

# VIDEO SCRIPT

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**TITLE: La Paloma Family Services  
Promotional Video**

**PREPARED FOR: La Paloma Family Services**

**PREPARED BY: Steve Pender, Pender Productions**

**DRAFT: Final**

We begin in black.

Bittersweet music begins.

FADE IN:

1 EXT. MENNINGER GROUP HOME SIDEWALK - DAY

A young boy and a Child Protective Services caseworker step onto the sidewalk leading to La Paloma's Menninger group home. The boy, who is being placed into the home, carries his belongings in a plastic bag, which is slung over one shoulder. The mood is one of uncertainty and sadness. To reinforce this mood, these opening shots run in black and white and slow motion.

NARRATOR

They come to us everyday.

The caseworker chats with the boy as they walk.

NARRATOR

Tucson's children. Their spirits and bodies battered and beaten by poverty, violence and substance abuse.

The plastic garbage bag fills the screen.

NARRATOR (V.O.)

Their meager possessions stuffed into garbage bags.

We SEE the feet of the boy and the caseworker.

NARRATOR (V.O.)

Their footsteps halting, unsure and uncertain.

2 EXT. MENNINGER GROUP HOME – DAY

The mood changes to one of hope. We transition to full color as we boom past a tree to reveal the entrance of the Menninger group home. The group home supervisor greets the boy and caseworker, then ushers them into the home.

NARRATOR (V.O.)

Here, they find a welcoming place. Where we help them to heal. To build healthy relationships. And where we challenge them to take effective control of their lives.

The La Paloma Family Services logo is superimposed over the scene.

NARRATOR (V.O.)

We're La Paloma Family Services. And in the next few minutes you'll learn who we are, what we do and how you can help.

The opening music ends with a flourish.

3 DAVID BRADLEY, CEO, LA PALOMA FAMILY SERVICES

We SEE David Bradley on camera.

Lower third text on screen: David Bradley, Chief Executive Officer

DAVID BRADLEY

La Paloma Family Services is a child welfare agency, a nonprofit child welfare agency that provides group home and foster home services to children who are anywhere from zero to eighteen years of age.

A La Paloma staffer and client chat while making peanut butter and jelly sandwiches.

DAVID BRADLEY (V.O.)

The mission of La Paloma Family Services is to challenge kids to take effective control of their lives by building relationships. Children come here because of some disruption in relationship and our goal is to teach them how to function in relationships with significant others, with people that they live with, the people they work with on a daily basis.

4 EXT. MENNINGER BASKETBALL COURT – DAY

We boom down from behind the basket to see a staffer coaching two La Paloma clients on the basketball court. Behind them is the Menninger group home.

New background music, upbeat and rhythmic, brightens the mood.

NARRATOR (V.O.)

La Paloma Family Services opened its doors to Tucson's children in 1980. Today, the agency supports group homes and foster homes throughout Tucson.

The staffer coaches the clients on defense. We SEE shuffling feet and waving arms.

NARRATOR (V.O.)

Our group and foster homes are safe havens where troubled children can relax, regroup and rediscover the joy of being kids. The process begins with a warm welcome – and some ground rules.

5 ALLENE JONES, FOSTER PARENT

We SEE Allene Jones on camera.

Lower third text on screen: Allene Jones, Foster Parent

ALLENE JONES

And I was working at a daycare and I looked up and here they come with two more children! I said, "Already?" They said, "Yeah, these are yours." And once they got to the house they was a little afraid, you know, and of course they're going to be afraid, afraid, and I sit down and we had our little talk and I just let 'em know, "Hey, you're at home now. You don't have to be afraid no more." And then they got to running around and stuff and I say, "Okay, that's the way we do it around here."

6 VICTORIA VALENTINE GONZALES, FORMER CLIENT

We SEE Victoria Valentine Gonzales on camera.

Lower third text on screen: Victoria Valentine Gonzales, Group Home Alumnus

VICTORIA VALENTINE GONZALES

First coming into a group home, your, everyone's staring at you through the office windows, like, "Oh my god, who's she?" You know, and it's scary. And you know, the staff, you know, do their best to make you feel welcome, like, you know, "This is what's expected of you," you know what I mean, like, "These are the girls," you know, "This is gonna be your daily routine," you know.

7 MALIA BUTLER, PROGRAM MANAGER

We SEE Malia Butler on camera.

Lower third text on screen: Malia Butler, Program Manager.

MALIA BUTLER

The typical day for the group home consists of the children waking up and doing their normal routine such as hygiene and preparing for that actual day. If it's during the school year the child will go to, attend school –

A staffer helps a young boy with his math homework.

MALIA BUTLER (V.O.)

- then they would return home, the staff members would assist them with their homework, and also assist them in cleaning the house and doing daily chores as well as providing meals for them.

The staffer compliments the boy on correctly solving a math problem.

8 EXT. AMPARO DEL LOS ANGELES – DAY

We pan along a low wall containing a sign reading, “Amparo de los Angeles.”

NARRATOR (V.O.)

La Paloma Family Services also provides a special group home for children with children, called Amparo de los Angeles.

9 EXT. AMPARO DEL LOS ANGELES – DAY

We rise over the group home wall to reveal the front lawn, filled with mom’s, children and staff.

NARRATOR (V.O.)

It means “Shelter of the Angels.” Here, teen mothers and their babies find refuge – and a helping hand.

A teen mom, carrying her toddler, leaves a casita.

DAVID BRADLEY (V.O.)

We have young girls, ages anywhere from twelve to eighteen, who have children themselves.

We SEE David Bradley on camera.

DAVID BRADLEY

Our goal is to try to help them become good parents but also oftentimes finish school and learn a skill so that they can break the cycle of poverty and violence that brought them into care in the first place and increase the likelihood that they will be able to keep their child beyond their stay in the child welfare system.

10 AMPARO DEL LOS ANGELES SCENES

A mom reads to her baby.

NARRATOR (V.O.)

Amparo de los Angeles fosters independence.  
Each mom lives with her baby in a private casita -

A staffer coaches a mom on bottle feeding technique.

NARRATOR (V.O.)

- and receives coaching in life and childcare skills  
from trained and caring staff members.

A staffer watches over kids in the Amparo daycare center.

NARRATOR (V.O.)

Thanks to Amparo's daycare center, moms can  
leave for work knowing their children are safe and  
secure.

A mom places her baby in a crib for the night.

NARRATOR (V.O.)

And as night falls, each mom sleeps better  
knowing she and her baby are one step closer to a  
better life.

We SEE Valerie Salcedo on camera.

Lower third text on screen: Valerie Salcedo, Amparo de los Angeles Alumnus

VALERIE SALCEDO

They showed me how to be a better mom and  
they showed me how to be just a better person.  
Just, and showed me how to be independent; just  
to go out on my own.

11 SUPPLEMENTAL SERVICES SCENES

We see four children in a “Money Pals” class. The instructor quizzes them on money-related issues.

NARRATOR (V.O.)

La Paloma Family Services also provides a variety of unique supplemental programs. Some, like our “Money Pals” classes, help children learn practical skills they’ll need to succeed in the community.

A therapist counsels a young teen.

NARRATOR (V.O.)

Other programs are therapeutic, and guide our residents through troubling emotional issues.

The shot freezes.

We build a bulleted list of La Paloma’s supplemental programs and services. We begin with the heading: Supplemental Programs

NARRATOR (V.O.)

Among these programs -

Add bullet: Alcohol & other drug (AOD) group

NARRATOR (V.O.)

Our Alcohol and Other Drug group, where kids can discuss their issues with drinking and drugs.

Add bullet: Client Advisory Committee

NARRATOR (V.O.)

The Client Advisory Committee, where residents can suggest ways to improve their group home experiences.

Add bullet: Significant Loss Group

NARRATOR (V.O.)

A Significant Loss Group that helps children cope with the death of a parent or sibling.

(continued)



Add bullet: Emergency Support Team

NARRATOR (V.O.)

An Emergency Support Team that provides intensive counseling to kids who need extra guidance.

Add bullet: Vocational Education Program

NARRATOR (V.O.)

A Vocational Education Program that helps youngsters prepare for the world of work.

Add bullet: Alumni Association

NARRATOR (V.O.)

And the Alumni Association, a social and support group for young adults who have left La Paloma.

We SEE Tanis Wahl on camera.

Lower third text on screen: Tanis Wahl, Director of Quality Management

TANIS WAHL

It's scary out there. When you're eighteen, you're out on the street and you don't really have anybody, we want them to know, "Hey, we can go back to La Paloma. We are a part of something. We are connected to something."

12 EXT. COMMUNITY CENTER – DAY

We boom down from the Menninger home to see folks entering the Amphi Neighborhood Community Center.

NARRATOR (V.O.)

La Paloma Family Services also strives to connect with the neighborhoods in which it operates. In Tucson's Amphi neighborhood, the agency partnered with local leaders to build a new community center. And throughout the city, La Paloma's kids help make their neighborhoods better places to live.

We SEE Dave Bradley on camera.

Lower third text on screen: David Bradley, Chief Executive Officer

DAVID BRADLEY

And the way we do that is by having them participate in community activities in the local neighborhoods, in schools, in after school programs and pro – and to teach the kids how to provide, or to connect with other folks in their community in a variety of ways.

13 FOSTER PARENT CLASS

Two prospective foster parents receive in-class training.

NARRATOR (V.O.)

Connecting to foster parents is also part of La Paloma's mission. The agency offers a ten-week foster parent training course, along with ongoing support.

We SEE Maria Enriquez on camera.

Lower third text on screen: Maria Enriquez, Foster Parent

Maria speaks in Spanish. As she speaks, we HEAR the English translation.

MARIA ENRIQUEZ

The agency supports us a lot. There isn't one thing that we ask for that they don't follow through with. Everything from training, help with the children. Everything, everything. Anything we ask for they provide it for us. I am very happy for that.

We SEE Allene Jones on camera.

Lower third text on screen: Allene Jones, Foster Parent

ALLENE JONES

And when I call the director, if he's not there, he'll call me back, "What do you want?" And I'll tell him, "I need some more kids!" "What happened to the other two?" "They left me." He says, "Well, let me check with someone else." By the end of the day I have kids in my home. "I have your two kids!" I say, "Alright. Good job."

14 FOSTER CARE RESOURCE CENTER ARTWORK

We SEE plans for La Paloma's new Foster Care Resource Center.

NARRATOR (V.O.)

And La Paloma's newest project will help the agency do an even better job. The Foster Care Resource Center will provide training and support services for foster families and child welfare professionals throughout Pima County.

DAVID BRADLEY (V.O.)

We are very excited about our foster care resource center.

We SEE David Bradley on camera.

DAVID BRADLEY

Not only to support our children, but also to support the families that provide them care. To provide them training and day to day supports that families need in order to increase the likelihood of our kids being successful in the community.

15 CLOSING SEQUENCE

We reprise the scenes of clients and staff we've seen throughout the video.

NARRATOR (V.O.)

Creating connections. Cultivating healthy relationships. Challenging kids to take effective control of their lives. It's what La Paloma Family Services is all about.

(continued)

We SEE David Bradley on camera.

Lower third text on screen: David Bradley, Chief Executive Officer

DAVID BRADLEY

We do marvelous things here. We help kids overcome enormous odds and to help them change their lives and take control of their lives. The key to that is having good staff, who are dedicated, who are trained and who are committed to helping them and it's a great privilege to work with many staff that we have here and the many foster parents we have at La Paloma that help us do that.

We SEE Victoria Valentine Gonzales on camera.

Lower third text on screen: Victoria Valentine Gonzales, Group Home Alumnus

VICTORIA VALENTINE GONZALES

What have they done for me? Words can never say, you know. Um, they helped me through school. I graduated a year early. Um, helped me get my very first car, you know. My first, like, real, true job. Make me find who I am inside, you know, the person that I want to be. Have goals. You know what I mean? They've done so much for me. They made me who I am today, the person that I am today.

We SEE Valerie Salcedo on camera.

Lower third text on screen: Valerie Salcedo, Amparo de los Angeles Alumnus

VALERIE SALCEDO

Oh, they're great. My kids, they love them. And I love that my kids love them. They, they're friendly, they're just so caring, they're always there when you need them. They're just awesome.

(continued)

We SEE a wall featuring a mosaic of La Paloma's logo. A small boy runs past.

Text on screen:

Donate today  
Become a foster parent:

La Paloma Family Services  
P.O. Box 41565  
Tucson, Arizona 85717

(520) 750-9667  
[www.lapalomakids.org](http://www.lapalomakids.org)

NARRATOR (V.O.)

And now you can help La Paloma Family Services help Tucson's kids take effective control of their lives. Donate your dollars. Or volunteer your time as a foster parent. Don't wait. Contact La Paloma Family Services today.

The background music ends with a flourish.

FADE TO BLACK

FADE IN

Text on screen: Copyright 2006, La Paloma Family Services, Inc.

FADE TO BLACK

THE END