



Lao Family Community Development 30th Anniversary Celebration



**LAO FAMILY
COMMUNITY
DEVELOPMENT, INC.**

Building healthy communities by helping families and individuals achieve self-sufficiency



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May, 2010

Dear Friend:

Lao Family is about to approach our 30th year of helping Northern California's most vulnerable families transform their lives through education, employment, and capacity building. To celebrate, we are throwing an outdoor festival for 1,000 of our closest supporters and we ask you to join us as a sponsor!

This **30th Anniversary Outdoor Festival** will feature free food and multi-cultural performances, a kid's zone with family activities and games, a community-business resource fair, and a series of free youth and adult educational workshops. **The event will take place on Tuesday, June 22, 2010 at the Cesar Chavez Educational Center at 2825 International Blvd in Oakland, CA.**

Join us as a sponsor for this major milestone in our history and at the same time provide needed services to help the East Bay's impoverished families.

Since 1980 we have served more than 245,000 people and demand for our programs across the board have grown between 50% to 100% in the past 1 year. As State, local, and foundation support for the non-profit sector continues to decline in the foreseeable future, we must make sure we have the assets and resources needed to continue to provide direct service to needy families. Our goal is to raise \$100,000 to help us be strong for the next 30 years!

We will work with you to ensure that your current and future customers know about your commitment to the community and that your business needs are addressed through this sponsorship.

As a sponsor, we will work with you to promote your business and attract hard-to-reach markets with an outreach table at the festival. Your donation will be featured prominently at the event on banners, t-shirts, and in the program. We'll feature your donation in all promotional materials leading up to the festival, including invitations, email announcements, fliers, and online promotions. We'll list you in our commemorative 30th Anniversary publication, which will be released at the event. We'll also will give you access to our VIP tent at the event where you and your guests will have access to free drinks and hors d'oeuvres and access to your own restrooms!

But most important, you will feel proud to know that you are able to give back to the community at a time when it is most needed.

We hope you will join us in this worth-while event by sponsoring at a meaningful level. Please review the enclosed information, and contact us with any questions you might have.

As always, thank you for your generous support,

A handwritten signature in black ink, appearing to read 'Chaosarn S. Chao'.

Chaosarn S. Chao
Founder, President, & C.E.O.

A handwritten signature in black ink, appearing to read 'Kathy C. Rothberg'.

Kathy C. Rothberg
Executive Director

Lao Family's 30th Anniversary Festival Details



WHO IS LAO FAMILY?

Lao Family Community Development, Inc. was founded in 1980 by Lao refugee leaders to help new arrivals establish roots and gain self sufficiency in the Bay Area. Today, Lao Family is a 501c3 non-profit community development and social services agency that delivers asset development, financial education, employment services, affordably housing and commercial nonprofit space, youth and senior programs and family support to over 10,000 immigrants, refugees, asylum-seekers, and low-income U.S. nationals in over 25 languages each year.

WHAT IS THE LAO FAMILY 30TH ANNIVERSARY CELEBRATION?

Outdoor Festival

A family-friendly outdoor cultural festival with free food from around the globe, games, and a stage featuring multicultural performances reflecting the rich diversity of the East Bay.

Community-Business Resource Fair

Local non-profits, service providers, and businesses from around the Bay Area will be present to inform, educate and inspire. Lao Family staff will offer free workshops for adults and families. Don't miss the opportunity to reach your community members.

Youth Conference

For the 15th year, Lao Family will convene hundreds of Oakland's Southeast Asian youths for a morning of expert and peer-led workshops and presentations. This event will be held at our offices before the other events so that youth can participate in the day's festivities afterwards.

WHEN

The Anniversary will be held on June 22, 2010 between 3pm- 7pm. We ask that all supporters submit pledges of funds and in-kind donations by May 20, 2010.

WHERE

Festival and Community Resource Fair: Cesar E. Chavez Education Center, 2825 International Blvd., Oakland, CA 95647
Youth conference: Lao Family's headquarters, 2325 East 12th St., Oakland, CA 94601

WHAT IS LAO FAMILY'S FUNDRAISING GOAL?

Our goal is to raise \$100,000 in Sponsorships and underwriting to support our long-term growth so we can help families for another 30 years! We are also seeking to off-set the costs of the event through in-kind services.

WHAT KIND OF SUPPORT ARE WE ASKING FOR?

We are seeking sponsors, underwriters, and in-kind donations.

Sponsorships:

Corporate sponsorship levels range from \$1,000 - \$25,000.

Non-profit, Small Business, and Public Agency sponsorships range from \$100 to \$500.

In-kind donations:

- ◆ **Raffle Prizes:** Electronics, Gift baskets, retail items, Gift Certificates, Hotel Stays, Travel Packages, automobiles
- ◆ **Festival supplies:** tables, chairs, tents, drinks, printing, signage, equipment, decorations, stage, etc.
- ◆ **Food for the festival:** catering, groceries

HOW CAN I GET INVOLVED?

Log on to www.lfcd.org/30 for more details on how you can help us do the following:

- ◆ **Sponsor us!**
- ◆ **Donate an item, service, or gift certificate:**
- ◆ **Volunteer**
- ◆ **Spread the word**
- ◆ **Come to the event!** See you at the show!



About Lao Family



Our Mission & History



Lao Family Community Development, Inc. was founded in 1980 by Southeast Asian refugees as a Mutual Assistance Association (MAA) to help their fellow refugees rebuild their lives in the Bay Area after escaping the political and social upheaval that ravaged their home countries.

Almost 30 years later, we have grown from the three-bedroom apartment where we were founded to a 30,000 square foot headquarters in the San Antonio/Fruitvale district in Oakland and two satellite offices which serve Sacramento and Contra Costa Counties.

Our 48-person staff serves over 10,000 clients each year in over 25 languages. We offer assistance with economic development, employment, housing, ESL classes, financial literacy, homeownership education and foreclosure intervention, small business assistance, tax assistance, youth and senior programs, special crime victim assistance, and social adjustment for immigrants and refugees. We deliver these services in an integrated manner, meaning that we address clients' needs from multiple angles with comprehensive and complementary.

Over the past 30 years, our services have expanded and diversified to meet the needs of the broader community, but our mission remains true to the spirit our founding:

We build healthy communities by helping individuals and families achieve self-sufficiency.



Lao Family Programs



Lao Family's programs are diverse, but they are all designed to build community by helping families and individuals achieve self-sufficiency. Each year we deliver asset development, financial education, employment services, and family support to over 10,000 immigrants, refugees, asylees, and low-income U.S. nationals in over 25 languages.

Asset Development

- Home Ownership Education
- Foreclosure Intervention
- Rental Counseling
- Financial Education, Counseling, and Mentorship
- Refugee/AFI Individual Development Account (IDA)
- Free Tax prep Assistance Service for low-income families

Economic Development

- Low-Income Affordable Housing Development
- Commercial Revitalization
- Community Center development

Employment

- EAST Bay Works Affiliate One-Stop Career Center for job-search assistance
- Refugee Employment Services
- Vocational ESL
- CalWORKs/Welfare-to-Work Employment Services

Youth Services

- Summer Youth Employment Training and Placement
- After School Leadership and Development
- After School Tutoring/Mentoring

Senior Services

- Southeast Asian Seniors Program to promoted healthy, active and connected seniors

Family Support

- Social Adjustment Services for refugees and immigrants
- Citizenship Assistance
- Refugee Healthy Marriage
- Special Crime Victim Assistance
- Information, Referral, Transportation, and Translation
- Hand to Hand Project for low-income mothers of small children

Lao Family's 30th Anniversary Festival Sponsorship Benefits



FOR MORE INFORMATION:

Contact Mary Fuller: mfuller@lafd.org or 510-533-8850

	Corporate				Public/ Non-profit/ Small Business		
	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Community Leader	Community Sponsor	Community Supporter
BENEFITS <i>Cash or goods worth:</i>	\$25,000	\$ 10,000+	\$ 5,000+	\$ 2,000+	\$1,000	\$ 500+	250+
E-NEWSLETTER FEATURE: Article showcasing lead sponsors' participation and work in the community.	✓						
WORKSHOP OPPORTUNITIES: Provide much needed financial educational, home-buying, or job readiness workshops opportunities at the event or at our agency. Banks can meet their CRA requirements through a year-round partnership with Lao Family.	✓	✓			✓ non-profit only		
VOLUNTEER OPPORTUNITIES: Looking for a great way to build morale and team-work among your employees? Want to reinforce your company's values through community service? We'll work with you to customize meaningful volunteer opportunities that meet your needs.	✓	✓	✓				
VIP PASSES to VIP TENT & LOUNGE: Gain entrance to the VIP tent/lounge area where you can meet other event sponsors, enjoy free hors d'œuvres, drinks, and a prime view of the stage, as well as a private water closet for your convenience.	10	8	4	2	2	2	
CORPORATE BANNER: Proudly display your support of this event with your corporate banner prominently displayed near the stage.	✓ On stage	✓	✓	✓	✓	✓	
PROGRAM ADVERTISEMENTS: Craft your own advertisement our ask us to design it.	Full page, Inside Cover	Full page	Half page	Quarter Page	Full page	Half page	Quarter Page
ACKNOWLEDGMENTS and LISTINGS: In e-newsletter, event flyers and posters, invitations, on website (with links), T-shirt, and program.	Large Logo	Large Logo	Logo	Listing	Logo	Listing	Listing
CERTIFICATE OF APPRECIATION: proudly display your community involvement in your place of business with a frameable certificate of appreciation signed by Lao Family's President and Executive Director.	Plaque presented at stage	Framed Certificate presented at stage	✓	✓	✓	✓	✓
OUTREACH TABLE: Promote your services to over 1,000 attendees. 8ft table and two chairs provided.	✓	✓	✓	✓	✓	✓	✓
TAX DEDUCTION: Your cash donations are fully-deductible to the fullest extent allowed by law. In-kind donations may also be tax deductible according to market value. Please contact us or your tax professional for more information.	✓	✓	✓	✓	✓	✓	✓

Sponsorship Response Form



Due May 20, 2010

Date of Event: June 22, 2010

Deadline for Sponsorship: May 20, 2010

For more information: Mary Fuller, Fund Development Director

Please use the form below to become a sponsor of Lao Family's 30th Anniversary Festival & Youth Conference. **You can also find this form online at: <http://www.lfcd.org/30>**

Contact Name: _____

Contact Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Who should we acknowledge for the gift? (Name, company or "Anonymous")

Sponsorship Levels:
(*check desired level*)

Corporate				Public/ Non-profit/ Small Business		
Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Community Leader	Community Sponsor	Community Supporter
\$25,000	\$ 10,000+	\$ 5,000+	\$ 2,000+	\$1,000+	\$ 500+	250+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Can't participate but would like to make a cash contribution?

Donate with a check: Please make check payable to **Lao Family Community Development** and mail it in with this form to LFCD at **2325 East 12th Street, Oakland, CA 94601**. Be sure to give us your mailing address so we can send you a tax deductible letter.

Donate with a credit card: Log on to our website at <http://www.lfcd.org/donate> to donate securely using PayPal. (no PayPal account necessary.)

Lao Family Community Development, Inc. is a 501(c)(3) tax exempt organization and offers no goods or services in exchange for this contribution, so your gift is fully tax-deductible to the fullest extent allowed by law. Please see your tax professional for details. Our tax ID# is 94-3115164.