

# JOIN WOOD & VINE TO EMPOWER HOMELESS YOUTH THROUGH: CASH FOR KIDS

A PROJECT IN CONJUNCTION WITH LOS ANGELES YOUTH NETWORK



## WHEN:

**March 25, 2012 – March 31, 2012**

## WHERE:

Restaurants and retail outlets

## HOW:

Throughout the promotional week, patrons pay cash at a participating restaurant or retail organization. Instead of paying a credit processing service, as with credit transactions, the participating organization shall donate 2% of each sale to the Los Angeles Youth Network at the end of the promotional period.

## WHY PARTICIPATE?

Your participation as a retail partner will:

- Earn your organization positive public relations and earn significant press.
- Raise awareness for a local issue affecting more than 5,000 youth in Los Angeles.
- Help empower abused, neglected and homeless adolescents to become self-sufficient.
- Get tax-deductible donation recognition from LAYN.
- Save fees each cash sale by avoiding credit processing fees.

## MARKETING:

Participating retail partners will take part in online, printed and grassroots cause-related marketing efforts. In addition to being included in press releases, featured on websites and promoted to local social media outlets, participating retail partners will receive customized on-site marketing materials at NO COST to your organization.

## ABOUT:

Founded in 1984, The **Los Angeles Youth Network (LAYN)** is a California non-profit organization whose mission is to end homelessness one kid at a time, by providing shelter, food and counseling for the abused, neglected and abandoned. The goals for each child are to successfully complete the permanent transition away from street life to a safe and secure living environment and to fully participate in society.

**Wood & Vine** is a restaurant located in the historic Taft building on the corner of Hollywood and Vine. Wood & Vine has an ongoing partnership with LAYN which includes cooking classes, employment opportunities and direct donation from sales of one of their signature desserts.

**WOOD & VINE**

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**LOS ANGELES  
YOUTH NETWORK**

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