

# BETTER BALANCE for LONG BEACH

## Who Is Better Balance For Long Beach?

Better Balance for Long Beach (BBLB) formed in 2004 and is made up as a grassroots group of Long Beach residents and business owners from all parts of the city. The members of BBLB represent 43 of the 147 neighborhood groups and civic organizations across Long Beach. The members of BBLB are committed neighborhood and civic leaders.



## The One Day Christmas Store Shopping With Dignity

Visit our website and  
view our video at  
[BetterBalanceLongBeach.org](http://BetterBalanceLongBeach.org)

or email us at  
[BBLB.ChristmasStore@gmail.com](mailto:BBLB.ChristmasStore@gmail.com)

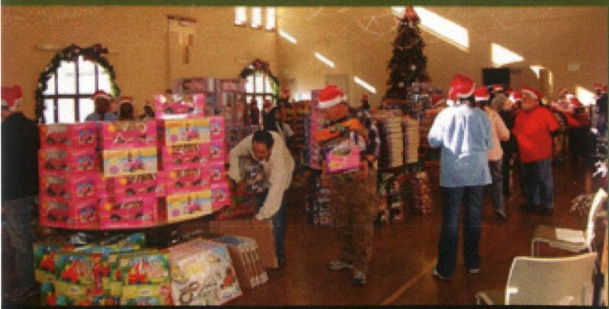


Thank You to our 2010 donors!



One Day Christmas Store

Shopping With Dignity



## What Is The Christmas Store?

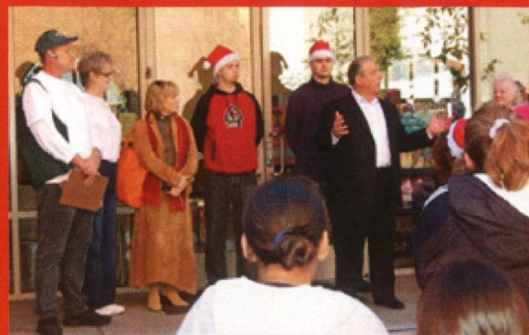
The Christmas Store is a grassroots effort that engages significant community and business involvement. It utilizes fundraising to invite families (over 3000 children and adults) who would otherwise not have the opportunity to shop for Christmas gifts. Families are invited from across the city of Long Beach with no government funding whatsoever.



## How It Works

The number of families we invite is based on how much money is raised. Our goal in 2010 was \$30,000, which served about 500 families.

Once the monetary goal is reached, our shoppers go out and buy presents wholesale. The store is set up at the First Congregational Church of Long Beach from 8:00am to 9:45am. The Mayor opens the store at 10 am to the sound of Christmas Carolers and Santa Claus.



The families receive two tickets per child at the family check-in table. Once their appointment is verified, an elf waiting by each table escorts the adults to shop. The children go with another elf to another room to use tickets to purchase presents for their parents. One of our innovations is a book table where the children can pick two new books for themselves while they wait for their parents. After they shop, they go to the wrapping table. When the family finishes, the elf escorts them outside where Long Beach Yellow Cab then donates a free ride home for the families.



## How You Can Help!

Each year we contact our volunteers from previous Christmas Stores, schools, civic organizations, friends and families. We encourage junior high and high school students and honor their commitment to community service, but we require the age of our elves to be over 12 years old.

Please send an e-mail to [BBLB.ChristmasStore@gmail.com](mailto:BBLB.ChristmasStore@gmail.com) and our head elf or the volunteer elf will contact you. A list is compiled from those elves willing to give up one day to serve others on the last Saturday before Christmas. You can call or visit our website [BetterBalanceLongBeach.org](http://BetterBalanceLongBeach.org) for information regarding the store.

You can also donate by sending your tax deductible donation to: LBRM/BBLB, P.O. Box 4564, Long Beach, CA 90804. The Rescue Mission will send you a receipt. Their tax ID # is 95-2741506. A copy of the IRS determination letter is available.

We are humbled by those who donate. We place your name on our Christmas Store Banner the day of the event. The larger the donation, the larger the name recognition on the banner.

