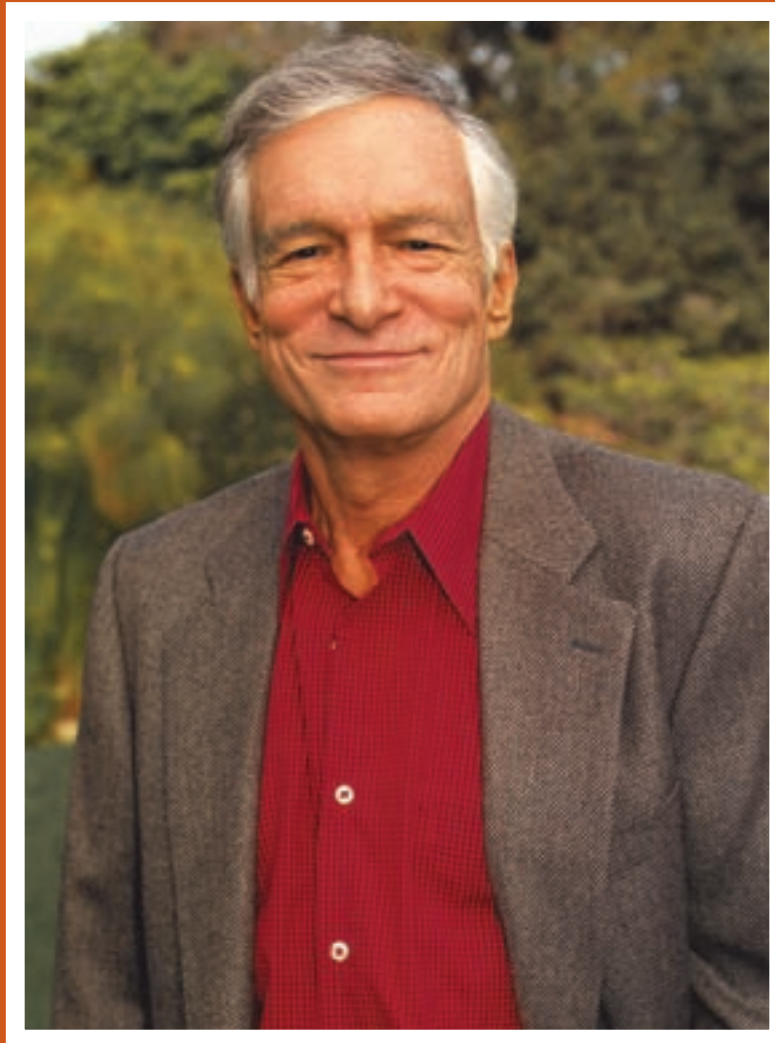


2010 Founder's Hero of the Heart Award





Our Hero

Today, November 18, 2010, Children of the Night Founder and President Dr. Lois Lee presents Hugh M. Hefner with the organization's first-ever Founder's Hero of the Heart Award in appreciation for his unwavering dedication, commitment and generosity. No one has been more important in launching, developing and maintaining Children of the Night and its groundbreaking work of rescuing America's children from the ravages of prostitution.

Children of the Night is the only comprehensive program in North America for American children who have been forced into prostitution to survive. Thanks to Mr. Hefner, Children of the Night has been able to do its life-saving work for over 30 years, rescuing more than 10,000 American children from the ravages of prostitution and giving them the guidance, nurturing, education and love they need to turn their lives around and go on to lead fulfilling, productive lives.

On this special day — our annual open house and Volunteer Recognition Day — we also honor the 150 volunteers who donate critical services to our children. These include medical, dental, orthopedic and chiropractic care, optometry, psychotherapy, hairstyling and access to wholesome recreational activities that allow them to experience the childhood they never had. Children of the Night could never afford these benefits without the work of our tireless volunteers, along with help from the Los Angeles Police Department, FBI, and Los Angeles Fire Department.



Current Children of the Night residents show their appreciation for Mr. Hefner and our volunteers by sharing poems, letters and stories about their rescue by Children of the Night. Our program begins with our children performing “It’s the Hard Knock Life,” directed by Dyan Cannon.

Also presenting awards to our volunteers are graduates of the Children of the Night program dating back as far as 1979. These early graduates relate their experiences of living in Dr. Lee’s small two-bedroom apartment before that first check arrived from Hugh Hefner’s Playboy Foundation.

“Hugh Hefner has touched our hearts with his pioneering and amazingly generous efforts to make Children of the Night possible and keep it going,” says Dr. Lee. “He has been a savior to thousands of American children who had nowhere else to turn for help.”

In 1977, before Children of the Night was even conceived, Mr. Hefner offered his first grant from the Playboy Foundation to Lois Lee to research police reports filed on prostitution in an effort to challenge the unequal enforcement of prostitution laws (prostitution laws had historically been used to prosecute women, minorities and homosexuals). Soon after, he publicly supported her controversial work by attending her first fundraising event, clearly demonstrating the courage of his convictions.

As Dr. Lee’s pioneering work gained more and more publicity, she had to face increasing opposition and was forced to endure threats of violence, arrest, social humiliation and ostracism. Throughout these difficult times, Mr. Hefner stood by her side, encouraging and

supporting her mission to save the helpless children who were victims of human sex trafficking.

“Hef recognized, even before I did, the obstacles I would face trying to help a population that was less fortunate, unpopular, that was being punished because sex was “at issue” in their victimization,” Dr. Lee says. “He led me in a fight for a controversial cause and taught me to ‘Hold my head high and look the world in the eye’ — a lesson that never failed me in developing programs for boys and girls victimized by prostitution. Hef taught me that to fight for their rights, I must do so with articulate presentations and serious intellectual debate, and involve the media.”

One night, in her efforts to advocate for these “throwaway” children, Lee spent hours trying to convince police to help her find a young prostitute who had disappeared. Their response: “She’s just a whore.” That girl, Kimberly Martin, just 17, turned out to be the Hillside Stranglers’ 11th victim. Her nude body was found the next morning, December 14, 1977. She had been tortured and strangled.

Knowing that this gruesome crime could have been prevented, Dr. Lee was more committed to her cause than ever, chasing leads and enlisting help from the press to bring attention to child prostitution.

“I was years ahead of my time,” she says, “alone and without resources. Hugh Hefner was the only person who believed in my work — and me.”

On March 18, 1978, he hosted a black-tie fundraising event at Playboy Mansion West in an effort to secure the support of judges,

prominent California legislators and Hollywood celebrities. The Los Angeles Times described it this way: “Not a hint of debauchery surfaced at the dinner disco given Saturday evening...” and “...the party could have rivaled Saturday night at the country club for decorum.” The public wondered why Hefner, a major proponent of sexual freedom, would contribute to someone determined to save prostitutes.

A few months later, Dr. Lee’s new street contacts led her to discover a burgeoning business of runaway children working as prostitutes on the streets of Hollywood, many the victims of brutal pimps. “When I reported my findings to Playboy, Hef agreed to help,” Dr. Lee recalls. “In fact, he urged me to develop a program to save these children and agreed to support me all the way.” In January of 1979, Children of the Night was born.

Over the next three years, more than 250 children in need of shelter passed through Dr. Lee’s two-bedroom apartment, living on her graduate school financial aid, part-time teaching, and research and consulting fees. Again, Hugh Hefner and Playboy came to the rescue with another grant that paid for food and a telephone system that became the first Children of the Night hotline.

In 1980, The Playboy Foundation purchased full-page ads in Variety and The Hollywood Reporter promoting documentaries on Children of the Night, and the momentum for the development of Children of the Night as it is known today, began to build.

In March of 1981, Richard S. Rosenzweig, Executive Vice President of Playboy Enterprises, Inc, (responsible for advising Mr. Hefner on all major policy decisions) became a founding

board member of Children of the Night. For over a decade, he served as Chairman of the Board of Directors. Under Mr. Rosenzweig’s leadership and stewardship, a corporate structure was developed to support Children of the Night’s groundbreaking programs.

From 1981 to 1989, Children of the Night board of directors’ meetings were held in what was referred to by many as the Playboy Building on Sunset Boulevard. Children of the Night volunteer and staff trainings took place in that same Playboy boardroom.

Mr. Hefner helped raise millions of dollars to support us, and in 1992, we were able to purchase and renovate the Children of the Night home where we stand today. He made all the resources of Playboy available to us whenever we needed them, from making its lawyers available to us, developing our corporate policies, and enlisting the Playboy art department to design and print our holiday cards and brochures. He allowed “CBS 60 Minutes” to film a story about Children of the Night at the Playboy Mansion — a landmark piece that brought millions more in donations.

He has continued to promote Children of the Night over the years. He has hosted numerous fundraisers at the Playboy Mansion, enlisting celebrities to participate. Lakers coach Pat Riley served as master of ceremonies for two consecutive years, then Whoopi Goldberg, and later, the cast of “Hill Street Blues”. He brought Children of the Night to the attention of powerful men, including President Ronald Reagan and Johnny Carson (who donated over \$1 million in personal gifts during his lifetime and left a foundation in place to carry out his legacy with a major annual gift, as well as permission to use his name for our Heroes of the Heart fundraising campaign).

Thanks to Hugh Hefner’s kindness and generosity over the years, laws and attitudes toward child prostitution in America have changed. Today, many states demand equal enforcement of the prostitution laws and more stringent penalties for those who pay children for commercialized sex. Several states have begun to decriminalize child prostitution, and federal and state policies are in place to ensure that child prostitutes are treated as victims instead of criminals.

We have had to do our work with only private funds because there has never been any government funding to provide a comprehensive program for American children who are victimized by this horrible sexual exploitation. Today there are federal human-sex-trafficking task forces across the country made up of almost every government, law enforcement, legislative and social service organization. The American government is finally releasing some funds to provide homes for these neglected children. So many of the things we were fighting for 30 years ago — which were considered controversial then, even laughable — are now commonplace. Thanks to the support of Hugh Hefner.

Mr. Hefner, please take pride in the fact that your efforts have made it possible for Children of the Night to rescue more than 10,000 boys and girls from prostitution right here in

the United States. And please know that Children of the Night is alone in that accomplishment and commitment.

You, Mr. Hefner, stand alone for the strong and noble role you have played in creating a place we call Children of the Night — a place where life-changing work occurs every day.

Mr. Hefner — please stand up and let us honor you and everything you have done for us. Please know in your heart that you have made Children of the Night possible, and that without you, we —and so many helpless, forgotten children — wouldn’t be here today.

On behalf of myself and my children, please accept our first and only Children of the Night Founder’s Heroe of the Heart award. We will never forget your selfless, steadfast support and devotion to making Children of the Night possible, and for helping to create the most successful and life-changing organization for America’s child prostitutes.



Dr. Lois Lee, Founder

CHILDREN OF THE NIGHT

14530 Sylvan Street, Van Nuys, CA 91411
818.908.4474 fax 818.908.1468
24-hour hotline 1.800.551.1300
www.childrenofthenight.org

MISSION STATEMENT

Children of the Night is a privately funded non-profit organization established in 1979 and dedicated to rescuing America's children from the ravages of prostitution.

PROGRAM DESCRIPTION

The Children of the Night home is open to child prostitutes throughout the United States, and the Children of the Night hotline is ready and able to rescue these children 24 hours a day. Our hotline staff works closely with law enforcement to rescue children from vile, dominating pimps.

Our home features an on-site school and college placement program. After youngsters complete our rigorous and comprehensive program of academic and life-skills education, caseworkers are available to provide ongoing case management.

2010 BOARD OF DIRECTORS

Chairman of the Board
Wendy Dio, Niji Management

Founder & President
Dr. Lois Lee

Secretary
Janet C. Jones, Elkins-Jones

Treasurer
Francis Shelley, CPA

Patti Massman Neuwirth