

# Get Involved!

Your organization can sponsor and/or host a "Been There-Done That" conference!



Yes, I am interested in supporting the efforts of La Calle News! Please contact me regarding:

- Hosting a Conference
- Sharing my story as a Speaker
- Volunteering for a Conference
- Keep me informed of your activities
- Financial Contribution: \$ \_\_\_\_\_

## Organizations or Individuals

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

La Calle News, Inc. is a non-profit 501c(3).

Over the years, La Calle has relied on a handful of friends and contributors, including my wife, for its funding. They have always helped us as much as possible. La Calle would like to express our sincere gratitude for these faithful friends. They have enabled La Calle to make the "Been There-Done That" conference series a success for our young women. We look forward to welcoming our new friends and sponsors and having the opportunity to help even more at-risk youth.

# Our Promise

La Calle is not recruiting young women from your program to ours. Our vision is for your organization to use our conferences as a positive reward to offer to the girls doing well in your program, or to whomever you think could benefit from our speakers' stories. The young women are welcome back after their programs finish.

# Our Supporters

La Calle receives no official funding. It has been supported solely by donations of products, services and money by a handful of loyal supporters who believe in our vision.

Our sincere thanks to the following friends who have donated their products and services:

- American Label
- Boise Cascade
- D&D Printing
- Ideal Engraving
- Kelly Paper
- Lulu's Dessert
- Polly's Bakery & Cafe (Corporate)
- Presentation Folders, Inc.
- Romero's
- Sebastian International
- Strata-Media, Inc.

Our sincere thanks to our monetary sponsors:

- Citizens Bank
- John Fitzpatrick & Family
- Al & Josie Garcia
- Southern California Gas Company
- Union Bank of California



**With deepest love and respect to my wife: You have been paying the bills to enable me to continue to reach out to these troubled kids. La Calle would never be where we are if it was not for you. I love you!**

# Our Founder

Founder and CEO Fernando N. Leon is a former gang member who has been active in gang prevention. With a strong conviction and will, Fernando has worked one-on-one with youngsters helping them learn to make better choices for themselves. Fernando also helped establish Standing Together Now (STN), a Stanton grassroots organization made up of neighborhood and city council members. STN fostered neighborhood clean-ups, baseball and football games, brought youth to city council meetings, and convinced the city to finance the construction of a handball court in the neighborhood park.



La Calle News, Inc. presents

Makers of Eagles

**"BEEN THERE-DONE THAT"**  
Conference Series



## "Been There - Done That" Mission Statement

Our mission is to mentor young women ages 14-21 by sharing meaningful life experiences. We have "been there - done that."



La Calle News, Inc.  
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I Really enjoyed it today I had so much fun and I learned a lot from Patty & Nicole they made me realize that drugs is not that right pat for your future not @ all. I learn to that it is your choice to chose the pat you want I hope everyone is going to take her speech to their hearts because I did and now I know drugs is not the thing for me. so I really thank

# What is "Been There-Done That?"



An all day conference for young women-at-risk, presenting a strong message of the Power of Choices.

La Calle & our speakers are dedicated to reaching out to young women-at-risk. The majority of our speakers have personal experience with domestic violence, alcohol, drugs, gangs, single parenthood and much more.

Every one of our speakers has worked extra hard to succeed in life. They made the difficult "Choices" to change, and want to share the message that everyone has the "Choice" to change.

La Calle speakers are selected from various professions: educators, CEOs, politicians, entertainers, mothers and former gang members. La Calle has dedicated these conferences to young women-at-risk, but they are open to all young women who might benefit from our program.



I learned that I could be myself and it doesn't matter what everyone else thinks. I also learned that I can tell this people anything and they will help me out.

# Positive Choices

The message from our program is **self-empowerment.**

Our speakers come from similar backgrounds to the young women who attend, and in some cases much worse. They share their stories by talking with the girls, not at them. The interaction that evolves during the work sessions is empowering because the girls are able to share their stories and contribute their ideas. To further encourage dialog, men are strictly prohibited from entering the work sessions.

Thank you for sharing with us all your experiences. This is a good project because it opens our eyes to the world we did not see before.

Each conference includes work sessions which address Education, Self-esteem and Goals. Sessions are framed to help the young women realize that the power of "CHOICE" is in each one of them.



# "Let's Talk"

In 1992, Gang Truce Meetings were being held in Orange County parks. "Homegirls" were not allowed to participate. At the end of one of these large gatherings, five homegirls approached a few of the community leaders helping to facilitate the truce talks. They asked, "What about us? We need someone to talk with us!" In response to their needs, Fernando Leon founded the organization *La Calle News, Inc.* La Calle has evolved from a street publication for youth into a mentoring forum supporting young women.

The first presentation called "Let's Talk" was held on February 17, 1996. The first official conference that started the "Been There-Done That" conference series was held in November 1997. Since then, La Calle has averaged 3 conferences a year.

# Positive Locations

La Calle has held conferences at:

- Orange County Probation
- Camp Pendleton
- University of California, Irvine
- University of Southern California
- Oxnard College
- Santa Barbara City College
- KTLA Studios
- La Casa De Maria, Santa Barbara
- Stanton Chamber of Commerce Office
- City of Hawaiian Gardens
- Armed Forces Reserve Center

Place Postage Here

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