

FOR IMMEDIATE RELEASE

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THE JEWISH FREE LOAN ASSOCIATION RECEIVES GRANT FOR MOBILE LOAN ANALYST

LOS ANGELES - The Jewish Free Loan Association (JFLA) is thrilled to announce a recent \$150,000 grant from The Ralph M. Parsons Foundation to fund two staff part-time staff positions: a mobile loan analyst and a community outreach coordinator. The grant enables JFLA to expand its service by providing in-person loan application interviews at locations throughout Greater Los Angeles county, including Long Beach, Downtown and the North Valley. JFLA is currently working with local organizations in those areas to secure office space.

As the economic crisis continues to worsen, JFLA is working tirelessly to meet the demands of its clients. Over the past year, JFLA has experienced a 30% increase in loan requests and client intakes. To meet the increasing number of applicants in the Los Angeles community, JFLA will now offer loan interviews in areas where clients have more difficulty traveling to the Agency's mid-Wilshire or West Hills offices. JFLA is usually a last resort for clients, the only community organization that provides interest-free money for unexpected, emergency situations. Without a small loan, some applicants would find themselves without a car to get to work, unable to afford medical treatment or pay their rent or mortgage. To publicize the expansion of services, JFLA plans to partner with local organizations and attend outreach events and fairs, particularly those aimed at assisting middle income families hurt by the economy as well as the working poor.

Founded in 1961, The Ralph M. Parsons Foundation strives to support and facilitate the work of the region's best nonprofit organizations, recognizing that many of those in need today will go on to shape the future of Southern California, to define it, redefine it, and help it set and achieve new goals. For more information about The Ralph M. Parsons Foundation, please visit www.rmpf.org.

The Jewish Free Loan Association is a nonprofit agency offering assistance **to people of all faiths** facing financial challenges. For over 100 years, JFLA has provided a helping hand instead of a handout to hundreds of thousands of people through interest-free micro-loans for emergencies, education, developing small businesses, healthcare and life cycle events. The assistance JFLA provides is unique, offering cash in hand to promote self-sufficiency and dignity. For more information about the Jewish Free Loan Association, please visit www.JFLA.org or call (323)761-8830.

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