



Long Beach Water

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

Board of Water Commissioners

February 6, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to sponsor the WomenShelter of Long Beach (WSLB), 2020 "Lead with Love" Gala event Thursday, April 2, 2020, being held at the Long Beach Convention Center.

Executive Summary:

Founded in 1977, the WSLB is the oldest domestic violence shelter in the City of Long Beach. Funds raised at this event will support WSLB's core programs and services, which include educational and community outreach programs (including their flagship community outreach event, "Family Fun Day"). The goal of that event is to foster education, awareness, and health within the community for families.

This year at the WomenShelter gala event, the WSLB will honor Renee Simon, a founding member of the WomenShelter of Long Beach (Legacy Award); and Randy Gordon (Philanthropist Award) at the Gala. Also, Long Beach City Councilmember, Suzie Price will receive the WomenShelter Protector Award at the gala. The New Prevention award will be presented to Marc Rich and Interact for empowering the community through education and awareness.

WomenShelter of Long Beach is requesting a \$5,000 sponsorship.

Previous LBWD sponsorships for WSLB were \$1,500 in 2019 and \$1,000 in 2018.

Staff Recommendation/Fiscal Impacts

Determine that an invitation to participate in the WomenShelter of Long Beach 2020 Gala event, Thursday, April 2, 2020, in an amount to be determined by the Board, complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities.

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


Christopher J. Garner
General Manager


Date

Attachments

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) January 17, 2020 mail ☐ electronic ☒

Event Date April 2, 2020 Time 5:30pm

Location Long Beach Convention Center

Title of Program/Event Together We Rise!

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

APPLICANT ORGANIZATION

Name of Organization WomenShelter of Long Beach

Mailing Address P.O. Box 17098

Phone 562-437-7233 Federal/Tax ID 95-1644058

Check one:

☒ Not-for-profit Organization

☐ Government Agency

☐ Public Organization

☐ Sole proprietor: Owner's Full Name _____

Address _____

Tax EIN/SSN _____

Representative of Applicant Organization

Name Mary Ellen Mitchell Title Executive Director

Email MEMitchell@WSLB.org Cell 626-353-5765

PROGRAM INFORMATION

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

1. Target market for the program/event?

See attached.

2. Purpose of program/event?

See attached.

3. Sponsorship request?

See 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?

See attached.

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

See attached.

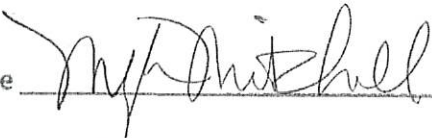
3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

See attached.

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

January 16, 2020

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

WomenShelter of Long Beach Supplemental Sheet 2020 - Program Information

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

1. Target market for the program/event?

Long Beach residents, Long Beach and LA County Public officials, Long Beach businesses, and WSLB supporters.

2. Purpose of the program/event?

Raise funds to support WSLB's domestic violence victim programs, supportive emergency housing facilities, and prevention education programs.

3. Sponsorship request?

\$5,000

Eligibility

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

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

This year's event, *Together We Rise!* will raise important funds to support WomenShelter of Long Beach's (WSLB) educational, prevention, and community outreach programs. With each year, this program expands to offer more presentations covering topics to heighten the community's awareness of domestic violence and how to prevent abuse. Reaching approximately 5,000 individuals a year, including almost 2,500 students, WSLB staff provides critical education through interactive activities that elicit life-changing conversations. The goal of this event is to foster education, awareness, and health within our communities and families. This outreach event is open to the entire city and the primary focus is on both health and social responsibility. WSLB also hosts other events with the overall purpose of increasing the community's health, such as WSLB's Family Fun Day Health Fair and Domestic Violence Awareness Event. Water education and water conservation are directly related to the mission of our work. Each victim and their children are given a health assessment and health and nutrition education. A critical component of that curriculum is the importance of both consuming water and physical hygiene. At our *Together We Rise!* event attendees learn about how they can contribute and become more engaged community members. Events such as these are a perfect place for the LBWD to educate participants about the essential role the Department of Water plays in keeping our community healthy.

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

This year's event, *Together We Rise!*, will attract about 300+ individuals from the community. Having the LBWD as a sponsor will generate interest in the conservation programs provided by LBWD. In addition, WSLB's community outreach events attract well over 1,200 people. The LBWD is welcome to host a prominent information table at one of our outreach events, where information and education regarding the LBWD and the Department's mission and goals can be distributed.

WSLB is committed to creating safer, more educated families that are engaged in social responsibility. Conservation, especially water conservation, is highly important to creating socially responsible communities, notably here, on the water's edge.

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

WSLB's fundraiser and outreach events will introduce the community to the many free services available to them within Long Beach as well as increase their overall awareness regarding domestic violence, building healthy relationships, and ways to increase their overall well-being. WSLB regularly partners with local service providers to provide these events. On average WSLB has 30 nonprofit and local government agencies, and businesses hosting tables where they interact with attendees and share information about free services to help promote health and safety.



P.O. Box 17098
Long Beach, CA 90807
Telephone: (562) 437-7233
Facsimile: (562) 436-4943
Hotline: (562) 437-HOME
www.womenshelterlb.org



Please join us as we lead with love on Thursday, April 2, 2020

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Councilmember (Ret.)

Executive Director

Mary Ellen Mitchell

WomenShelter of Long Beach (WSLB) invites you to lead with love by playing an integral part in our 2020 gala celebration. We hope you will join us on Thursday, April 2, 2020 from 5:30pm to 9:15pm at the Long Beach Convention Center in the elegant Pacific Gallery. This is a celebration of our mission to end domestic violence and to honor those who empower and uplift the community every day, because **together we rise!**

On this very special night, WSLB will honor distinguished community leaders for their dedication to the safety and healing of domestic violence victims and their children within our great city and beyond. This year, we will be recognizing Renee Simon, a founding member of WomenShelter of Long Beach, with our prestigious **Legacy Award** and **Randy Gordon** with the **Philanthropist Award** for both of their steadfast support of WomenShelter and the community. Long Beach City Councilmember, **Suzie Price** will receive the **Protector Award** for her unwavering support of victims and all those who have experienced abuse. At this year's Gala celebration, WSLB will be presenting our new **Prevention Award** to Dr. Marc Rich and InterAct for empowering the community through education and awareness to keep themselves and their loved ones safe from violence. Ending domestic violence is not a job for one, but rather a community effort.

We invite you to take part in celebrating the community effort to eliminate domestic violence by becoming an event sponsor! Your sponsorship will have a direct impact on the lives of the many victims that we serve. We expect over 300 supporters to attend this event. All of the funds raised will directly supporting WSLB's emergency supportive housing facility and our victim-centered and prevention focused programs. **Please see the enclosed form for more information and instructions.**

Since 1977, WSLB has served as a leader in the field of domestic violence and prevention education. As the first domestic violence supportive housing facility Long Beach and one of the very first facilities offering inclusive services to all victims, WomenShelter has helped thousands of victims become survivors by offering crisis counseling, educational support groups, health access, legal advocacy, confidential emergency supportive housing, and individualized case management for both adults and children-all at no charge.

I want to thank you for your consideration and hope that we can count on your support of our Gala because **together we rise!** If you have any questions regarding WSLB or our fundraiser, please contact me at 562-437-7233 or memitchell@WomenShelterLB.org.

Sincerely,

Mary Ellen Mitchell
Executive Director



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Thursday, April 2, 2020 - Sponsorship Opportunities

- ☐ **Naming Sponsor** *(Limited to one)* **\$20,000** - \$18,600 is tax deductible
Two premier tables for 10 people
Highlight recognition as our Naming Sponsor in our invitation - **if received by January 17, 2020**
Admission to private cocktail reception before event and VIP check-in at event
Recognition from the podium and opportunity to speak/address guests
Premium full-page ad/tribute in event program - **if received by March 2, 2020**
Prime digital recognition, including projected logo on event screens
Opportunity to display logo corporate banner at event and to share business giveaway item with each guest
Identification of sponsorship level on your sponsored tables
Premier logo recognition on WSLB's website, 4 social media promotions, and WSLB E-newsletter acknowledgment

- ☐ **Premier Sponsor** **\$10,000** - \$9,300 is tax deductible
Premier table for 10 people
Recognition as a Premier Sponsor in our invitation - **if received by January 17, 2020**
Premium full-page ad/tribute in event program - **if received by March 2, 2020**
Prime digital recognition, including projected logo on event screens
Name/logo signage in high traffic area at event and identification of sponsorship level on your sponsored table
Premier logo recognition on WSLB's website, 3 social media promotions, and WSLB E-newsletter acknowledgment

- ☐ **Platinum Sponsor** **\$5,000** - \$4,300 is tax deductible
Prime table for 10 people
Recognition in our invitation - **if received by January 17, 2020**
Half-page ad/tribute in the event program - **if received by March 2, 2020**
Prime digital recognition, including projected logo on event screens
Recognition signage at event and identification of sponsorship level on your sponsored table
Recognition on WSLB's website, 2 social media promotions, and WSLB E-newsletter acknowledgment

- ☐ **Gold Sponsor** **\$2,500** - \$1,800 is tax deductible
VIP table for 10 people
Recognition in our invitation - **if received by January 17, 2020**
Quarter-page ad/tribute in event program - **if received by March 2, 2020**
Digital recognition, including projected logo on event screens
Identification of sponsorship level on your sponsored table
Recognition on WSLB's website, 1 social media promotion, and WSLB E-newsletter acknowledgment

- ☐ **Silver Sponsor** **\$1,500** - \$800 is tax deductible
Table for 10 people
Quarter-page ad/tribute in event program - **if received by March 2, 2020**
Logo and business description included on WSLB's website
WSLB E-newsletter acknowledgment

- ☐ **Bronze Sponsor** **\$1,000** - \$720 is tax deductible
Includes four tickets to the event
Half-page ad/tribute in event program - **if received by March 2, 2020**

☐ **Individual Tickets** **\$150 per person** - \$80 per ticket is tax deductible

If you have any questions or would like more information, please contact Mary Ellen Mitchell at MEMitchell@wslb.org.

The mission of WomenShelter of Long Beach is to eliminate domestic violence through compassionate intervention, education and personal empowerment.

WomenShelter of Long Beach is a 501(c)(3) non-profit organization. Our tax identification number is 95-1644058.



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Tributes/Ads for our Gala Program/Tribute Book

- | | |
|--------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> \$ 750 Ad Sponsor | Full-page recognition in the event program – 7.75"W x 10.25"H |
| <input type="checkbox"/> \$ 500 Ad Sponsor | Half-page recognition in the event program – 7.75"W x 5"H |
| <input type="checkbox"/> \$ 250 Ad Sponsor | Quarter-page recognition in the event program – 3.75"W x 5"H |

In order to ensure your ad is in the program/tribute book, please submit your high resolution tribute/ad **by March 2, 2019** in png, jpeg, or pdf format to LSettle@WSLB.org. If you need assistance, please call Alan Martinez at (562) 437-7233, ext. 11.

Silent Auction Donations

Please contact Nina Taweepong at NTaweepong@WSLB.org or (562) 437-7233, ext. 31 with a description of the item(s) you wish to donate and to discuss logistics.

Sponsorship & Donation Payment Form

Your donation supports the life-saving and life-affirming work of WomenShelter of Long Beach in assisting victims of domestic violence and creating a safe and productive future for families. Thank you!

Please put me down for the following Sponsorship level or ticket purchase:

- | | | |
|----------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> \$20,000 - Naming Sponsorship | <input type="checkbox"/> \$ 2,500 - Gold Sponsorship | <input type="checkbox"/> \$ 750 - Ad Sponsorship |
| <input type="checkbox"/> \$10,000 - Premier Sponsorship | <input type="checkbox"/> \$ 1,500 - Silver Sponsorship | <input type="checkbox"/> \$ 500 - Ad Sponsorship |
| <input type="checkbox"/> \$ 5,000 - Platinum Sponsorship | <input type="checkbox"/> \$ 1,000 - Bronze Sponsorship | <input type="checkbox"/> \$ 250 - Ad Sponsorship |
| ___ # of Tickets @ \$150 = \$ _____ | | |

I am unable to attend the event, but would like to help the families that benefit from the life-saving services that WomenShelter of Long Beach provides by making a donation to WSLB of \$_____.

Sponsorships and Tickets may be purchased online at www.WSLB.org or by returning this form with your check or payment information to: **WSLB, P.O. Box 17098, Long Beach, CA 90807**

Your Name or Company Name: _____

Contact Name: _____

Email: _____

Address: _____

Phone: _____ Fax: _____

Total Payment: \$_____ ☐ Check enclosed OR ☐ Visa ☐ MasterCard ☐ Amex

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

I authorize WomenShelter of Long Beach to charge my credit card as shown above:

Authorized Signature: _____

Thank you, and we look forward to seeing you on Thursday, April 2, 2020!

The mission of WomenShelter of Long Beach is to eliminate domestic violence through compassionate intervention, education and personal empowerment.

WomenShelter of Long Beach is a 501(c)(3) non-profit organization. Our tax identification number is 95-1644058.

Board of Water Commissioners

FY 20 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	2020 State of the City Apprvd 12/19/19	LB Convention & Entertainment Center
\$ 15,000	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
\$ 2,900	Goodwill Awards Dinner Sponsorship Apprvd 11/7/19	Goodwill
\$ 500	WateReuse Spring 2020 Conf Sponsorship Aprvd 11/21	WateReuse
\$ 3,000	UWI Spring 2020 Conf Spondosrship Apprvd 11/21/19	Urban Water Institute
\$ 500	Newspapers in Education SponrosHIP Apprvd 11/21/19	Newspapers in Edcation (Press Telegram)
\$ 500	CCEJ Breakfast Table Sponsorship Apprvd 1/9/20	CA Conf for Equality & Justice
\$ 1,500	CA Water Policy Conf Sponsorship Apprvd 1/9/20	
\$ 12,595	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

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

Board of Water Commissioners

CATEGORY 4: Ad & Individual Tickets for Events

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

\$ 27,595 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

55.2% (as of January 9, 2020)

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 Angelca 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
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\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events
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\$ 41,728	TOTAL SPONSORSHIPS YTD
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\$ 50,000	FY 19 SPONSORSHIP BUDGET
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83.5% (as of September 19, 2019)



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