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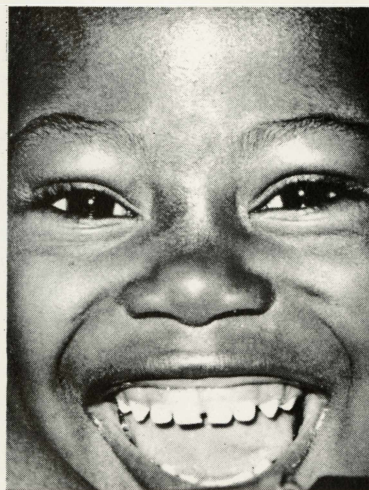
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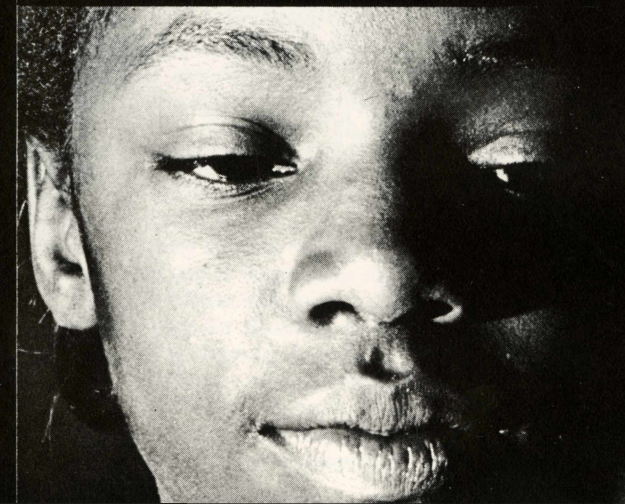
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**Operation Life.**

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## Executive Director's Letter

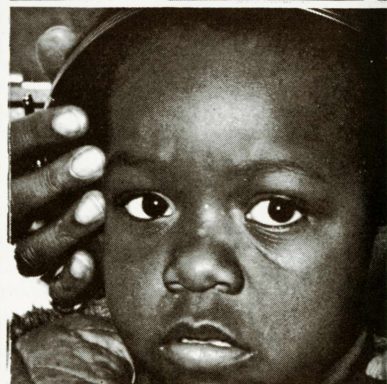
Operation Life C.D.C. is a private non-profit Nevada corporation formed in 1972 by low-income women to provide survival needs — food, health care, education, housing and economic development — for and by West Las Vegas residents.

As advocates of the Bootstrap Theory, Operation Life has become the vehicle to provide boots for low-income people everywhere.

In just a few short years, we have succeeded in providing a base from which to lift the standards of living. We have to succeed — we have no other choice.

Please join us in ensuring that all of our dreams become realities.

*Ruby Duncan*



Operation Life has always seen services as more than just meeting immediate needs. Services are a form of economic development. Prior to being formally designated as a Community Development Corporation (C.D.C.) by the Community Services Administration, Operation Life was able to bring over a million dollars worth of services into West Las Vegas. Today, the figure is over several million and growing rapidly and includes such projects as:

- WIC foods for women and children
- EPSDT health screening for youngsters
- Public Branch Library
- Health Access and Referral
- Food Coop
- Employment and Training
- Child Care
- Committee on Low-Income Women
- LEAA Community Anti-Crime Project
- Community Press
- Minority Youth Enterprises
- Advocacy/Counseling
- Summer Lunch Program
- Swimming/Recreation
- Venture acquisition/development

As a C.D.C., Operation Life is planning for the development of new projects that will help community residents gain influence over the economic conditions of their lives. The goals of OLCDC include:

- Identifying and developing local skills and talents
- Starting new businesses and industries
- Increasing job opportunities
- Creating a flow of capital into the community

OLCDC mobilizes financial, human and physical resources to effect a positive change in the structure of the local economy to the benefit of all.

**February, 1978**, started the Minority Youth Enterprises Project with CETA Title I grant, a concept that can be used to strengthen the use of Department of Labor funds. **January, 1978**, by invitation of Dr. Graciela Oliveras, Director of the Community Services Administration, OLCDC Executive Director Ruby Duncan participated as a panelist in hearings on CSA national policy. **January, 1978**, the City of Las Vegas awarded funds to Operation Life for renovation of the upper floors of the Operation Life facility and the Operation Life library. **January, 1978**, received seventeen Public Service positions from the local CETA Consortia bringing the total number of employees at Operation Life to close to 100.

**November, 1977**, revived the Operation Life Community Press. **November, 1977**, started the Operation Life Committee of Low-Income Women through a grant from the Campaign for Human Development, the U.S. Catholic Conference. **November, 1977**, received special impact area designation and planning grant award from the Community Services Administration for community economic development.

**November, 1977**, Ms. Duncan and staff responded to request from the White House to share ideas and suggestions for improvement of the delivery of services. **August, 1977**, Ms. Duncan testified before the Congressional Committee on national welfare reform. **June, 1977**, awarded Community Development Block Grant funds for renovation of the first floor of the Operation Life building. **June, 1977**, Ms. Duncan served with Sen. Edward Kennedy's Committee of 100 on national health insurance. **March, 1977**, "From Welfare to Economic Development," a forum presentation sponsored by Operation Life with a grant from the Nevada Humanities Committee: guest speakers Mervyn M. Dymally, Lt. Gov. of California, and Carol Burris, Director of the Women's Lobby of Washington, D.C.

## The Roots of Operation Life.

**August, 1976**, workshop series with the Department of Labor on Low-Income Women in Las Vegas; Ms. Duncan became a consultant to the Department of Labor on women's needs and concerns. **June, 1976**, Ms. Duncan and the Rev. Albert Dunn took initiative in the formation of the Justice in Employment and Training organization, an advocacy and action oriented project to fight employment discrimination. **May, 1976**, grant from the United Way of Southern Nevada. **April, 1976**, Ms. Duncan addressed the Senate Committee on full employment. **April, 1976**, started renovation of the old "Cove Hotel" to be used as a community service and business center of West Las Vegas with funds and support of the Max C. Fleischmann Foundation of Nevada. **December, 1975**, Operation Life completed training of 55 women in day care of which a majority found jobs in the field. **July, 1975**, Operation Life Child Care Center opened. **June, 1975**, continued summer lunch program and swimming classes for youth in the community. **May, 1975**, lobby effort at the State Legislature resulted in a 20% raise in grants for ADC recipients. **July, 1974**, renovated the Operation Life swimming pool; summer lunch program served 15,000 lunches to community children. **July, 1974**, secretary of H.E.W. Casper Weinburger urged other states to follow Nevada's lead in early periodic health screening (EPSDT). The Operation Life Health Center had served 80% of the eligible youth in Clark County and 60% in the State. **March, 1974**, started the Women's, Infant's and Children's Supplemental food program (WIC) which provides high protein foods to over 1400 women and children each month. **December, 1973**, the Clark County Library branch opened in the Operation Life building located directly across the street from the OLCDC offices. **November, 1973**, with a grant from the Nevada Humanities Committee, developed the Operation Life Community Press which brought some concrete changes in public policy. **October, 1973**, developed handbook on food stamps to supplement workshops on food stamps and welfare. **August, 1973**, Operation Life Community Health Center opened to give preventative health screening to Medicaid eligible youth. **February, 1973**, lobbied in State Legislature and won struggle to bring food stamps into Nevada. **August, 1972**, acquired use of "Cove Hotel," a five-story building needed to bring vital services and communications into the community. **May, 1972**, Operation Life formed by the CCWRO through a grant from the Campaign for Human Development. **February, 1972**, mass eat-in of ADC children at Stardust Hotel on the Las Vegas Strip, focusing attention on the frustrations of the poor. **December, 1971**, began educating people to the needs of poor people and worked to get out Christmas turkeys and food baskets to 3,000 families. **April, 1971**, CCWRO won a court order reinstating recipients on welfare who had been illegally terminated. The Federal Judge determined the state had "run roughshod" over the rights of individuals. **March, 1971**, second Strip march which ended in subsequent arrest of over 100 people for sitting in the middle of the Las Vegas Strip. **February, 1971**, first Strip march with thousands of people on the Las Vegas Strip led by Ms. Duncan. **January, 1971**, sudden cut-off of 3,000 ADC recipients in Nevada for alleged "cheating."

