

Giving A Little Bit Each Month



Sarah Ludwick and Carol Hersch

Carol and Tim Hersch have a long-standing affection for the Child Development Center at Fairplex. Tim's mother, Ruth Hersch, was the first director of the Center when it was on the campus of the University of La Verne. The couple's son is an "alum," having attended the center with his grandmother.

To honor Ruth's memory and support the fine educational opportunities the Center provides to children throughout the community, the Hersches decided to become benefactors of the CDC foundation.

But rather than provide a single, one-time gift, they found a creative way to make a donation that worked well for their family's financial and budgeting parameters – the foundation's monthly giving program.

"We felt this was a great way for us to factor in a donation – on a monthly basis – without having a major financial hit," Carol Hersch

explained. "I think it works well for families. It may make it easier to give this way."

A handful of contributors, including some Fairplex employees, have already started to use the convenient giving program. Now, the development department hopes to increase those numbers as word of this innovative approach spreads.

"We want to make the process of donating convenient," said Susan Dowler, director of development. "For some, that might be one lump sum, for others it's quarterly, or this monthly opportunity."

Monthly donations can be made by cash, check or credit card. Contributors can have the gifts automatically deducted or return them with one of the development department's friendly reminders. Contributions can be earmarked for one foundation or spread among the three.

"It was automatic, for us to want to give," said Carol Hersch, who has chaired the CDC auction the past two years. "It works for us."

For information or to join the monthly giving program, contact Susan Dowler at (909) 865-4205 or dowler@fairplex.com.



Foundations At Fairplex

Giving Made Easy

Contributions to a favorite non-profit organization often come in the form of simply putting a check in the mail, but there are several unique ways to give to the foundations at Fairplex:

- **Donate Now** – New to the Foundations website is the Donate Now button. With a simple click, you can safely and securely donate to any of the foundations over the Internet. Visit the website at www.fairplex.org.

- **Matching Gifts** – Check with your human resources department to see if your company has a matching gift program. This is an easy way to increase your support! Visit our website at www.fairplex.com to view a list of companies that offer matching gift programs.

- **GoodSearch** – Everyone searches the Web! Visit <http://www.goodsearch.com> and enter "Foundations at Fairplex" as your selection. The search engine is powered by Yahoo and will donate a penny to the foundations for every search completed.

- **eBay Giving Works** – Visit <http://givingworks.ebay.com/nonprofit/> for more information. Anyone can sell items on eBay and donate part or the entire final sale price to the foundations at Fairplex. Donations resulting from the sales of eBay Giving Works items will be collected and distributed to the foundations at Fairplex.

If you have any questions, please contact Laura Smolka at (909) 865-4206 or smolka@fairplex.com.

Where Are They Now? • • • • •

Junior Fair Board Members Head to College



2007-2008 Junior Fair Board Members

For nearly four years, junior and senior high school students have volunteered their time as ambassadors with the Junior Fair Board program. Participating high school students from 11 surrounding schools each contribute 40 hours of their time to the Fair association, attending at least one Los Angeles County Fair Association board meeting and helping the Foundations at Fairplex with several events. In return, these future leaders (47 have completed the program to date) gain practical experience and each receives a \$1,000 scholarship, made possible by generous donations from Foundations contributors. Members of the first two junior fair boards have moved on to college. So, where are they now?

From the inaugural 2005 board, Isela Soto is attending Stanford, majoring in Economics. Kristy Dahlstrom is attending the University of La Verne, with a Business Administration

major, and works part-time in the marketing department at Fairplex.

Becki Davidson, who was on the 2006 Junior Fair Board, is a freshman at the University of California, Davis. Lang Wang is attending Princeton University. He said his experience on the board provided him with an invaluable opportunity to learn about the inside workings of a large organization. Kelly Johnson is going to Citrus College and currently plays on the school's basketball team. Tiffany Liu, who is attending the University of California, San Diego, said she learned "many different new things each time I was with the Junior Fair Board, including real experiences with every part of marketing."

Megan Lowe is at the University of California, Berkeley. She said her experience made her appreciate the L.A. County Fair, and all the work that goes into it.

To underwrite a Junior Fair Board scholarship or contribute to the program, contact the development department at (909) 865-4207.

Verizon (left) and B of A award checks.

Foundation Receives • • • • • Generous Grant Support

The Family Literacy Program, facility renovations and general operations at the Child Development Center have received needed support thanks to a dearth of generous grants.

Bank of America's Neighborhood Excellence Initiative awarded the CDC a two-year grant totaling \$200,000 for its "outstanding work and commitment to providing a nurturing learning environment for children and families in the community." Center director Holly Reynolds said the B of A grant is a huge benefit in helping the CDC take the next step in its development and toward building its future.

The California Community Foundation awarded the Center a two-year grant totaling \$100,000 in support of its infant, toddler and preschool program, the Family Literacy Project and the center's partnership with the University of La Verne. The CDC formed a partnership with ULV in 1991, designating the center as a laboratory school and hands-on training site for ULV students. Begun in 2006, the Family

Literacy Project promotes literacy activities for children and their parents, including parenting education and additional adult educational services (vocational training, GED and English as a Second Language classes).

A \$50,000 gift from the Ludwick Family Foundation will provide for capital renovations, including remodeling the rubber surface on the playground and upgrading the laundry and kitchen facilities.

The Verizon Foundation presented a gift of \$20,000 to the CDC, also in support of the Family Literacy Project. One of the most popular features of the program is a take home backpack component in which children can check out a backpack full of books for home enjoyment.

A \$6,000 grant was awarded by the AT&T Excelerator



Program to the Foundations at Fairplex in support of software and technology training. The grant will allow Foundations

staff to expand its use and understanding of The Raiser's Edge, software that is the gold standard in fund-raising technology. As a result of the AT&T grant, staff will be able to better assist the foundations as they continue to provide memorable interactive adventures that contribute to lifelong learning for members of the extended community.

A huge thank you is extended from the Foundations at Fairplex, who could not do what it does without the generous backing of its supporters.

Education Foundation and Child Development Center