



Long Beach Water

Exceptional Water · Exceptional Service

1800 E. Wardlow Road, Long Beach, CA 90807-4931
562.570.2300 | lbwater.org

Board of Water Commissioners

November 7, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to attend and sponsor the Goodwill Celebrate the Power of Work Awards Dinner, at the Long Beach Convention Center Pacific Ballroom in Long Beach, California, February 26, 2020.

Executive Summary:

Goodwill Serving the people of Southern Los Angeles County (SOLAC) is an agency that helps people better themselves and their station in life through the power of work. The agency helps people become self-sufficient through their own efforts through their Workforce Development Programs.

Goodwill's honorees at this year's Power of Work Awards Dinner are, Steve Goodling, President & CEO of Long Beach Area Convention and Visitors Bureau and Torrance Memorial Medical Center as their 2020 Business Partner of the Year.

Goodwill SOLAC is seeking sponsorships that range from \$5,500 to \$90 for individual tickets. They also noted in their sponsorship application cover letter that a table of ten (10) may also be purchased for \$900.

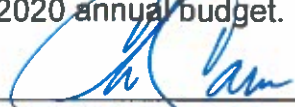
The Board of Water Commissioners sponsored this event in the amount of \$3,500 in 2018.

Staff Recommendation/Fiscal Impact:

Determine that an invitation to attend and sponsor Goodwill Celebrate the Power of Work Awards Dinner at a sponsorship level to be determined by the Board of Water Commissioners Complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities.

This event will be held at the Long Beach Convention Center Pacific Ballroom in Long Beach, California, February 26, 2020.

Fiscal Impact: Funds for Long Beach related community activities are included in the FY 2019-2020 annual budget.



Christopher J. Garner
General Manager

10/23/19

Date

Attachments





Goodwill, Serving the People of Southern Los Angeles County

800 W. Pacific Coast Hwy.

Long Beach, CA 90806

(562) 435-3411 x222

October 11, 2019

Long Beach Water Department
Atten: Government and Public Affairs Bureau, 4th Floor
1800 E. Wardlow Rd.
Long Beach, Ca 90807

Dear Members of the Long Beach Board of Water Commissioners:

Goodwill, Serving the People of Southern Los Angeles County (SOLAC), is hosting our annual "Celebrate the Power of Work" Awards Dinner in February to recognize individuals whose lives have been transformed through our job programs and the power of work. Additionally we will be presenting the 2020 Community Leader of the Year Award to Mr. Steve Goodling and the 2020 Business Partner of the Year Award to Torrance Memorial Medical Center.

This inspirational event will be held on **Wednesday, February 26, 2020** at the **Pacific Ballroom & Gallery at Long Beach Convention & Entertainment Center**, beginning at 5:30 pm. This widely anticipated event draws community leaders and major employers throughout Southern Los Angeles County.

Returning as Master of Ceremonies is **Pat Prescott**, morning show host of smooth jazz station **94.7 The Wave in Los Angeles**.

We are also honored to have **Jacob Green**, a nationally recognized expert in organizational change. After sustaining a traumatic brain injury as a college freshman, Mr. Green went on to earn his Bachelor's and Master's degrees, and then succeeded as a top executive who managed hundreds of employees and navigated a half a billion dollar budget. He has received numerous awards for his leadership, and is the youngest recipient of the **Gene Lentzner Humanitarian Award**.

We are seeking event sponsors to help make this memorable evening possible, and we're calling on you for assistance. The enclosed sponsorship form includes a description of all sponsorship levels and benefits.

A separate table of ten (10) may be also purchased for \$900, and can be reserved for your staff, personal guests, or may be shared with the award recipients and their families.

I welcome any questions you may have; please feel free to call me at (562) 435-3411 x222 so that I can share more with you about this inspiring evening and all that Goodwill does.

Thank you for considering attending and/or becoming an event sponsor. I guarantee you'll come away greatly inspired once you see first-hand how lives are truly changed when hope is extended to those in need of a hand up.

Sincerely,

Janet McCarthy
President & CEO

*Pursuant to I.R.S. Regulations (1771), Goodwill Serving the People of Southern Los Angeles County, a 501(c)(3) organization offers no goods or services in exchange for your gift. Therefore, the full amount of your contribution is tax deductible to the extent otherwise allowable by law. Our Federal Tax ID number is: 95-1644017.



Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) 10/10/19 mail electronic

Event Date February 26, 2020 Time 5:30PM

Location Pacific Ballroom & Gallery Long Beach Convention & Entertainment Center

Title of Program/Event Celebrate the Power of Work Dinner & Awards

Please attach previous or current promotional and sponsorship materials to this application.

APPLICANT ORGANIZATION

Name of Organization Goodwill Serving the People of Southern Los Angeles County (Goodwill SOLAC)

Mailing Address 800 W. Pacific Coast Highway long Beach, CA 90806

Phone 562-435-3411 Federal/Tax ID 95-1644017

Check one:

- Not-for-profit Organization
 Government Agency
 Public Organization
 Sole proprietor:

Owner's Full Name CEO - Janet McCarthy

Address 800 W Pacific Coast Highway

Long Beach, CA 90806

Tax EIN/SSN 95-1644017

Representative of Applicant Organization

Name Kelly Greet Title Assistant to CEO

Email kgreet@goodwillsolac.org Cell 562-754-0032

PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. Target market for the program/event?

Southern LA County

2. Purpose of program/event?

Friend & Fund Raising Event

3. Sponsorship request?

Yes. List attached.

Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

1. Raising public awareness on issues related to the LBWD's mission and core business of the department?

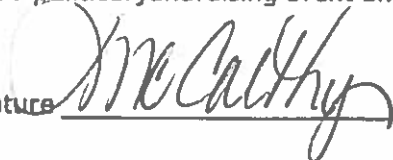
2. Contributing to a sustainable Long Beach by promoting conservation?

See Attached

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

Applicant Signature

The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.

Signature  Date 10.10.19

Please mail or deliver your completed application to
Long Beach Water Department
Attention: Government and Public Affairs Bureau, 4th Floor
1800 E. Wardlow Rd.
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300



Goodwill

Serving the People of Southern Los Angeles County

Goodwill Serving the People of Southern Los Angeles County, (“Goodwill SOLAC”) is celebrating over 90 years of service to the 26 cities/communities, which encompass our service area. Our heritage dates back to 1902 when the Reverend Edgar J. Helms placed into action his vision of helping people transition from dependency to self-sufficiency through work and career development services. Reverend Helms’ vision lives on today in 164 independent, community-based Goodwill’s in the United States and Canada. Goodwill also has a presence in 13 other countries, which are linked in membership in Goodwill Industries International.

Goodwill SOLAC was established in 1929 in response to the great depression, which brought an increased focus to the thousands of people out of work and to people with disabilities. In 1945, Goodwill SOLAC responded to GI’s returning from World War II to train, find jobs, and assimilate these veterans back into a peacetime economy. Today, Goodwill SOLAC serves individuals with barriers to employment in a highly populated, culturally diverse, and growing community.

The organization’s main facility is located at 800 W. Pacific Coast Highway and houses its administrative offices, several training programs, processing operations and transportation fleet. The organization operates 18 brick and mortar retail operations, a last-chance warehouse/auction operation, shopgoodwill.com (its e-commerce operations), and LiNKS Sign Language & Interpreting Services. In addition to its main facility, Goodwill SOLAC operates 24 owned, leased, or partnered sites (Retail Stores, Attended Donation Centers, and Workforce Development programs) within the southern Los Angeles County area.

Income received by way of community contributions, foundations, grants, LiNKS Sign Language & Interpreting Services, Retail Operations, e-commerce and various environmental services support the mission of the organization.

Goodwill SOLAC has been collecting slightly use goods donations and selling those items for over 90 years in the Long Beach and the surrounding communities. During the 12 months of 2018, through our business operations, we redirected the following items from local landfills:

- Computers and other Electronic Equipment – 370,940 pounds
- Donations sold through stores and secondary channels: 14,255,050 pounds + 4,008,993 pounds of salvage = 18,264,033 pounds (combination of textiles and household items)
- Cardboard: 247,589 pounds
- Metal: 190,000 pounds
- Grand total: 19,072,562 pounds of items redirected and sold to for reuse to channels that will use or repurpose these items, thus keeping 9,537 tons out of our land fill and potentially our water stream.

Goodwill SOLAC’s Workforce Development programs consider the quality-of-life factors for each person served, backed by the belief that all individuals should be empowered to find and keep meaningful employment and inclusion into their community. Goodwill SOLAC’s programs emphasize a commitment to matching well suited employees with great jobs. Job Coaches work closely with each individual employer to understand the employer’s unique business challenges and tailor training, job placement and post–employment services to meet the specific needs of the employer, assist employers in determining eligibility for tax credits, as well as the provision of on-going support to both the employer and the new employee to assure long-term success. Goodwill SOLAC also provides follow along services for five (5) years to all students in certified training programs.

Goodwill SOLAC's Workforce Development Programs are intended to assist individuals with vocational disadvantages such as: minimum work history, low income, homelessness, at-risk youth, parolees, individuals with disabilities or other barriers to employment.

Services provided by Goodwill SOLAC include but are not limited to:

Individualized Assessment	Career exploration
Career Coaching	Work Experience
Job search assistance/skills	Mentoring
Occupational skills training	Job Training
Collaborative support services	Job Placement
Job Retention	Workforce preparedness/Soft skills
Financial Literacy	

Specific Occupational Skills Training Programs include:

State Certified Nursing Assistant Training School
Security Guard Card Training
Retail/Customer Service/Hospitality
Sign Language and Interpreting Services
Workshops for Sign Language Interpreters
Environmental Services - State Authorized E-Waste Collector
Application has been submitted for Licensed Vocation Nursing Training to the State of CA Board of vocational Nursing and Psychiatric Technicians.
Application has been submitted for National Accreditation through the Accrediting Commission of Career Schools and Colleges (ACCSC) for their College of Good Hope.

Courses, Programs and Services offered by Goodwill SOLAC not only benefit the individuals being served, but also impact the communities' economic vitality, through; taxes, spending power, real estate values, quality of life and relief to social services and welfare systems.

Mission Statement: Goodwill Partners with the community, transforming donated goods into job training, education and placement services, for individuals with barriers to employment.

Purpose Statement: Goodwill's purpose is to provide vocational education, work training programs, and support service for people with barriers to employment.

Vision Statement: Goodwill Serving the People of Southern Los Angeles County, values all people, and believes that work is essential to life. We support diversity, inclusion, and an individual's transition to family-sustaining employment.

Goodwill Serving the People of Southern Los Angeles County is a California tax-exempt organization qualified under Internal Revenue code section 501 (c) (3).

TICKETS & TABLES

INDIVIDUAL TICKET - \$90

Provides supplies for four low-income individuals enrolled in Goodwill's Security Guard Training Program.

TABLE OF TEN - \$900

Covers the State of California certification test fees for nine low-income adults enrolled in Goodwill's Certified Nurse Assistant Training Program.

SPONSOR LEVELS & BENEFITS

DIAMOND SPONSOR - \$8,000

PROVIDES SCHOLARSHIP ASSISTANCE FOR 16 CERTIFIED NURSE ASSISTANT TRAINING GRADUATES TO ENROLL IN HIGHER LEVEL NURSE TRAINING PROGRAMS

- Full-page color ad on inside cover or inside back cover of event program.
- One reserved table of 10 to awards dinner and VIP check-in.
- Acknowledgement during opening remarks by Goodwill SOLAC President and CEO.
- Sponsor recognition in event program, press release, ThinkGood.org and social media sites.

PLATINUM SPONSOR - \$5,500

COVERS 10 LOW-INCOME STUDENTS TO ENROLL IN THE STATE OF CALIFORNIA SECURITY GUARD TRAINING PROGRAM

- Full-page color ad on first or final page of event program.
- One reserved table of 10 to awards dinner and VIP check-in.
- Acknowledgement during opening remarks by Goodwill SOLAC President and CEO.
- Sponsor recognition in event program, press release, ThinkGood.org and social media sites.

GOLD SPONSOR - \$4,000

COVERS 6 CERTIFIED NURSE ASSISTANT GRADUATES TO ENROLL IN THE ACUTE CARE NURSE ASSISTANT PROGRAM

- Full-page color ad in event program.
- One reserved table of 10 to awards dinner and VIP check-in.

SILVER SPONSOR - \$2,000

PROVIDES TRAINING UNIFORMS FOR 30 LOW-INCOME CERTIFIED NURSE ASSISTANT STUDENTS

- Half-page color ad in event program.
- Five reserved tickets to awards dinner and VIP check-in.

BRONZE SPONSOR - \$1,000

COVERS 10 LOW-INCOME STUDENTS STATE OF CALIFORNIA HEALTHCARE CERTIFICATION TESTING FEES

- Quarter-page color ad in event program.
- Two reserved tickets to awards dinner and VIP check-in.

COMMUNITY SPONSOR - \$600

PROVIDES 10 LOW-INCOME STUDENTS STATE OF CALIFORNIA SECURITY OFFICER REGISTRATIONS

- Business card size color ad in event program.
- One reserved ticket to awards dinner and VIP check-in.

All sponsor levels include: Sponsor recognition in event program, press release, ThinkGood.org and social media sites.

JOB PROGRAM IMPACT FIGURES ARE TOTALED PRIOR TO SPONSOR RECEIVING EVENT GOODS OR SERVICES.

RSVP GUEST NAMES NO LATER THAN JANUARY 31, 2020 BY REACHING:

PHONE: (562) 435-3411 x221

EMAIL: POWEROFWORK@GOODWILLSOLAC.ORG

ONLINE RESERVATIONS: WWW.THINKGOOD.ORG/POWEROFWORK

RSVP & SPONSOR COMMITMENT CARD

Contact Name | Company

Address

City State Zip

Phone Email

To pay by credit card, please complete form below:



Credit Card # Exp. Date

Name on Card 3 Digit Code

Signature Date

To pay online, visit: www.ThinkGood.org/PowerofWork

To pay by check, please make payable to "Goodwill SOLAC".
Mail check and this card in the enclosed envelope.

Payments Due By January 31, 2020

Submit ad artwork in PDF format by **January 31, 2020**
Contact: myukimoto@goodwillsolac.org

\$90 per guest, for _____ guests
(list all guest names on reverse side)

Table of 10 - \$900

In lieu of attending, please
accept my donation of \$_____

Title Sponsor - \$15,000

Diamond Sponsor - \$8,000

Platinum Sponsor - \$5,500

Gold Sponsor - \$4,000

Silver Sponsor - \$2,000

Bronze Sponsor - \$1,000

Community Sponsor - \$600

Advertising Sponsor

Full Page Ad (no bleeds) - \$1,250

Half-Page Ad - \$750

Quarter-Page Ad - \$500

Business Card Ad - \$200

For More Information:

Kelly Stortz, Executive Assistant

(562)435-3411 x221 | kstortz@goodwillsolac.org





BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

RE: EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department — providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998
AMENDED: August 26, 1999
AMENDED: May 24, 2001
AMENDED: April 17, 2003
AMENDED: March 18, 2004
AMENDED: November 17, 2016
AMENDED: August 22, 2019

Board of Water Commissioners

FY 20 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
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\$ - TOTAL CATEGORY 1: Interdepartmental Events

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,000	AAUW STEM Conference 2/28/20 Apprvd 10/24/19	AAUW Long Beach Branch, Inc.
\$ 1,595	LB Chamber St of the County 12/4/19 Apprvd 10/24/19	Long Beach Chamber of Commerce
\$ 1,100	Co-Sponsorship NAACP Dinner Apprvd 10/24/19	Long Beach Branch NAACP

\$ 3,695 TOTAL CATEGORY 2: Community Outreach Events

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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\$ - TOTAL CATEGORY 3: Ads for Events

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
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\$ - TOTAL CATEGORY 4: Ad & Individual Tickets for Events

Board of Water Commissioners

\$ 3,695 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

7.4% (as of October 24, 2019)

Board of Water Commissioners

FY 19 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	Water Dept - State of the City 2019	Long Beach Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,500	Water Dept-Sponsor Cemetery Tour Oct 28, 2018	Historical Society of Long Beach
\$ 400	Belmont Shore Xmas Parade Entrance Fee	Belmont Shore Business Assoc
\$ 1,495	State of the County Luncheon 11/29/2018	LB Chamber of Commerce
\$ 1,000	American Assoc of University Women	American Assoc of University Women
\$ 1,500	Water Dept Sponsorship Conf 2/27-3/1/19	Urban Water Institute Inc.
\$ 1,500	WomenShelter Gala 4/24/19 Table	WomenShelter of Long Beach
\$ 1,000	Water Dept Sponsorship Meals on Wheels 7/23/2019	Meals on Wheels Long Beach, Inc.
\$ 100	Water Dept Sponsorship Earth Day on Pine 4/27/2019	Partners of Parks
\$ 1,800	Water Dept Sponsorship Rancho Los Al Cottonwood	Rancho Los Alamitos Foundation
\$ 3,333	Water Dept Sponsorship Aquarium Pacific Visions	Aquarium of the Pacific
\$ 1,500	Water Dept Sponsorship Conf 8/14 -8/16/19	Urban Water Institute Inc.
\$ 1,000	Water Dept Sponsorship Uptown Jazz Fest - 7/6/2019	Partners of Parks
\$ 1,500	Water Dept Sponsorship Farm Dinner 8/24/2019	Rancho Los Alamitos Foundation
\$ 1,000	Water Dept Sponsorship Meals on Wheels 9/19/2019	Meals on Wheels Long Beach, Inc.
\$ 1,000	Sowing the Seeds 9/14/2019	Partners of Parks
\$ 1,500	2019 AWWEE Conf 11/13-15/2019 Assoc. of Women in Water, Energy and Environment (AWWEE)	
\$ 2,500	175th Anniversary Gala Event 10/20/2019	Rancho Los Cerritos Foundation
\$ 23,628	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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Board of Water Commissioners

\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelica Baroque Orchestra
\$ 600	Ad in Arts Council "State of the Arts" 2019 Program	Arts Council of Long Beach
\$ 500	Ad in "A Few Good Men" Event Program	Ronald McDonald House
\$ 500	Ad in ICT Encore 2019 Event Program, 10/30/2019	International City Theatre (ICT)
\$ 3,100	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
---------	-------------	-------------

\$ - TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 41,728	TOTAL SPONSORSHIPS YTD
\$ 50,000	FY 19 SPONSORSHIP BUDGET

83.5% (as of September 19, 2019)