable Housing:** POWER successfully prevented the owner of a HUD subsidized residential building from opting out of Section 8 which resulted in the preservation of 246 affordable housing units for low-income residents.
- **Creating Affordable Housing:** POWER won \$60 million in the new construction of affordable housing in Venice and Marina del Rey for low-income families by forcing developers to comply with a state law requiring all developers building one mile from the beach to include affordable housing in their new developments.

## Education

- **Improving School Food In LAUSD:** POWER parent leaders won the passage of the Cafeteria Reform Motion by the LAUSD School Board, which will force school cafeterias to: 1) lower the amounts of sugar, sodium, and trans-fats in food served in all 806 LAUSD schools; 2) strengthen food inspection and handling processes; and 3) create a parent-led Cafeteria Reform Committee that will have oversight of implementation of the motion.
- **Saving \$300,000 in Funding for Local Schools:** POWER took action to save \$300,000 in state funds that were in danger of being cut from school budgets from three local schools due to lack of parent involvement. POWER developed thirty new parent leaders to fully participate in the school parent councils.

## Political Action

- **Improving Community Safety:** POWER leaders built a coalition, conducted important traffic research, and met with various city officials to win the installation of a traffic light at a dangerous intersection crossed by many school children and residents of the Mar Vista Gardens Housing Development.

Education | Affordable Housing | Social Safety Net | Public Safety | Boaters' Rights

**POWER**  
People Organized for Westside Renewal  
235 Hill Street  
Santa Monica CA 90405  
(310) 392-9700

# POWER

People Organized for Westside Renewal

POWER is a community organization that works in low-income areas of West Los Angeles and fights for affordable housing, better schools, community safety, and engaged citizenship. POWER employs a community organizing strategy focused on leadership development, coalition building and direct-action to effect positive change.



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## People Organized for Westside Renewal

POWER organizers work directly with local community members to help them address community concerns and revitalize their neighborhoods. Organizers train community members that want to become more involved with directly improving their community and the lives of their families. We direct and navigate people through the political and social systems to address issues that matter to them.

POWER's institutional organizing base is made up of a non-profit medical clinic, an all-purpose childcare service center, a social service agency, a non-profit housing development corporation, two tenant associations from HUD-subsidized apartments, and a neighborhood homeowners association. These organizations and associations extend services to and have relationships with over 100,000 people in the low-income areas of Venice, Mar Vista, Inglewood and Santa Monica. In this way, POWER combines the strengths of both institutional and neighborhood based community organizing, creating a model which is fully integrated in the community.

# JOIN POWER!

# WAYS TO GET INVOLVED

# POWER STRUCTURE

# TESTIMONIALS

Join the organization that tackles tough issues and gets things done.

### Benefits of Membership

- The opportunity to be heard on issues you care about and moving forward to victory.
- Assistance of trained community organizers.
- The power that comes from hundreds of members standing together and fighting for justice.

Yes, I want to join **People Organized For Westside Renewal** and be part of working for social justice.

\$25 Individual     \$150 Supporting

\$60 Family     Other: \$ \_\_\_\_\_

Call me to volunteer!

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_



Call us at **(310) 392-9700** to meet with one of our organizers and get involved:

- **Join a committee**
- **Volunteer in a current campaign**
- **Make a donation**

### Organizing Model

An independent 501(c)(3) organization, POWER has a 12 member Board of Directors with primary responsibility for the overall administration and fundraising aspects of the organization. Our 35 member Action Council meets quarterly and makes decisions regarding campaigns and issue priorities for our committees.

### Affordable Housing Committee

Our Affordable Housing Committee works to address the City's housing crisis and to develop neighborhood leadership that has the capacity to organize and advocate for affordable housing.

### Education Committee

Our Education Committee is centered around strengthening and developing school leadership in the neighborhood schools and fighting for education and cafeteria food reform.

### Coalition Organizing Committee

Our Coalition Organizing Committee focuses on making strategic decisions on collaborative work with other allies and stakeholders.

POWER's member institutions and partners serve as active bases where organizers and top leaders recruit parents, teachers, tenants and school administrators to join local organizing campaigns. Once involved, leaders attend quarterly Action Council meetings, participate in POWER's organizing committees, and play all public roles at meetings or protests.

### Leadership Development

Our model of organizing stresses leadership development through both formal leadership trainings and more informal mentoring of new leaders by organizers and top POWER leaders.

POWER's formal Leadership Development Training conducts twice annual trainings on a core set of organizing techniques including how to build relationships, qualities of leadership, developing grassroots campaigns, self interest and on how to conduct a strategic power analysis.

Mentoring of new leaders happens on a more informal basis. After an action or large public meeting POWER leaders debrief the action both publicly with the core leadership team and privately with individual leaders. These private de-briefings offer a chance for leaders to reflect on aspects of their work as public citizens such as strengths and weaknesses in presentation, how you affected the decision maker and how the meeting or action worked as a public drama.



**Dora S., Mar Vista Resident**

When I heard that they were going to close a park nearby, I became angry. I needed to do something: I found out about POWER from a neighbor and got involved. POWER is successful because it trains people who want to get involved on how to win.



**Maria M., Mar Vista Resident**

POWER teaches me to get involved in my community and makes me feel alive. I can make my neighborhood more positive and beautiful by working on issues I care about. POWER is persistent and strong, which is what it takes to achieve our community needs. At the end of the day, I can see the results of all our hard work—I feel satisfied and proud, and I know it was worth it.



**Violeta H., Venice Resident**

I got involved with POWER because I was tired of sitting back and I wanted to act. As I see it now, you either watch or you do. POWER's key to success is their commitment to working with community

members. The organizers break it down and you realize that you have to work to have success. There will always be many steps to take on the road to victory, but we continue move forward. By being a member of POWER, my voice is heard.



**Dorothy F., Marina Del Rey Resident**

A fellow boater got me involved with POWER many years ago, and we have strived for the betterment of Marina del Rey ever since! POWER makes a difference in the Marina by fighting

for boaters' rights and affordable housing. Strategically, POWER helps us organize our priorities and supports our efforts to protect the Marina. I've always believed that one person can make a difference and POWER has directed us into accomplishing so much more than we could have ever done independently.

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