

DATE SUBMITTED 01/28//2016
SUBMITTED BY American Red Cross
DATE ACTION REQUIRED 02/03/2016

Agenda Item No D-2
CITY COUNCIL ACTION (X)
PUBLIC HEARING REQUIRED ()
RESOLUTION ()
ORDINANCE 1ST READING ()
ORDINANCE 2ND READING ()

IMPERIAL CITY COUNCIL AGENDA ITEM

SUBJECT: DISCUSSION/ACTION: WORLD RED CROSS DAY

1. APPROVAL TO SPONSOR THE 2016 WORLD RED CROSS DAY EVENT – SATURDAY, MAY 7, 2016.

DEPARTMENT INVOLVED:

BACKGROUND/SUMMARY:

Please see accompanying information provided by the American Red Cross.

FISCAL IMPACT:

STAFF RECOMMENDATION: Consider the level of sponsorship for this event.

MANAGER'S RECOMMENDATION:

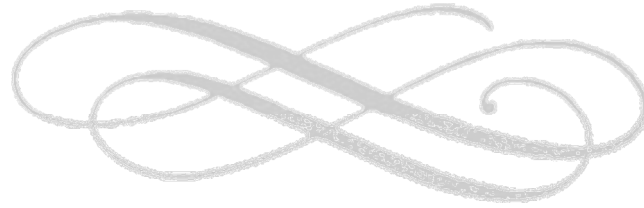
MANAGER'S INITIALS MDB

MOTION:

SECONDED:
AYES:
NAYES:
ABSENT:

APPROVED () REJECTED ()
DISAPPROVED () DEFERRED ()
REFERRED TO:

Celebrating
**2015 WORLD RED
CROSS DAY**
in our community



Friday, May 8, 2015

5:30 p.m. - 9:00 p.m.

Cheval Farms
346 Larsen Road
Imperial, CA



American Red Cross
San Diego/Imperial Counties
Chapter



World Red Cross – Red Crescent Day 2015

The first Red Cross and Red Crescent Day was held in 1948. The event is supported by the International Red Cross and Red Crescent Movement; a humanitarian movement which aims to protect people's lives and health, alleviate or prevent suffering and ensure respect is given to all.

The American Red Cross Imperial Valley Service Center set this day aside in 2006 to hold what would become our local premiere fundraising event of celebrating and reaching out to our community who continues to generously support to the work we do for the good of our community.

History of Red Cross – Red Crescent Day

Prior to this observance and following the end of the First World War, there had been an initiative known as the "Red Cross Truce." Initially this was a three day truce in former Czechoslovakia which took place during Easter time. At that time, there was general consensus that people wanted peace following years of fighting.

The Red Cross Truce led the way for a global peace initiative to be introduced. After the Second World War, and following approval by the Red Cross Executive Committee, the proposal for a worldwide peace day was accepted.

The first Red Cross and Red Crescent Day was held in 1948 on the 8th day of May. This day coincides with the birthday of Henry Dunant, the founder of the Red Cross. Each year, Red Cross and Red Crescent Day is supported by Red Cross organizations the world over.

The work of the American Red Cross

The American Red Cross is not a government agency and relies on the generosity of the American people to provide programs and services. The San Diego/Imperial Counties Chapter is the most trusted community service organization in education, preparation and response to natural disasters and human emergencies. With the public's ongoing support we provide lifesaving preparedness training; disaster relief services; 24-hour emergency services to deployed military personnel and their families.



Bill Earley
Chief Executive Officer

World Red Cross Red Crescent Day: Celebrating Our Principles

This World Red Cross Red Crescent Day we're marking 50 years of our Fundamental Principles in action.

As we celebrate this milestone, we reflect on how our principles enable individuals to retain their human dignity and livelihood, in the face of conflict, disaster or crisis.

Our Fundamental Principles are: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.

To mark these cornerstones, we are highlighting the richness of our past and engaging in a global conversation about today's humanitarian challenges and how to make a real difference for people affected by ongoing and emerging crises.

Today, the American Red Cross Imperial Valley Service Center will honor individuals whose extraordinary acts of courage and kindness make them World Red Cross Day Heroes.

Today, the World Red Cross Day Reception not only honors individuals but also celebrates the Mission of the American Red Cross.

We're honored that you are able to join us today to celebrate our World Red Cross Day Heroes and to support our Mission, Vision and Principles.

World Red Cross Day

Friday, May 8, 2015

Reception & Heroes Presentation

5:30 p.m.

Network – Reception

Heavy Hors D'oeuvres, Italian Buffet & Dessert Table
Wine – Champagne – Beer – Soft Drinks – Refreshments
Featuring Entertainment by Valley Jazz

6:00 p.m.

Opening Ceremony

Sylvia Preciado-Platero
Manager Imperial Valley Service Center

Gene Brister, Master of Ceremonies
President KXO AM/FM Radio
Past Board of Directors, American Red Cross

Welcoming Remarks

Bill Earley, Chief Executive Officer
American Red Cross
of San Diego/Imperial Counties Chapter

Presentation of “World Red Cross Day” Proclamation

Efrain Silva, Mayor
City of El Centro

International “World Red Cross Day” Message – Congratulatory Remarks

Mexican Consul Carlos Flores Vizcarra
Mexican Consulate – Calexico, CA

6:30 p.m.

Awards Ceremony

Gene Brister, Master of Ceremonies
Bill Earley, CEO American Red Cross of San Diego/Imperial Counties Chapter

“All can, in one way or another, each in his own sphere and within his own limitations,
do something to help the good work forward.”

–Henri Dunant



Patriot

-Chief Petty Officer Justin Kirby
Naval Air Facility El Centro

Presented by KXO Radio AM/FM
Gene Brister, President



Community Champion

-Todd Machado, Central Unified School District Lead Groundskeeper

Presented by El Centro Regional Medical Center
Marty Dinely ECRMC Foundation Executive Director



Bravery & Courage

-Border Patrol Agent Jesus H. Mellos, El Centro Sector

-Richard Torres, Imperial

-Fernando Dillon, El Centro

Presented by Pioneers Memorial Healthcare District
Jeff Klicka, PMHD Board Member



9-1-1 Lifesavers

-Sergeant John Seaman, ECPD

-Officer Adrian Hiraes, ECPD

-Officer Stephen Singh, ECPD

-Officer Jesus Viesca, ECPD

-Officer Jill Crothers, ECPD

-Dispatcher Cynthia Guzman, ECPD

-Dispatcher Gisell Frazier, ECPD

-Citizen Gail Ceseña

Presented by Molina Healthcare
Dr. Nora Faine, Medical Director



Dauntless

-Michael Korsness

-Pat Caro

Presented by First Imperial Credit Union
Anita Martinez, Director of Marketing & Business Development

7:30 p.m.

Live Auction & Prize Drawing

Gene Brister & Sylvia Preciado-Platero

8:00 p.m.

Closing Remarks

Networking continues

The cool Valley Jazz sounds will continue under the beautiful stars – Enjoy!

Please continue enjoying the Wine – Champagne – Beer – Soft Drinks – Refreshments & Dessert Table

Thank you for your support and stay safe!



American Red Cross
San Diego/Imperial Counties
Chapter

Community Preparedness Sponsor



A Generous Sponsor Who Wishes to Remain Anonymous

Emergency Response Sponsor



Our Story is about being a family.
30 years of delivering quality healthcare.

We are honored to be the 9-1-1 Lifesaver Presenters
Congratulations to all of the World Red Cross Day Heroes
from Molina Healthcare

Lifesaving Sponsor



American Red Cross
San Diego/Imperial Counties
Chapter



★ Patriot

-Chief Petty Officer Justin Kirby
Naval Air Facility El Centro

- Every two seconds someone in the U.S. needs blood.
- More than 41,000 blood donations are needed every day.
- A total of 30 million blood components are transfused each year in the U.S.
- The average red blood cell transfusion is approximately 3 pints.
- The blood type most often requested by hospitals is Type O.
- The blood used in an emergency is already on the shelves before the event occurs.
- Sickle cell disease affects more than 70,000 people in the U.S. About 1,000 babies are born with the disease each year. Sickle cell patients can require frequent blood transfusions throughout their lives.
- More than 1.6 million people were diagnosed with cancer last year. Many of them will need blood, sometimes daily, during their chemotherapy treatment.

Chief Petty Officer Justin Kirby, is a United States Sailor aboard Naval Air Facility assigned to the Religious Ministries Department. During Chief Petty Officer Kirby's tenure aboard NAF he has successfully organized 10 Blood Drives which have collected approximately 250 units of blood for the American Red Cross. Each unit of blood saves three (3) lives – because of Chief Petty Officer Justin Kirby's efforts it is safe to say that he has contributed to the saving of approximately 750 lives!

With these commendable duties he also ensures to provide a warm welcome to the many blood donors. It is for his commitment to the Red Cross Blood Services and his recognizing that the need is constant, that we proudly recognize Chief Petty Officer Justin Kirby today. Bravo Zulu Sailor!

Presented by KXO Radio AM/FM
Gene Brister, President



American Red Cross
San Diego/Imperial Counties
Chapter



★ **Community Champion**

-Todd Machado

The recipient of this year's Community Champion award is, Todd Machado. Todd has earned the honor for his life-saving efforts of a young child that was involved in an accident, that caused her to be ejected from the vehicle she was riding in.

Mr. Machado recalls hearing wheels careening the pavement – stillness for a short moment after it stopped – then quickly, almost immediately distressing screams. Instinctively, he ran towards the scene of the accident – arriving he climbed over the school fence, called 9-1-1 to report the accident and simultaneously began to assess the area.

Upon arriving, others on scene told him a child had been ejected from the car. Gingerly, he approached her and saw that she was not breathing or moving and quickly decided to bring his training into action.

He provided the necessary gentle chest compressions and breaths until the Rescue Team arrived along with the REACH Helicopter – as the child was being placed in the gurney and aboard the helicopter, Mr. Machado heard her crying. It was at that moment that he knew she was going to be fine and an overwhelming relief came upon him.

Mr. Machado was quoted in the local Imperial Valley Press, “I wasn’t going to stand around. I knew what to do,” he said. “She was a precious angel and she was also putting up a good fight. That’s why we’re all here, to help each other.”

And help, indeed he did.

Presented by El Centro Regional Medical Center
Marty Dinely, ECRMC Foundation Executive Director



American Red Cross
San Diego/Imperial Counties
Chapter



Pictured L-R: Fernando Dillon, Jr.,
Maria de los Angeles Verdecia Rodriguez-Person Saved,
USBP Agent Jesus Mellos and Fernando Dillon

★ **Bravery & Courage**

-Border Patrol Agent Jesus H. Mellos, El Centro Sector

-Richard Torres, Imperial

-Fernando Dillon, El Centro

Citizen Richard Torres – Citizen Fernando Dillon – USBP Agent Jesus Mellos: HEROES.

Just over a year ago, on May 4, 2014, an irrigator frantically flagged down a truck that Richard was driving with Dillon as his passenger. Pulling over, and before the irrigator could fully explain what he had witnessed, Mr. Torres saw a vehicle overturned and the passenger compartment fully submerged in the water. Without hesitation, or concern for his personal safety, Mr. Torres immediately entered the deep and swift running canal water. As Mr. Torres entered the water, he felt the strong current pulling him away from the vehicle, so he enlisted the assistance of his passenger and friend, Mr. Fernando Dillon. Without any consideration for his safety, he too entered the water to help Mr. Torres.

They entered the water, searching for the driver's side handle – which they eventually located and managed to open the door enough to get inside of the vehicle. Mr. Torres held the door open while Mr. Dillon entered the submerged car in search of Ms. Rodriguez. Unable to locate the driver – but unrelenting, they continued to search – eventually he found the lifeless body and began to guide her to the canal bank, where after determining she wasn't breathing, began CPR.

As CPR was in progress, USBP Agent Mellos arrived and soon began to assist with rescue breaths as Mr. Torres continued chest compressions. After approximately 10 minutes of performing CPR, Ms. Rodriguez squeezed Dillon's hand and regained consciousness.

These three gentlemen, were suddenly and unexpectedly called into action. Quickly realizing this was a life and death situation, in which the young life of Ms. Rodriguez laid in the balance. These three men are commended for their Bravery & Courage.

Presented by Pioneers Memorial Healthcare District
Jeff Klicka, PMHD Board Member



American Red Cross
San Diego/Imperial Counties
Chapter



★ **9-1-1 Lifesavers**

- Sergeant John Seaman, ECPD
- Officer Adrian Hiraes, ECPD
- Officer Stephen Singh, ECPD
- Officer Jesus Viesca, ECPD
- Officer Jill Crothers, ECPD
- Dispatcher Cynthia Guzman, ECPD
- Dispatcher Gisell Frazier, ECPD
- Citizen Gail Ceseña

It is not too often that you hear of Police Officers entering a burning building – but because of this, a man is alive today.

This dramatic rescue was captured via the officer's body cameras – the intensity of the pitch dark rescue is made clear by the recorded drama captured as they enter the unfamiliar home, directed only by the weak cries for help from the elderly gentleman they saved.

Throughout the recording you can hear the dispatchers in the background assuring them that help is on its way – meanwhile, they continue determined to safely evacuate this gentleman from his burning home.

It is the heroic actions that we recognize on this evening for the 9-1-1 Lifesavers category – but it is their teamwork that leaves the biggest impression of all – when the officers all insisted that everyone on that call be recognized, including the neighbor that called 9-1-1.

Ask each and every one of the Heroes listed under this category, and each one will quickly say that they are not heroes but were simply serving their duties as human beings.

Dramatic Body Cam Video of El Centro Police Officers Saving Man:
https://www.youtube.com/watch?feature=player_embedded&v=ueRvth_ iy7Y

Presented by Molina Healthcare
Dr. Nora Faine, Medical Director



★ **Dauntless**
-Lt. Michael Korsnes
-Pat Caro

1. dauntless

['dɔ̃ntlis, 'dänt-] ADJECTIVE

adjective: **dauntless**

showing fearlessness and determination:

"dauntless bravery"

synonyms: fearless · determined · resolute · indomitable · intrepid ·

doughty · plucky · spirited · mettlesome · undaunted · undismayed · unflinching · unshrinking · bold · audacious · valiant · brave · courageous ·

daring · gutsy · gutty · spunky · feisty

© Oxford University Press

Pat Caro and Lt. Michael Korsnes are being called heroes for their DAUNTLESS actions when they came to the aid of a young lady who was involved in an accident on February 21st of this year.

The couple witnessed a car go off the 1-8 East drop towards Alpine onto oncoming traffic resulting in her being ejected through the sunroof of her car – Michael immediately parked his truck safely to go reach the car involved in the accident. While Pat directed and cleared the center traffic, Michael took control of the accident, quickly exercising his First Responder skills.

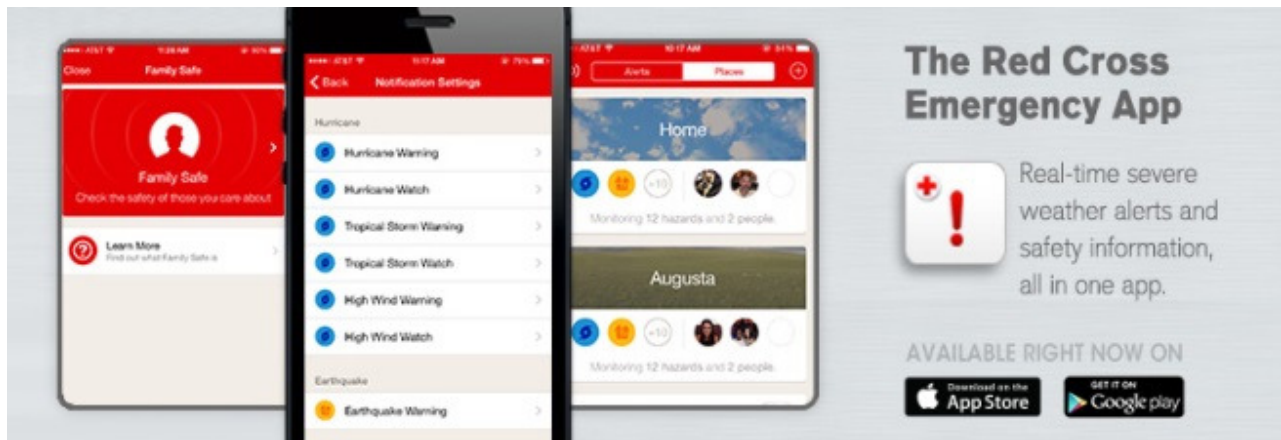
Both Pat and Michael said it was no coincidence that they were in the right place at the right time. Both stress that they felt it was their responsibility to ensure they did all they could within what was needed to help this young woman, regardless of what that meant. Even after the Emergency Crews arrived, Michael continued to assist the CHP with directing traffic.

They recently met the victim's family. The victim remains in the hospital and is expected to have a long process in her recovery. In the victim's journey to getting better, they are certain that a longstanding friendship has been forged with the family they have been keeping in touch with out of Texas.

Presented by First Imperial Credit Union
Anita Martinez, Director of Marketing & Business Development



American Red Cross
San Diego/Imperial Counties
Chapter



Download Red Cross mobile APPS to put help in your hand today.
 Available at the [Apple App Store](#) or [Google Play](#).



First Aid App



Earthquake App



Swim App



Blood App



Wildfire App



Pet First Aid App



Emergency App



Hurricane App



Flood App



Team Red Cross



Monster Guard App



Tornado App



Red Cross Team Sponsor



National Association of Letter Carriers
Branch 1726
Representing
El Centro - Imperial - Holtville



Imperial County Sheriff Ray Loera

Red Cross Friend Sponsor

Atul Kumar
Best Western Main, Brawley

Efrain Silva
Mayor, City of El Centro

Yolanda "Yoli" Cordero
New York Life

Desert Cruisers Car Club

Jason Jackson
Mayor Pro Tem,
City of El Centro

Trish & Chris Petree

Sadie Rubin

M. Emma Guerra

Live Auction Drawing

Ladies Set of Sterling Silver and Diamond Stacking Rings
Scott Devoy, Green's Jewelers

His & Hers Beach Cruisers "Oceanside" by Pacific Bicycles
Natalia Platero

Prize Drawing

Alford Distributing

Trish & Chris Petree

Claypool Distributing

Melissa Cosio

City of El Centro

Patricia Ureña

Marcos Platero

Home Depot

Socorro Acosta

Best Western John Jay Inn
Calexico, CA

Yady's Jewelers

Holiday Inn Express
Calexico, CA

Del Taco Store 310

First Imperial Credit Union

Dillard's

Spirits & Refreshments



Mike

Team America

Platero, Jr.

PS: Thank you to our **Super Bar Tender Tom**
and his lovely wife **Marty Dinely** for volunteering him ☺

Hope you enjoyed the Red Cross Signature Drink Tom made especially for Red Cross guests on this evening:

🍹 **RED-ittini** 🍹



American Red Cross
San Diego/Imperial Counties
Chapter

Special Thanks To ...



Cheryl Bogue –Cheval Farm Estate
Carly Bogue – Cheval Feed & Tack
for their gracious hospitality and continued support

Valley Jazz
for their cool and fabulous sounds throughout the years!

Gene Brister
for magnificently returning as our Master of Ceremonies

Larry Bratton of
Brooks Jewelry & Gifts
for the lovely HERO Award Design

Jill Cicinelli
for the delicious Lasagna and Garlic Bread

Olive Garden - El Centro
for their fresh Garden Salad and Bread Sticks

and to

Elizabeth Buenrostro, Manager
Del Taco Store 310
for their Delicious Appetizers and friendly Serving Staff

Media Sponsor



American Red Cross
San Diego/Imperial Counties
Chapter

Red Cross Fundamental Principles

Humanity: The Red Cross, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors—in its international and national capacity—to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality: It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality: In order to continue to enjoy the confidence of all, the Red Cross may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence: The Red Cross is independent. The national societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with Red Cross principles.

Voluntary Service: The Red Cross is a voluntary relief movement not prompted in any manner by desire for gain.

Unity: There can be only one Red Cross society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality: The Red Cross is a worldwide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.



American Red Cross
San Diego/Imperial Counties
Chapter

Mission

The American Red Cross
prevents and alleviates human suffering
in the face of emergencies by mobilizing the
power of volunteers and the generosity of donors.



Special thanks to our

Generous Sponsors and the 2015 Event Committee

2015 Event Committee members that worked tirelessly to deliver this wonderful event were:

Gene Brister, Chair Emeritus

Socorro Acosta | Bill Browning | Pat Ureña | Ember Haller

Trish Petree | Maria Coloma | Juan Aguirre | Norma Schoonover

American Red Cross Imperial Valley Service Center

781 Broadway | El Centro, CA 92243

(760) 352-4541 Ext 6221

(800) Red-Cross

www.redcross.org/imperialvalley



American Red Cross
San Diego/Imperial Counties
Chapter



Celebrating World Red Cross Day 2016



American Red Cross
San Diego/Imperial Counties

November 11, 2015

Dear Friends of *your* American Red Cross,

Kindly accept and review the attached request for our upcoming **WORLD RED CROSS DAY RECEPTION** that will be held on **Saturday, May 7, 2016** – we hope you will consider supporting our event by returning your pledged promise to sponsor and approval to list the **City of Imperial** as our **Host Emeritus**.

We are positive that the merits of our request will meet your criteria and value, to be listed as a proud sponsor of the **WORLD RED CROSS DAY RECEPTION** and the first ever Host Emeritus for this signature event. We can discuss if you would like to be logo'd, recognized and listed in all of our promoting materials as the Proud Sponsoring Host Emeritus of the **World Red Cross Day Reception**.

This never before used Sponsor Level distinction would afford you to have a prominently placed table with ten (10) complimentary tickets, the introductory spot to present the Proclamation at the opening of the Reception, Presentation Honors along with distinguished mention throughout the evening.

As you may know, while the Red Cross is chartered by the government to serve as the nation's humanitarian aid agency, **we are not a government agency**. We depend on volunteers and the generosity of people like you to perform our mission.

That means the stuffed animal for the young girl who lost her home in a fire, the emergency shelter for her family, the hot meals prepared for the community that has lost its electricity in a storm, the first aid and safety training classes that have saved so many lives - **they're made possible by voluntary contributions like the ones that will be received as a result of this event**.

Every day of every year calls for help go out. Thanks to you, the American Red Cross is able to respond quickly and compassionately with help. We saw demand for our services grow considerably in 2015 and believe the call for care in our community will continue to be great during the 2015-2016 fiscal year.

Attached you will find the requested documents to initiate our request. Please let us know that we can count on your generous support by responding to our request with good favor ~ **It's tax deductible** and it will change the lives of those we serve tomorrow, giving hope when hope is needed most.

Sincerely wishing you continued success,

SYLVIA E. PRECIADO-PLATERO

Manager, Imperial Valley Service Center

American Red Cross of San Diego/Imperial Counties Chapter

781 Broadway | El Centro, CA 92243

Direct: (760) 352-4541 Ext. 6221 | Fax: (760) 352-6378 | Cell: (760) 498-8362 or (760) 460-1107

E-mail: Sylvia.PreciadoPlatero@redcross.org | Website: www.redcross.org/imperialvalley

1) Name of the requesting agency or group

American Red Cross San Diego Imperial Counties Chapter
Imperial Valley Service Center
781 Broadway
El Centro, CA 92243

2) Mission or purpose of the agency or group

MISSION STATEMENT

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

VISION STATEMENT

The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that ...

- all people affected by disaster across the country and around the world receive care, shelter and hope;
- our communities are ready and prepared for disasters;
- everyone in our country has access to safe, lifesaving blood and blood products;
- all members of our armed services and their families find support and comfort whenever needed; and
- in an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

FUNDAMENTAL PRINCIPLES of the GLOBAL RED CROSS NETWORK

Humanity

The Red Cross, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors—in its international and national capacity—to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Red Cross may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

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The Red Cross is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The Red Cross is a worldwide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.

3) Name, address and phone number of a contact representative

Sylvia Preciado-Platero, Manager – Imperial Valley Service Center
American Red Cross of San Diego/Imperial Counties Chapter
781 Broadway
El Centro, CA 92243
(760) 352-4541 Ext 6221 (Office - Message)
(760) 498-8362 (Mobile 24/7 or (760) 460-1107 (Alternate Mobile)

4) A description of the project, program or event, and how it fulfills a public purpose within the jurisdiction of your Corporate area(s).

The American Red Cross Imperial Valley Service Center sets aside an annual fundraiser each year to coincide with World Red Cross Day which falls on May 8th. It has become our local office's premiere fundraising event – It is highly visible and well attended by local supporters that believe in our Vision and Mission, comprised of citizens, stakeholders, leaders – all dignitaries in our eyes.

The American Red Cross is not a government agency and relies on the generosity of the American people to provide our programs and services. The San Diego/Imperial Counties Chapter is the most trusted community service organization in safety education, preparation and response to natural disasters and human emergencies. With the public's ongoing support we provide lifesaving preparedness training; disaster relief services; 24 hour emergency services to deployed military personnel and their families.

We Serve Our Community: The San Diego/Imperial Counties Chapter reaches out to serve the 3million residents of our two-county service area. Locally, our Imperial Valley Service Center has a proud history of service that spans almost 110 years. We are truly a volunteer led organization with a hard working team of volunteers who provide many of the services the Red Cross is well known for.

Disaster Services: Twenty-four hours a day, 365 days a year, we stand ready to provide housing, food, clothing, medical care, and mental and spiritual counseling for disaster victims. While most people know that the Red Cross will be there after a national disaster, few realize that their Red Cross is helping people much closer to home on a daily basis. On an average of every 27 hours, we respond to a local disaster or emergency. These emergencies are most often hazardous material incidents, etc. We cover the family's immediate disaster-related needs. For those with a financial hardship, we may provide additional assistance.

Health and Safety Services: Courses are offered to the public that encompasses a full range of First Aid, CPR, AED, Water Safety, complete range of Aquatics Courses, Babysitter Education and continuous outreach as it relates to Disaster Education and Community Preparedness.

Services to the Armed Forces (SAF) – Emergency Call Center: An around-the-clock emergency call center provides communication services to Armed Forces members and their families during times of personal emergency, as well as dispatching Red Cross personnel to disasters. For our Armed Forces and their loved ones separated due to their honorable military service, we may pass along emergency messages about births, deaths and/or emergencies. In Imperial County we have brought our service members from the far reaches of the Middle East, the Orient, as well as from duty bases located stateside – basically any part of the world that our men and women are assigned to serve our great Nation; so they can tend to the family emergency that may require their presence at their home of record.

5) Contribution being requested from the district

Sponsorship Request: **\$2500**

At this time your American Red Cross of San Diego/Imperial Counties Chapter - Imperial Valley Service Center is requesting that the **City of Imperial** kindly consider providing support in the manner of being an **Underwriting – Host Emeritus EVENT SPONSOR** - in all the years we have held our event it has always been in the City of Imperial

This generous level of sponsorship will be properly stewarded to and for the services and outreach that are provided to the various programs as they relate to Preparedness and Education to our English/Spanish speaking community. Funds generated from this event will help our programs and services to provide outreach serving all Valleyites regardless of age, gender, ethnicity, religion, or special interests. With your support, IVSC will be better equipped to provide hope and help to our community and perhaps change the lives of hundreds of people in our community.

To help ensure particularly underserved demographics receive critical disaster preparedness education, the Imperial Valley Service Center ensures to work with vulnerable communities such as people with access and functional needs, senior citizens, veterans, active duty service members and military families, youth, farmworkers. We also ensure that continued partnership is maintained with our Law Enforcement, Fire/Rescue Partners and their families as well.

Celebrating 2016 World Red Cross Day and Honoring our Community Heroes

Support the Mission ~ Celebrate the Vision

Saturday, May 7, 2016

10:30 a.m. - 2:00 p.m.

Imperial County Pioneer Museum | 375 East Aten Road | Imperial, CA 92251

The Elegant Brunch Menu will feature many breakfast favorites such as Fresh Eggs, Potatoes, Bacon, Sausage, Flap Jacks, Quiche & Casseroles ~ Pastries, Bagels, Muffins & Croissants ~ Fruit Parfaits ~ Champagne Mimosas & Henri Dunant Signature Drink ~ Coffee Bar by State Street Coffee House ~ Juice & Tea ~ Easy sounds of Valley Jazz ~ Prize Drawings & Live Auction ~ and Community Heroes!

For More Information or Sponsor Opportunities
contact Sylvia.PreciadoPlatero@redcross.org
(760) 352-4541 Ext 6221



American Red Cross
San Diego/Imperial Counties

Host Emeritus





Celebrating World Red Cross Day 2016



American Red Cross
San Diego/Imperial Counties

Sponsorship Information

Saturday - May 7, 2016
10:30 a.m. - 2:00 p.m.

Imperial County Pioneer Museum
375 East Aten Road
Imperial, CA 92251

Support the Mission ~ Celebrate the Vision

An Elegant Brunch Menu that will feature many breakfast favorites such as
Fresh Eggs, Potatoes, Bacon/Sausage, Flap Jacks, Quiche & Casseroles
Pastries, Bagels, Muffins & Croissants ~ Fruit Parfaits
Champagne Mimosas & Henri Dunant Signature Drink
Coffee Bar by the State Street Coffee House ~ Juice & Tea
Easy sounds of Valley Jazz ~ Prize Drawings & Live Auction
and Community Heroes!

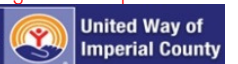
Host Emeritus



American Red Cross
San Diego/Imperial Counties
Chapter

2016 World Red Cross Day Reception

Member Agency ~ Working Together to Improve Lives



YOUR AMERICAN RED CROSS

As the nation's largest independent nonprofit humanitarian organization, the American Red Cross helps people prevent, prepare for and respond to all types of emergencies. No other entity provides our depth of services to communities in the United States and around the world. For 116 years, the San Diego/Imperial Counties Chapter has provided life-saving services throughout San Diego and Imperial Counties. As one of the largest chapters in a nationwide volunteer-led network of nearly 600 chapters, and with the help of more than 1,000 volunteers and nearly 200 paid staff, our chapter serves over 3.5 million people covering over 9,000 square miles. Last year in our community, the San Diego/Imperial Counties Chapter responded to 255 local disasters and taught nearly one thousand people life-saving skills.

THE AMERICAN RED CROSS BRAND-PARTNERSHIP BENEFITS

Nationwide and community-wide, corporations have partnered with the American Red Cross to demonstrate the organization's commitment to the safety and preparedness of the community in which their employees and customers live. The American Red Cross continues to achieve the highest ranks in brand value among national nonprofits, differentiating us from the competition.

- The American Red Cross consistently ranks in the top five of nonprofit power brands and overall brand image.
- 83 percent of Americans rate the Red Cross as valuable or very valuable to the quality of life in our community
- One in three Americans wants to be part of the American Red Cross
- The American Red Cross has the highest number of associations among other nonprofits as an organization that helps save lives.
- The American Red Cross was named America's most popular source for disaster preparedness information: 55 percent named the Red Cross, versus 10 percent in the next highest entity, which was fire departments.

A partnership with the San Diego/Imperial Counties Red Cross can add substantial value to your brand by enhancing brand equity and strengthening your relationship among your employees and the community you serve, all while contributing to a good cause. Additional added value includes:

- Increased visibility
- Enhanced corporate citizenship
- Increased sales
- Market differentiation
- Community presence and expanded outreach to target markets
- Increased loyalty among employees
- Optional alignment with key market segments including law and fire/first responders, military and our healthcare community.

Sylvia Preciado-Platero, Manager
San Diego/Imperial Counties Chapter Imperial Valley Service Center
781 Broadway El Centro, CA 92243
Sylvia.PreciadoPlatero@redcross.org
(760) 352-4541 Ext 6221 or (760) 498-8362



2016 World Red Cross Day Reception
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Celebrating World Red Cross Day 2016



American Red Cross
San Diego/Imperial Counties

2016 WORLD RED CROSS DAY SPONSOR LEVELS and BENEFITS

PLATINUM UNDERWRITING SPONSOR – \$10,000

This exclusive level will receive prominent recognition on all TV, Radio and Newspaper Advertising; at every table and on the cover, along with a full page ad in our Event Program and distinguished mention throughout the evening. Top Banner Display (sponsor to provide.) Complimentary tickets for three event tables (twenty-four guests) with prominent placement – this is a great way to thank your staff and/or business colleagues. Also, included with this Sponsorship is the distinguished sponsorship of eight (8) of our local Volunteers.

GOLD SPONSOR - \$5,000

The Gold Sponsor level will be afforded premier recognition on all TV, Radio and Newspaper Advertising; Sponsor level mention throughout the evening, as well as a half page ad in our Event Program, Banner Display (sponsor to provide), and Event tickets for two tables (20 guests) – this is a great way to thank your staff and/or business colleagues.

SILVER SPONSOR - \$2,500

Recognition as a Silver Sponsor with honorable recognition in our Promotions and Advertising, as well as throughout the evening of the event; Quarter Sheet Logo & Sponsor Name on Program Brochure; Banner Display (Sponsor will provide); Attendance of event for 16 guests - a great way to thank your staff and/or business colleagues.

BRONZE SPONSOR - \$1,000

Recognition as Bronze Sponsor with Notable recognition announced throughout the evening; Logo & Sponsor Name on Program Brochure; Business Name and/or Logo on Event Provided Banner; Attendance of event for 10 guests.

RED SPONSOR - \$500

Recognition as Red Sponsor with Logo & Sponsor name in the event Program; Recognition throughout the evening; Attendance to the event for eight (8) guests.

FRIEND SPONSOR - \$100

Recognition as Friend Sponsor with Event recognition as well as being listed as an Individual Name/Business/Organization and/or In Memory/Honor of Mention in the Event Program Brochure; Attendance to the event for two (2) guests.

SUPPORTING SPONSOR - \$50

Attendance for one (1) person

PRIZE DRAWING and/or AUCTION SPONSOR - The sky is the limit! Creativity encouraged! A fabulously fun way to promote your business, product(s) & generosity! Naming recognition as Gift Sponsor for Chance Drawing and/or Live Auction in our event program will be prominently noted.

SWAG BAG SPONSOR – Show your company's 'swag' by promoting it with your company offered goodies/free samples that will reach the guests comprised of our local who's who, sponsors and high-profile guests. We ask that you provide a minimum of 150 items. A terrific way to promote/advertise your business. No political type of items can be accepted in compliance with IRS 501(c)3 code.

All of our generous sponsors will receive a post-event summary including event pictures, event results and media coverage.



Celebrating World Red Cross Day 2016



American Red Cross
San Diego/Imperial Counties

Pledge & Commitment to Sponsor

Yes, I would like to join the American Red Cross of San Diego/Imperial Counties Chapter in celebrating **2016 World Red Cross Day** on Saturday, May 7, 2016. **Please accept my Pledge & Commitment to Sponsor:**

\$10,000 Platinum Underwriting Sponsor

\$ 5,000 Gold Sponsor

\$ 2,500 Silver Sponsor

\$ 1,000 Bronze Sponsor

\$ 500 Red Sponsor

\$ 100 Friend Sponsor

\$ 50 Supporting Sponsor

Prize Drawing Sponsor: Please make your gift available no later than May 4, 2016

___ Please call (___) ___-___ to arrange for pick up and/or delivery (please circle one)

Gift/Item(s): _____ Value: \$ _____

PAYMENT INFORMATION:

Credit Card or Check (*made payable to American Red Cross San Diego/Imperial Counties Chapter*)

Credit Card Number: _____ Credit Card Expiration: _____

Name as it appears on Card: _____

Please send me an invoice. My company agrees to pay in full before May 2, 2016

Please send me an invoice. My company agrees to pay in full with three installments before June 1, 2016.

Installment 1: _-_- \$ _____ **Installment 2:** _-_- \$ _____ **Installment 3:** _-_- \$ _____

CONTACT INFORMATION:

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

ATTENDANCE INFORMATION:

Yes, our company plans to attend the World Red Cross Day Reception and will provide our guest list by May 4, 2016

No, our company is unable to attend but would be honored to seat guests of the American Red Cross at our table.

PLEASE RETURN THIS FORM WITH CHECK MADE PAYABLE TO **RED CROSS WRCD 2016:**

American Red Cross San Diego/Imperial Counties Chapter – Imperial Valley Service Center

Attn: Sylvia Preciado-Platero, IVSC Manager

781 Broadway

El Centro, CA 92243

PHONE: (760) 352-4541 Ext 6221 **MOBILE:** (760) 498-8362 or (760) 460-1107

FAX: (760) 352-6378 **EMAIL:** Sylvia.PreciadoPlatero@redcross.org



American Red Cross
San Diego/Imperial Counties

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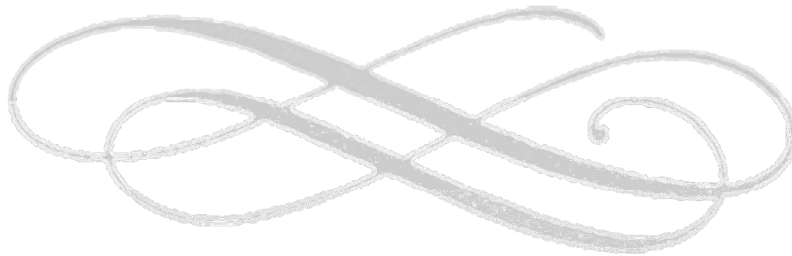


Celebrating
**2015 WORLD RED
CROSS DAY**



in our community

Event Summary



May 8, 2015
5:30 p.m. - 9:00 p.m.

Cheval Farms
346 Larsen Road
Imperial, CA 92227

Sylvia Preciado-Platero, Manager
San Diego/Imperial Counties Chapter Imperial Valley Service Center
781 Broadway El Centro, CA 92243
Sylvia.PreciadoPlatero@redcross.org

Office: (760) 352-4541 Ext 6221 Mobile: (760) 498-8362 or (760) 460-1107 Fax: (760) 352-6378



American Red Cross
San Diego/Imperial Counties
Chapter

2015 World Red Cross Day Reception



2015 WORLD RED CROSS DAY EVENT SUMMARY

IMPERIAL VALLEY _ The Imperial Valley Service Center hosted the WORLD RED CROSS DAY (WRCD) Reception for the ninth time this year. As before, the IVSC Annual WRCD fundraiser was planned around the day set aside to take pause and come together as ONE the world over – World Red Cross Red Crescent Day, which is celebrated on Henry Dunant's birthday, May 8th.

This year's WRCD featured the return of the recognition of local Heroes who were celebrated for their acts in the categories of PATRIOT, COMMUNITY CHAMPION, BRAVERY & COURAGE, 9-1-1 LIFESAVER(S) and DAUNTLESS Heroes. In all 16 Heroes were recognized for the five featured categories – it was terrific!

All things considered, and with the local economy and unemployment profile being what it is our event fared well – even with the downturn of Sponsor/Donations pledged. We saw less individual ticket sales this year and had consistent return of our Level Sponsors. Also, donor restrictions in the type of services/donations that could be provided based on corporate changes made for these transactions were seen by a couple of our Sponsors that weren't able to return this year.

This year's WRCD Reception was going to see a popular return to the Cheval Farm Estate, where we had planned to enjoy the evening under the stars accompanied by the cool sounds of Valley Jazz. Unfortunately, due to high winds of 20-30mphs expected on this evening, the event had to be moved in to the Cheval Carriage House. Like the professional passion of the Titanic musicians, Valley Jazz opted to played outside with their beautiful sounds drifting indoors as our guests mingled, networked and subsequently enjoyed the evening's program.

The spirit of our celebration abounded throughout the night – the honor of our Heroes exuded and shined upon our guests – who on this evening shared their Red Cross Story amongst each other.

Following are the actual cash/check receipts that were posted as received/pledged/invoiced as it relates to this fundraising event. The **Grand Total collected \$14,035** minus the outright costs of \$340 (Caterer) and \$52.30 (Sparklet's Water) brought the end total sum at **\$13,642.70 in Cash Profit from this event.** **In-Kind Donation total was just over \$6,000**, which included some of the venue and event design, entertainment, food, appetizers/desserts, refreshments/alcohol spirits, and drawings/auction gifts and prizes. **For a final event success of just under \$20,000.00** Thank you, we could not have done it without our community's trusting support.

Respectfully Submitted,

Sylvia

SYLVIA PRECIADO-PLATERO, Manager
Imperial Valley Service Center
American Red Cross of San Diego/Imperial Counties



American Red Cross
San Diego/Imperial Counties
Chapter

Event Sponsors

Sponsor Name	Sponsor Level	Amount	Status Paid/Invoiced
Sponsor Requests to Remain Anonymous	Community Preparedness	\$5,000	Paid
Molina Healthcare	Emergency Response	\$2,500	Paid
Alford Distributing IV	Lifesaving	\$1,000	Paid
First Solar	Red Cross Team	\$500	Paid
El Centro Regional Medical Center (ECRMC)	Red Cross Team	\$500	Paid
Pioneers Memorial Healthcare District (PMHD)	Red Cross Team	\$500	Paid
First Imperial Credit Union	Red Cross Team	\$500	Paid
KXO Radio AM/FM	Red Cross Team	\$500	Paid
Imperial County Sheriff Ray Loera	Red Cross Team	\$500	Paid
National Association of Letter Carriers Branch 1726	Donation	\$250	Paid
Atul Kumar	Red Cross Friend	\$100	Paid
Efrain Silva, City of El Centro	Red Cross Friend	\$100	Paid
Vacation Inn & Suites	Red Cross Friend	\$100	Paid
Sadie Rubin	Red Cross Friend	\$100	Paid
Jason Jackson	Red Cross Friend	\$100	Paid
Yolanda "Yoli" Cordero	Red Cross Friend	\$100	Paid
Desert Cruisers Club	Red Cross Friend	\$100	Paid
Trish & Chris Petree	Red Cross Friend	\$100	Paid
M. Emma Guerra	Red Cross Friend	\$100	Paid
<i>Total >>></i>		<i>\$12,650</i>	

Grand Total

	Total Collected / Pledged
Event Sponsors	\$12,650.00
Live Auction	\$ 940.00
Prize Drawing	\$ 445.00
<i>Grand Total</i>	<i>\$14,035</i>



American Red Cross
San Diego/Imperial Counties
Chapter

2015 World Red Cross Day Reception
Updated (SEP) 07/07/2015

Celebrating
**2015 WORLD RED
CROSS DAY**
in our community



Locals honored during Red Cross heroes event

By IMPERIAL VALLEY PRESS STAFF ivpressonline.com |

Posted: Tuesday, May 12, 2015 1:20 am | Updated: 6:46 am, Tue May 12, 2015. Photos courtesy of Ember Haller



El Centro Police Department heroes for the 9-1-1 Emergency Responders category with Dr. Faine, Medical Director for Molina Healthcare. Photo courtesy of Ember Haller



Heroes for the Dauntless category, Lt. Michael Korsnes and Pat Caro, with presenting sponsor Anita Martinez of First Imperial Credit Union. Photo courtesy of Ember Haller



Imperial Valley: A number of community heroes were honored during the American Red Cross Imperial Valley Service Center's annual World Red Cross Day event last week.

Local and San Diego County American Red Cross officials were on hand Friday to honor award winners for the categories of "Patriot," "Community Champion," "Bravery and Courage," "9-1-1 Emergency Responders" and the category of "Dauntless."

Chief Petty Officer Justin Kirby of Naval Air Facility El Centro was the "Patriot." He was credited with organizing 10 blood drives that collected about 250 units of blood for the Red Cross.

"Community Champion" was Central Union High School District lead groundskeeper Todd Machado for his response in employing life-saving measures on an infant involved in a car wreck near CUHS in November.

Imperial Valley residents Richard Torres and Fernando Dillon and U.S. Border Patrol Agent Jesus Mellos were awarded for "Bravery and Courage" for helping to save a woman's life more than a year ago after her car become submerged in a canal.

El Centro police Sgt. John Seaman, Officers Adrian Hiraes, Stephen Singh, Jesus Viesca and Jill Crothers and dispatchers Cynthia Guzman and Gisell Frazier as well as citizen Gail Cesena were all honored for being "9-1-1 Emergency Responders" for efforts in and around a house fire in El Centro where one man was pulled from the home.

For being "Dauntless," Lt. Michael Korsnes and Pat Caro were honored as they assisted during an accident in February where a woman was ejected from her car as it went off Interstate 8 near Alpine.

Friday's event was emceed by Gene Brister and American Red Cross of Imperial and San Diego Counties CEO Bill Earley with remarks by local service center manager Sylvia Preciado-Platero and El Centro Mayor Efrain Silva. The event was held at Cheval Farms in Imperial.

www.imperialvalleypressonline.com