

MEETING DATE: March 17, 2008

AGENDA ITEM: Discussion of the “Big Sunday” Event.

ATTACHMENTS

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Attachment 1



BIG SUNDAY

BIG SUNDAY is an annual volunteer week-end. Last year on Big Sunday, done in partnership with the Office of Mayor Antonio R. Villaraigosa, **50,000 volunteers** from hundreds of congregations, schools, offices, clubs and other groups volunteered at more than **300 different non-profits**.

BIG SUNDAY volunteers come from neighborhoods *all over* the greater Los Angeles area – and volunteer in neighborhoods *all over* the greater Los Angeles area, too. In 2007, volunteers came from Orange County to Ventura County, and the Inland Empire, too! There are volunteer opportunities for *every* passion, *every* talent, and *every* age. Projects are scheduled throughout the weekend to work with *any* schedule. Projects can last anywhere from one hour to two days.

Everything about BIG SUNDAY is *completely* non-denominational and non-political. All anyone is asked for is their time and their talent (in other words, no money). The day is totally underwritten by private, corporate, and foundation grants and donations.

BIG SUNDAY projects are designed to be completed on Big Sunday weekend; however, for many, BIG SUNDAY is just the beginning of an involvement that continues throughout the year. (In addition, each year, Big Sunday does scores of holiday projects between Thanksgiving and New Year's Day.)

BIG SUNDAY started as a community service day. Today it has grown into a full weekend of community *building*, too. You see, the idea behind BIG SUNDAY is that no matter who you are, no matter where you live, no matter what you do, *everyone* has some way they can help someone else.

Everyone helps, everyone wins.



Attachment 2

Project Sampler – reprinted from the Big Sunday website: www.bigsunday.org

Big Sunday does hundreds of projects every year for a wide variety of social service and nonprofit organizations all over the greater Los Angeles area. Our volunteers paint, build, repair, plant, play, cook, sew, organize, entertain, sell lemonade, decorate cookies, make greeting cards and deliver food. Below you'll find a taste of the types and variety of projects we have done for the past decade. If you're interested in volunteering on Big Sunday weekend, May 3 & 4 2008, you can see a complete list of projects starting April 1st when we'll post them on the website.

Helping the Homeless – Big Sunday undertakes many projects that help the homeless, including throwing parties at shelters, cooking meals and providing clothes, toiletries and other supplies. For example, at the Hawkes Transitional Center downtown, we've helped scores of homeless women feel they are "Queens for a Day." We bring in professional hair stylists and make-up artists to make these women look good and feel great as they make their transition back to work. Additional volunteers help each client choose an outfit from a wardrobe of donated clothes and accessories, serve food and play music. This sort of project is intended for adult volunteers only.

Serving Seniors – If you like working with seniors, we have tons of projects for you — from visiting nursing homes to refurbishing senior centers to hosting a "senior prom." Or you might, for example, do lunch (and party on) with some seniors and their caregivers at the Assistance League of Southern California in Hollywood. One year, the league asked us to make and deliver grooming kits for shut-ins and to throw a luncheon party for caregivers and their loved ones. It sounded great, so we said, "Yes. And yes." Our volunteers helped cook and serve lunch, pack and deliver the kits, and, of course, schmoozed with the seniors! All the while, a Mariachi band made music.

Caring for Kids – We know many of you love helping kids, so we have lots of projects for you too. We help runaway teens, teenage mothers, physically and emotionally abused children, disadvantaged school-age kids, homeless children and many more. For instance, at the Bert Corona Charter School in Pacoima — named for a Latino activist who dedicated his life to achieving social and economic justice for underserved immigrant communities — our volunteers worked with the nice folks from The Walt Disney Company and TreePeople to plant sod and create a field for the kids to play on. And, oh yeah, we planted trees. Lots and lots of trees.

Giving Away the 'Goodies' – Each year, we give truckloads of things away to needy people from all walks of life. We get requests for everything from toiletries to books to household cleaners to toys to dishes to diapers to goody baskets. In 2007, for instance, we collected, assembled and gave away thousands of baskets, bags and backpacks full of necessities, goodies and other requested items to homeless people, disadvantaged school kids, battered women, troubled teens, low-income families, patients in hospices and other needy people all over town. The groups we helped included First UMC of Santa Monica's Upward Bound House, St. Mary's Center, Inside-Out Writers Inc., Florence Crittenton Center, Harvest Home,

Gramercy House, Friend and Helpers, Daybreak, Turning Point, P.A.T.H., Casa de Rosas, the St. Francis Center, OPCC and many others. To make all this happen, our volunteers — some as young as age 5 — came to a central location in Hollywood and, assembly-line-style, helped us put these baskets together, made 'em look great, and got 'em where they needed to go.

Nurturing Nature – Big Sunday has always done a lot to preserve the environment all over L.A. We've planted gardens, cleaned beaches and rivers, planted trees, recycled and e-cycled. (This year, to underscore our commitment in this area, Big Sunday is launching Green Sunday. [Click here to learn more.](#)) A good example of how we get back — and give back — to nature can be found in our work at the Whittier Narrows Nature Center in El Monte. This beautiful (and enormous) park needed weeding, clearing, cleanup and invasive plant removal. Our volunteers always give it their all. So, though, do the nice folks from the San Dimas Canyon Nature Center, who've come and entertained our volunteers (especially the young ones) with a falcon, a hawk and a Kingsnake.

Lending a Paw – Here at Big Sunday, we love animals. And so do a lot of our volunteers who help out at animal shelters, take disadvantaged kids and adults on horseback rides, bring animal and science shows to schools and shelters, and much more. At the Daphneyland Basset Rescue Ranch in Acton, for example, our volunteers helped spiff up 91 basset hounds who'd been rescued and were waiting to be adopted. While they were at it, they spiffed up the ranch, too. We even tossed in a little incentive: a free Big Sunday sweatshirt (retail value: \$45) to anyone who adopted one of the big boys.

Assisting Those with AIDS – At Big Sunday, we help many nonprofit groups that help people living with HIV/AIDS. Among them: Project New Hope, which provides opportunities for low-income and homeless people struggling with AIDS; APLA, which focuses on prevention advocacy and service; and The Serra Project, which runs three residential group homes for AIDS/HIV patients and has been part of Big Sunday since our very first year. What exactly do we do here? A bit of everything. At The Serra Project's Casa Long Beach facility, for instance, our volunteers (again, some as young as 5) have planted, painted, repaired, cleaned and cooked. We've also brought gifts on residents' wish lists.

Digging Up the Dirt – Calling all green thumbs. If you love to garden, plant, weed and mulch, there's lots to do on Big Sunday to keep the dirt under your fingernails. We garden at schools, group homes, shelters — just about anywhere we can find a patch of dirt that needs some greening. For example, the Cesar Chavez House (part of L.A. Family Housing) in Boyle Heights is a nice shelter serving homeless families. They asked us to prepare and install a vegetable and flower garden for use by shelter residents and the surrounding neighborhood. So we did. But that's not all. While the garden was being created, other volunteers threw our annual Big Sunday party for the kids at the shelter and those in the surrounding neighborhood.

Partying All Night Long (Well, At Least All Day) – Are you a host or hostess extraordinaire? A prince or princess of parties? We host outings and soirees for underprivileged groups of all kinds and could use your help. At Bayshore Lanes in Santa Monica, for example, we've bowled with Best Buddies, a group that fosters one-on-one friendships between volunteers and developmentally disabled adults. Each volunteer gets assigned a "buddy" to bowl with. Then, you just bowl away! Have pizza! Have cake! And have a blast! This Big Sunday highlight, for ages 18 and up, grows every year and many lasting friendships have started at this event. If bowling is not your thing, you might join some blind and physically challenged kids for a get-together at Junior Blind of America in Culver City. In the past, we've had a very special guest at these gatherings: The Amazing Captain Carl and his Mobile Tide Pools! No wonder that every year this party is a Big Sunday highlight.

Providing Hope at the Hub – If you're not exactly sure what you want to do on Big Sunday, don't worry. You can join us at one of our many hub locations — they're usually located at churches or synagogues throughout the Greater Los Angeles area. They'll put you to work helping with one or more of the many projects they tackle throughout the day at their site. Many sort clothes and books, bake cookies, knit, assemble gift baskets and write cards for soldiers and much more. Here's just one example from one hub site: A couple of years ago, our dear friends at St. Michael and All Angels' Church in Sherman Oaks had a day helping the troops and it was such a success (and so needed and appreciated by so many) that they decided to do it again. So the next year, they hosted a bake sale, "winner cake all" and craft sale to benefit Wounded Warriors, the Evan Ashcraft Memorial Foundation, as well as Fisher House in San Diego, which provides free or low-cost housing to veterans and military families whose loved ones are being treated at military medical centers and hospitals.

Attachment 3



BIG SUNDAY '08 everyone helps, everyone wins

Saturday May 3 & Sunday May 4, 2008

SPONSORSHIP OPPORTUNITIES

Community Champions Participation Level: \$100,000

- Title identification as “**Community Champion**” with logo on BIG SUNDAY web site – “most prominent exposure”
- **Community Champion** title identification by name and logo on BIG SUNDAY flyers, brochures, posters, and other materials **
- **Community Champion** Logo printed on BIG SUNDAY T-shirts **
- **Community Champion** usage of BIG SUNDAY name or logo for PR initiatives or advertising (with prior approval of BIG SUNDAY)
- Inclusion of **Community Champion** name and logo in BIG SUNDAY advertising
- Live link to **Community Champion's** web site through December 2008
- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

- Limit of one [Community Champion](#) sponsor per industry. Limit of three Community or Green Champion sponsors.
- First right of refusal for BIG SUNDAY 2009
- Comparable sponsorship benefits to Green Champions.

Community Heroes Participation Level: \$50,000

- Title identification as “[Community Hero](#)” with logo on BIG SUNDAY web site – “prominent exposure”
- [Community Hero](#) title identification by name and logo on BIG SUNDAY flyers, brochures, posters, and other materials**
- [Community Hero](#) logo printed on BIG SUNDAY T-shirts **
- [Community Hero](#) usage of BIG SUNDAY name or logo for PR initiatives or advertising (with prior approval of BIG SUNDAY)
- Inclusion of [Community Hero](#) name and logo in BIG SUNDAY advertising
- Live link to [Community Hero's](#) web site through December 2008
- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

Community Leaders Participation Level: \$25,000

- Title identification as “[Community Leader](#)” with logo on BIG SUNDAY web site
- [Community Leader](#) title identification by name and logo on BIG SUNDAY flyers, brochures, posters, and other materials**
- [Community Leader](#) logo printed on BIG SUNDAY T-shirts **
- [Community Leader](#) usage of BIG SUNDAY name or logo for PR initiatives or advertising (with prior approval of BIG SUNDAY)
- Inclusion of [Community Leader](#) name and logo in BIG SUNDAY advertising
- Live link to [Community Leader's](#) web site through December 2008
- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

Community Builders Participation Level: \$10,000

- Title identification as “[Community Builder](#)” logo on BIG SUNDAY web site
- [Community Builder](#) title identification by *name only (not logo)* on BIG SUNDAY flyers, brochures, posters, and other materials**
- [Community Builder name](#) printed on BIG SUNDAY T-shirts **
- [Community Builder](#) usage of BIG SUNDAY name or logo for PR initiatives or advertising (with prior approval of BIG SUNDAY)
- Inclusion of [Community Builder](#) name in BIG SUNDAY advertising
- Live link to [Community Builder's](#) web site through December 2008

- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

**** As long as print deadlines are met**

***** Distribution of Sponsor's products with approval of BIG SUNDAY**

Current Deadlines and Printed Material Numbers:

Brochures	Friday, February 29	25,000 plus
Posters & Postcards	Friday, February 29	35,000 plus
T-Shirts:	Friday, February 29	35,000 plus

ADDITIONAL SPONSORSHIPS

Community Organizers

\$5,000-\$9,999

- Inclusion of Sponsor's name on the web site
- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

Good Neighbors

\$2,500 - \$4,999

- Inclusion of Sponsor's name on the web site
- Sponsor's use of BIG SUNDAY as a Company Day of Service at a specific event or site(s); if you like, BIG SUNDAY can work with you to find appropriate site(s).

Friends

\$1,000 - \$2,499

- Inclusion of Sponsor's name on the web site

Helpers

Up to \$999

- Inclusion of Sponsor's name on the web site