

## ANIMAL ISSUES MOVEMENT

420 N. Bonnie Brae Street  
Los Angeles, CA 90026-4925  
(213) 413-SPAY/413-7729 (fax/message)  
(213) 413-ADOPT/(213) 413-2367

March 23, 2016

RE: CF 16-0070

Councilmember Paul Koretz  
Los Angeles City Council  
200 N. Spring Street, Rm. 440  
Los Angeles CA 90012

### FAILURE TO RESPOND TO CALIFORNIA PUBLIC RECORDS ACT REQUEST - LOS ANGELES ANIMAL SERVICES / LOS ANGELES ANIMAL RESCUE FOUNDATION, INCORPORATED / MEMORANDUM OF UNDERSTANDING AND GLOBAL PHILANTHROPY GROUP (CF 16-0070)

On February 25, 2016, according to a signed Certified Mail confirmation, your office received my request under the California Public Records Act (Government Code Section 6250 et seq.), formally requesting copies of documents in regard to CF 16-0070, which I believe to be in your possession and which I understand were generated or received by your office in communication with Maggie Neilson, Trevor Neilson and/or representative of Global Philanthropy Group, and L.A. Animal Services General Manager, et al.

As you are aware, Gov't. Code § 6253(b) provides that agencies "shall make . . . records promptly available. It also provides that agencies "shall, within 10 days from receipt of the request, determine whether the request, in whole or in part, seeks copies of disclosable public records in the possession of the agency and shall promptly notify the person making the request of the determination and the reasons therefor."

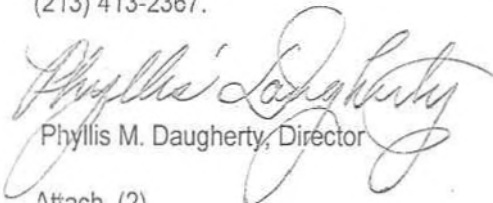
Because responses from other City agencies to a similar CPRA request on this subject indicate that it can take five (5) days from arrival at City Hall to receipt by the appropriate employee/custodian of records, I have waited for a 30-day period, expecting that, as an elected City official with a legal obligation, you would act in good faith. Unfortunately, that has not been the case.

Your failure to respond regarding your involvement (or lack thereof) and take seriously an inquiry regarding an agreement without clear limitations and monitoring which allows solicitation for donations/funds for Los Angeles Animal Services by an outside entity which has been the subject of published articles (attached) questioning "bad advice" given to two celebrity-clients, creates concerns about transparency and ethics.

Section 6259(d) of the Government Code, provides that "[t]he court shall award court costs and reasonable attorney fees to the plaintiff should the plaintiff prevail in litigation filed pursuant to this section." It is hoped that no further action on this matter will be required.

Please respond immediately to the CPRA request dated February 22, 2016, regarding CF16-0070 in order to avoid the necessity for further legal action.

If I can provide any clarification that will help expedite your prompt attention to my request, please contact me at (213) 413-2367.

  
Phyllis M. Daugherty, Director

Attach. (2)

cc: Mike Feuer, City Attorney

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Mayor Eric Garcetti  
Los Angeles City Hall  
200 N. Spring Street  
Los Angeles CA 90012

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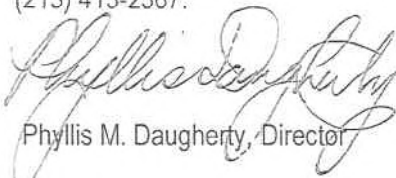
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RE: CF 16-0070

City Attorney Mike Feuer  
City Hall East – Room 800  
200 N. Main Street  
Los Angeles CA 90012

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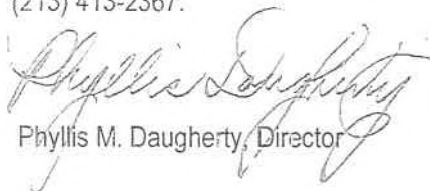
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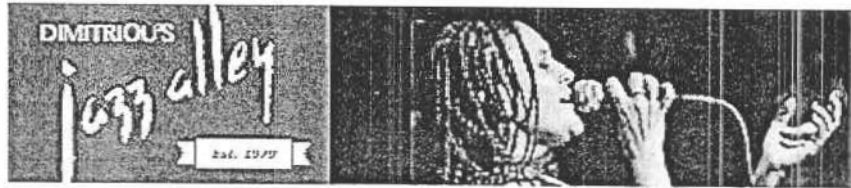
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## Trevor Neilson's Bad Advice for Ashton Kutcher

Hollywood's King of Philanthropy does a disservice to his celebrity clients.

By Caleb Hannan Tue., Jul 5 2011 at 12:00AM

Tweet

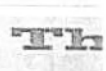
• Stir

Trevor Neilson, Hollywood's King of Philanthropy, deserves credit for one thing: According to Mayor Mike McGinn, it was a Tweet from Neilson that prompted Friday's press conference at City Hall on the need for more cooperation in the fight against underage sex trafficking. But that's where the credit stops. Because Neilson's Tweet to McGinn wasn't just a bid to draw more attention to a worthy cause. It was part of a larger campaign to divert attention from his own shoddy work. In our cover story last week ("Real Men Get Their Facts Straight"), we reported on Neilson's work with Ashton Kutcher, the lovable doofus who first came to prominence on That '70s Show. Neilson, a celebrity charity consultant who advises stars like Madonna, helped Kutcher and his wife Demi Moore start the DNA Foundation, a nonprofit devoted to ending sex trafficking. The intent was good. The execution was not. As part of a media blitz to promote their bizarre "Real Men" campaign, which featured celebrities like Justin Timberlake doing inane things like making grilled-cheese sandwiches with a hot iron, Neilson fed Kutcher and Moore some frightening numbers. The most frightening: an estimate of 100,000 to 300,000 child sex slaves in the United States today, a figure the celebrity couple then repeated during an appearance on CNN. For a PR guy like Neilson, a former spokesperson for Seattle Public Schools who now pulls in \$200,000 a year as a consultant, slipping Kutcher and Moore the eye-popping number was a no-brainer. Newspapers have a hard time ignoring celebrities as it is. They have an even harder time ignoring celebrities who say there are enough child prostitutes in America to fill three Rose Bowls. And sure enough, the shocking figure was reprinted as gospel in many major American dailies, including The New York Times. The only problem was that Neilson's scare-stat came from a scientific study that was anything but scientific. As we reported in the story, the "100,000 to 300,000" figure actually refers to the number of children whom two University of Pennsylvania professors

Now



consider to be "at risk" for sexual exploitation—a number that includes any teenager who has ever run away from home, even for just an hour. Not only that, the study was mostly based on anecdotes, not hard data. As one concerned professor told us, "It has no scientific credibility." Kutcher and Moore deserve credit for lending their celebrity to a worthy cause. They also deserve credit for hiring a guy like Neilson, who, you have to assume, they thought would school them on the fundamentals. But that's where the system broke down. If you're a high-priced consultant, it's your job to get the numbers right. It's not your job to say "I don't frankly care if the number is 200,000, 500,000 or a million or 100,000," as Neilson's wife and co-worker, Maggie, told us. The consequences of one big, well-intentioned white lie can be grave. Inflated stats like the figure Neilson had Kutcher and Moore cite help explain why there are a glut of government programs which purport to help the cause, yet don't do anything for the actual victims. Instead, groups like Shared Hope International—an organization DNA promotes that's run by ex-Washington congresswoman Linda Smith, who once tried to make consensual sex between teenagers illegal—get paid handsomely to coordinate awareness campaigns, while zero dollars are directed to concrete solutions like shelters and counseling. (For that kind of assistance you have to look elsewhere, like Senate Bill 596, which both we and Kutcher support.) Instead of acknowledging the bogus stats and the damage they're causing, however, Neilson went on the defensive, taking to Twitter to try to "expose" Seattle Weekly's connection to Backpage.com, an online classifieds site that, like this paper, is owned by Village Voice Media. In no fewer than 100 Tweets, Neilson attempted to contact every major media outlet and elected official in the Pacific Northwest in an effort to get them to report on our connection with Backpage. Mayor McGinn was one of those elected officials, and at Friday's press conference he said Neilson's Tweet prompted him to call Police Chief John Diaz, to, in his words, "see if this was a problem." Diaz came back with a number: four. That's how many underage girls who've been linked to Backpage have been recovered so far this year by the Seattle Police Department. Four is obviously four too many. And it's heartening to know that McGinn wants to improve the ways in which Backpage and the police department can work together to catch those exploiting vulnerable kids—a task it's been working on for some time now. Backpage is based in Arizona, and has a staff of 123, most of whom are there to screen every adult or personal ad. When one of those employees sees an ad that looks suspect, he or she alerts the National Center for Missing and Exploited Children, which then calls local law enforcement. (This daisy chain of aggressive reporting happened 230 times just last month.) What happens next often involves a subpoena, which Backpage aims to turn around in a matter of hours, not days. In fact, at the press conference, Lt. Eric Sano of the Vice/High Risk Victims Unit went out of his way to praise how "very quick and very cooperative" Backpage is in assisting his department. He also added that because Backpage requires a valid credit card—an easily traceable piece of evidence—investigating sex-trafficking cases from Backpage is a lot easier than it is with other sites. Neilson, presumably, knows none of this. Though he might have if he'd bothered to call Carl Ferrer, the man who runs Backpage (and who also travels from city to city,



Fric

having the kind of sit-downs with local law enforcement that McGinn requested). Maybe Neilson will pass on this new information to Kutcher, his client—along with the fact that Backpage has tried to get an audience with the star for months. But judging by the way Neilson has handled facts in the past, you'd be smart not to hold your breath. [news@seattleweekly.com](mailto:news@seattleweekly.com)



Neilson.

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LA WEEKLY

# Did Miley Cyrus Get Bad Counsel from Charity Consultant on VMA Date?

BY JILL STEWART

FRIDAY, AUGUST 29, 2014 AT 1:44 P.M.



*Mike Schmid*

*Update: Trevor Neilson responds, explaining that he did, in fact, fully vet Jesse Helt but decided the young man deserved to tell his story in light of his homeless experiences and the minor nature of his crime. See below.*

Trevor Neilson is a big name in celebrity philanthropic consulting, but he's no stranger to controversy. And now he's dealing with a controversy that appears to be of his own creation – failing to fully vet anticipate the media reaction to the background of a homeless young man, Jesse Helt, before letting Helt take the mic for Miley Cyrus at the MTV Video Music Awards.

*See also: L.A. Cops Knew Miley Cyrus' VMAs Date Was a Wanted Man*

Neilson, previously labeled "Charity Fixer to the Stars" by the *New York Times*, has been labeled by the Associated Press as the person who selected the youth homeless center on Hollywood Boulevard, My Friend's Place, and then steered Cyrus to the appealing young Helt. The son of a former Pepsi Cola exec, Helt wowed the world on TV, but then the warrant for his arrest came to light. Days later, Helt turned himself in to Oregon authorities. He's now free on \$2,500 bail.

In a weird way, Helt, who is accused only of violating probation after a misdemeanor conviction several years ago – is exactly who Trevor Neilson should have chosen, if only Neilson had handled it right:



TechCrunch50-2008

Earlier this year, Neilson warned that big-name stars might be afraid to help out charities. This, after Oxfam and its longtime ambassador, actor Scarlett Johansson, split over her appearance in an ad for SodaStreamTV (which has a factory in a controversial Israeli settlement).

Neilson told the UK's *The Independent* this year:

Now, the celebrities, actors, athletes, people who are the focus of our celebrity-obsessed culture, will be less likely to become philanthropic.

And now after the arrest warrant controversy, celebrities may have another reason to stay out of high-profile philanthropy.

Neilson, co-founder of Global Philanthropy Group, has worked with Angelina Jolie, Brad Pitt, Ashton Kutcher, Demi Moore, Madonna, Bill Gates, Bono, Bill Clinton and Richard Branson, advising them on which causes are worthy of their star power. (Neilson previously tangled with *L.A. Weekly's* former corporate parent, Village Voice Media, which criticized Neilson and his wife Maggie for public service announcements in which their clients, Kuchter and Moore, claimed that the U.S. has 100,000 to 300,000 sex slaves.)

In this latest controversy, Helt's own dad, Dennis Helt, told the *Daily Mail* that he was shocked to hear on TV of his son's downward spiral, having believed his son was in California following "his dream." The father said he had not spoken to Jesse Helt this year – and had not seen him for three years.

Helt's invite to the VMAs now has the media focused on his modest criminal record, not the plight of homeless kids.

Activists for homeless children are trying to promote a different side of these stories, alerting people to the 53,000 (and probably far more) chronically homeless youths, a lot of whom come from two demographic categories:

- Roughly 23,000 foster care kids tossed on the streets yearly when they "age out" at 18, and

- A second, overlapping, group – tens of thousands of runaway kids, 75 percent of whom are said to be girls, who've often been sexually or physically abused before leaving home.

Helt's own road to homelessness is not yet clear. His misdemeanor conviction years ago in Oregon, despite the media uproar, is nothing remarkable in the often-violent world of homeless youths.

As AP reports:

Court records show that Helt pleaded guilty to misdemeanor criminal mischief and criminal trespass several years ago after breaking into the apartment of a man he believed to be selling bad marijuana. He was sentenced to 30 days in jail and probation. The arrest warrant was issued in November 2011 after he violated probation.

Helt's mother was quoted as saying Miley Cyrus has offered to help pay for Helt's defense on the charge that he violated his probation.

Neilson could not be reached by *L.A. Weekly*, but he said last night in an emailed statement to the media:

Jesse Helt turned himself in tonight to Polk County authorities to address his outstanding legal issues. Miley Cyrus will be assisting him with this process, and they both are committed to working to help the other 1.6 million youth who experience homelessness in America each year.

As to Neilson's estimate of 1.6 million homeless youth, that's a probably yet another wildly inaccurate figure.

It's tossed around by some of the nation's leading homeless advocacy groups, but in truth, the 1.6 million figure is merely an estimate of how many kids are homeless for even a single night.

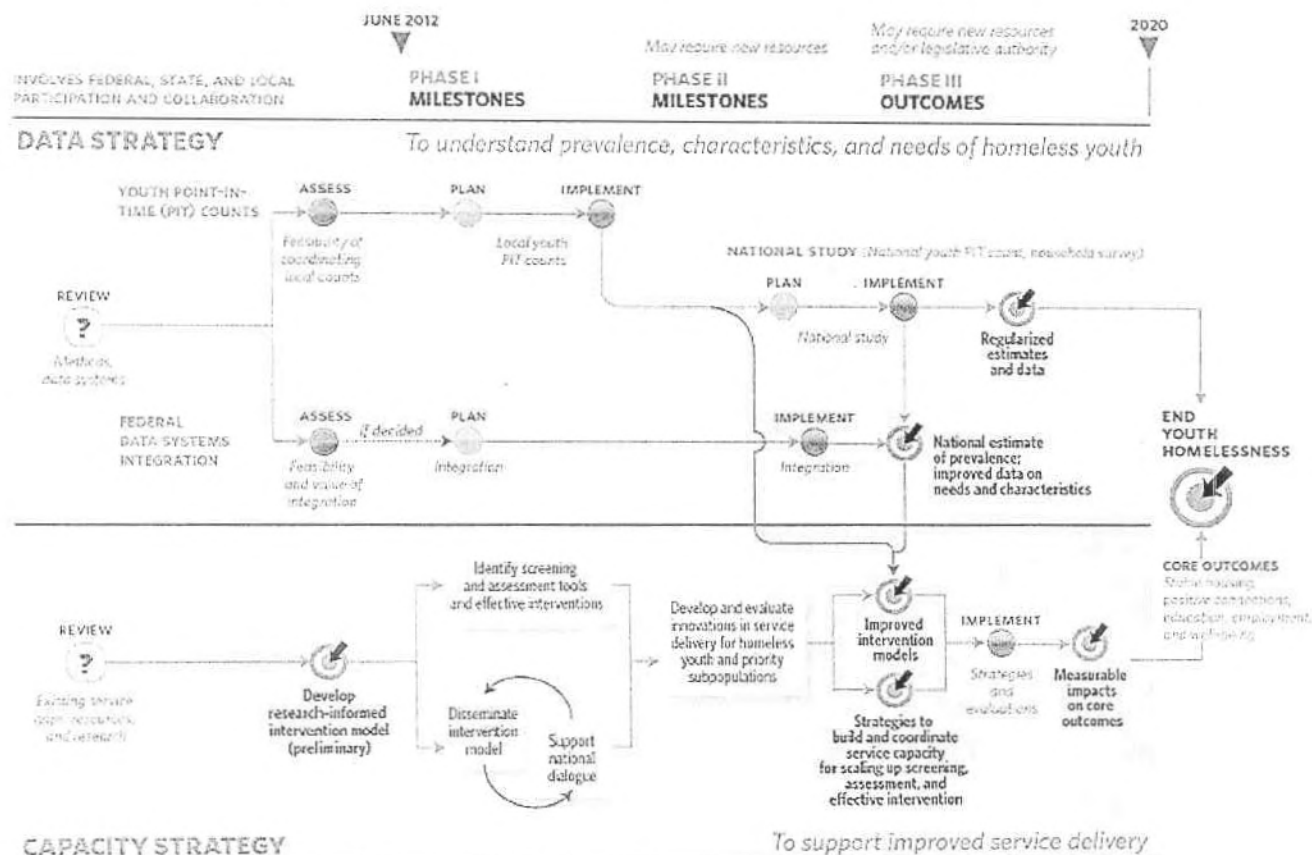
The looming problem among young people is not the one-nighters. It's the chronic homeless kids with no choice but to jam into places like My Friend's Place – and those who never seek any help at all.

Thanks to the media blowback over Helt's past, the real story here has largely been buried.

Congress has been dogged for years in trying to accurately estimate the number of kids roaming the streets and falling into poverty and hopelessness. A federal task force came up with a crazy diagram (see below), to understand how big the crisis is, a crucial step to creating the "capacity" to address one of America's more shameful problems.

Heres the diagram, from the federal report, "Framework to End Youth Homelessness," produced by the U.S. Interagency Council on Homelessness:

Figure 1: USICH Framework Logic Model for Ending Youth Homelessness



Celebrities who weigh in on youth homelessness probably have little grasp of how complex this issue is.

Cyrus may not have been thinking about the fact that homeless youth such as Helt are sometimes running from pasts that can include their own criminal acts.

Helt told the world at the awards:

I am accepting this award on behalf of the 1.6 million runaways and homeless youth in the United States who are starving, lost, and scared for their lives right now. ... I know this because I am one of these people.

The U.S. Department of Education reports that 52,950 "unaccompanied homeless youth" were supported by school-based programs in 2008-09. The feds also say that 22,631 "young people who live on their own used emergency or transitional housing services" in 2009.

But as the interagency council notes, "It is widely agreed this is a serious undercount, as unaccompanied youth are often unconnected to services or shelters."

A raft of research into the crisis shows that homeless kids are suffering from – no surprise here – a lot of depression, suicide initiations and other "mental health disorders."

One the most preventable of these tragedies arises because 23,000 foster care youths are released to the streets annually on their eighteenth birthdays by a foster care system that, the interagency council says, "failed to reunite [the children] with their families or place in permanent homes – aged out of foster care, simply because they were too old to remain."

**Updated at 4:13 p.m:**

Trevor Neilson responds: "After meeting Jesse we became aware of his past legal issues. Since they were minor, and because many homeless people have them, we decided that they should not stop Jesse from speaking up for himself and other homeless youth. I feel very strongly that even people who have had problems in their life deserve a safe place to sleep, food to eat, and a second chance in life."

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