2022 Combined Charitable Campaign
Workplace Ambassador Handbook

Campaign Period
October 3 - December 9, 2022

Kick-Off & Ambassador Training
Wednesday, Sept. 21, 2022

Payroll Cards & Donations Due
Friday, Dec. 16, 2022
September 7, 2022

Dear City Family:

For more than 20 years, Give to LA, the City of Los Angeles Combined Charitable Campaign, has coordinated some of our City’s most respected and successful charitable agencies into a single employee fundraising endeavor. This is another way our remarkable public servants go above and beyond the call of duty to give back to our fellow Angelenos -and with the COVID-19 upending lives and livelihoods, all of us are being asked to step up again in unprecedented ways.

Your commitment, your determination, your resolve and perseverance inspire me every day, and I am writing to encourage you to join this year’s Give to LA charitable campaign.

The campaign kicks off on October 3rd and will run through December 9th. There are two easy ways to support the campaign: sign up for convenient recurring payroll deduction or make a one-time donation to the nonprofit(s) of your choice. The Give to LA family of charities provide a range of services, including lifesaving treatments, programs to support youth education programs, actions to safeguard our environment, provide shelter and food to the homeless, college scholarships, and more.

Visit www.givetola.org to learn more about the participating charities and their work to improve the lives of Angelenos. Thank you for your continued investment in our City’s future.

Sincerely,

ERIC GARCETTI
Mayor

Campaign Period:
October 3 - December 9, 2022
www.GivetOLoA.org
Dear Colleagues:

Yes, it’s that time of year again! The City’s Combined Charitable Campaign will kick off in a few weeks as all City staff are asked to join the cause. In light of the impact of COVID and the push for greater equity; supporting our communities means more than ever. Please join us in making the 2022 Give to LA campaign one of the most successful in L.A. history.

Give to LA – the City’s largest and longest standing payroll-based fundraising drive – needs the participation of all General Managers to energize your Departmental Coordinators and get the word out to all your employees. You and your staff can contribute directly to any of the charities in the Give to LA campaign, which includes educational programs, health charities, social programs, scholarships, and environmental charities. In the past, our generous giving has benefited tens of thousands of Angelenos and has likely affected someone you know.

Employees can most easily donate through payroll giving. Donations to our ten lead agencies in this year’s campaign will ultimately help over 400 charities continue their good works.

We are asking you to appoint a departmental coordinator who will serve as a liaison between your department, the Mayor’s Office, the Department on Disability, and our Community Partners. Their commitment of just a handful of hours on City time over the next 90 days will make a difference in the lives of so many of our friends and neighbors. Please join us in making this year’s campaign a major success. Contact Juliana.soto@lacity.org with the email and phone number for your Departmental Coordinator by August 24th. Of course, we would love for you to consider joining the Campaign yourself, where even the smallest payroll deduction can definitively change lives.

Thank you for Giving to L.A.!

Sincerely,
Stephen David Simon
Executive Director
Department on Disability

August 12, 2022
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IMPORTANT DATES

KICK-OFF & AMBASSADOR TRAINING

Wednesday, September 21, 2022
Session 1 (9:00am – 10:00am)
Zoom link

CAMPAIGN PERIOD

October 3 – December 9, 2022

PAYROLL CARDS & DONATIONS DUE TO LEAD CITY DEPARTMENT

Friday, December 16, 2022
FROM GIVE to LA CHARITIES

Dear Campaign Ambassadors:

The City of Los Angeles Give to LA: Combined Charitable Campaign (CCC) would like to thank you in advance for the dedication and enthusiasm you will contribute to the success of this year's campaign, especially during these unprecedented times in the midst of Covid-19.

You as the Campaign Ambassador have a key role in the engagement and participation of all City employees; with your commitment you will make this campaign a wonderful experience for all those involved. Through the Give to LA CCC, employees will have the opportunity to contribute to the economic growth, safety within our city, provide a sustainable and livable environment, and contribute to building a better Los Angeles for all Angelenos.

The Give to LA Combined Charitable Campaign is dedicated to improving the City of Los Angeles and its communities. We can’t do this alone! Your contribution is greatly appreciated and together we can give back to LA!

Sincerely,

The Give to LA CCC Committee

ABOUT GIVE to LA CAMPAIGN

For over 30 years, the City of Los Angeles Combined Charitable Campaign (CCC) has pooled the efforts of many of the most respected and successful charitable agencies in Los Angeles into a single City employee fundraising endeavor. Our goal is to improve the quality of life for all people in all communities of this great City.

The 10 Charitable Agencies that participate in the Give to LA campaign raise funds for over 400 member charities that offer a variety of programs assisting everyone from the newborn to the elderly. The member charities fund needed social services, healthcare programs, environmental programs and provide scholarships. These charities and their programs positively impact your communities, your neighbors, and perhaps even you and your family.

Every year, City of LA employees are offered the opportunity to contribute to making Los Angeles and the surrounding communities a better place for everyone. The Give to LA Campaign provides a convenient and efficient opportunity for City employees to give to the charity of their choice through payroll deduction.

Please Give to LA by supporting all or the charity of your choice!
The following best practices highlight the key elements of any successful fundraising effort. Following these actions will help ensure that your department runs the best campaign possible.

 ✓ **Give Before You Ask** – How can you ask others to make a commitment that you have not made yourself? Also sharing with others why you donate can make a powerful statement!

 ✓ **Ask!** – The #1 reason people don’t give? THEY WEREN’T ASKED! Please ask each and every co-worker to participate.

 ✓ **Suggested Giving Guideline** – Whatever the donor feels comfortable giving. In general, suggesting a donation equivalent to one hour’s pay per pay period is a good guideline to use.

 ✓ **Train Department Campaign Ambassadors** – Offering training will help raise awareness about community needs and ease the anxiety many have about asking others for money. It can also generate enthusiasm and excitement about the campaign.

 ✓ **Ensure that Peers ask Peers for a Gift** – Building a Campaign Committee comprised of individuals from various divisions and levels within your department will help to ensure a peer-to-peer solicitation of all employees. This helps to ensure that everyone is comfortable with the ask.

 ✓ **Develop a Timeline** – Identify a starting date and an ending date for your department/division campaign. Keep the timeline short – three weeks is usually enough time to ensure that all employees are personally asked and have had an opportunity to turn in their Payroll Deduction Forms.

 ✓ **Build a Case for Supporting the Community** – Use the information and brochures the Charitable Agencies have supplied. Educating your department’s employees about the needs of the community and the solutions offered by the different Charitable Agencies is a critical component of a successful campaign.

 ✓ **Schedule Speakers at Your Next Staff Meeting** – it can help to hear directly from the Charitable Agencies about their work and the impact of employee giving on the lives of people in the City. Let the Charitable Agencies help you make that case! Fill out a Speaker Request form today to get started (on page 12)!

 ✓ **Say “THANK YOU”** – Offering recognition and thanking donors will reinforce the message that their gift makes a difference in our community.
FREQUENTLY ASKED QUESTIONS

Q: My favorite charity isn’t a member of any of the participating Charitable Agencies. Why should I give to you? You don’t fund any charities with locations where I live. Why should I give if none of my money goes to help in my community?

A: We fund charities in nearly all communities. However, you may designate any qualified nonprofit 501(c)(3) of your choice. Just fill out the Special Instruction Section II of the Payroll Giving Form.

Q: Isn’t it cheaper for me to just give directly to the charity of my choice? That way I avoid your overhead?

A: This campaign provides you with a convenient service by directing your gifts to a number of charities by deducting the amount from your paycheck – allowing you to possibly contribute more than you might be able to with a one-time gift and giving you a chance to make a bigger difference for people in the Los Angeles community.

Q: Is my donation tax-deductible? Is it pre- or post-taxed?

A: Yes, your donation is tax-deductible. It is post-taxed.

Q: How soon will my donation start coming out of my paycheck?

A: First paycheck of January 2022

Additional FAQ’s are posted at: http://www.givetola.org/faqs.html

PLEASE NOTE: Each of these answers is short and sweet, and to the point. Always give a direct answer (“yes,” “no,” or “I don’t know”) whenever possible. If you need assistance answering a question, please feel free to contact one of the Charitable Agencies (located on page 11).
AMBASSADOR TALKING POINTS

The *Give to LA Combined Charitable Campaign* makes it easy for City employees to help people and positively impact our communities through payroll deduction and/or one-time gifts to charities of their choice.

- Endorsed by the Mayor, the City Council, and the Department of General Managers, the campaign is led by ten reputable Charitable Agencies who together fund more than 400 member charities.

- These charities provide local access to social, educational, environmental, and healthcare services to friends, family, co-workers, and neighbors in need throughout our diverse communities. Employees may choose to make a difference by giving directly to the Charitable Agencies, to their member charities, or to any qualified 501(c)(3) nonprofit.

- During the annual campaign window, employees may use a simple form to make a new or change existing payroll deduction. Total deduction must be at least $2 per pay period.

- Giving through payroll deduction is the most efficient and effective way to help the charities of your choice and the people and communities they serve.

- Your Give to LA Campaign primary philanthropic agency partners are:
  
  - Asian Pacific Community Fund
  - Brotherhood Crusade
  - City of Hope
  - Creating Healthier Communities
  - EarthShare
  - LAFA/Meals on Wheels
  - United Latinx Fund
  - United Negro College Fund
  - United Way of Greater Los Angeles
  - Variety the Children’s Charity of Southern California

- For more information about the campaign and participating charities, please visit our website at [www.givetola.org](http://www.givetola.org).

Together, we can build a Greater City! THANK YOU!
WHAT YOUR DONATION DOES

Thanks to the generosity of Give to LA Donors...

- **Asian Pacific Community Fund** is able to help Asian and Pacific Islanders access language appropriate services in 47 Asian languages plus English and Spanish.

- **Brotherhood Crusade** is able to provide *free* community based programs that enrich the lives of youth and families through education, employment, health and advocacy.

- **Creating Healthier Communities** raises awareness and resources for health and wellness by connecting more than 2,000 of the most trusted health charities across the United States with more than 17 million caring employees.

- **City of Hope** – 100% of your donation goes directly to support City of Hope’s programs to support cancer research, treatment and prevention.

- **EarthShare** is focused on solving environmental issues such as climate change, energy, water conservation, environmental education and social justice to ensure a healthy environment and quality of life for current and future generations.

- **Los Angeles Foundation of Aging** can take care of our Grandparents, Mothers, and Fathers.

- **United Latinx Fund** funds community programs and initiatives that promote jobs, housing, quality education and the well-being of Latinx in Los Angeles.

- **United Negro College Fund** can enable more than 300 first generation students to attend college.

- **United Way of Greater Los Angeles** is able to help break the cycle of poverty in Los Angeles County.

- **Variety the Children’s Charity of Southern California** can inspire hope, enrich lives, and build a better future for children in need in our community by funding life changing programs in Health Care, Education and Mobility.
PAYROLL DEDUCTION FORM

PAYROLL DEDUCTION Form - Give to LA

SECTION 1 - Employee Information. Please complete this section.

<table>
<thead>
<tr>
<th>Employee ID #</th>
<th>Department Name</th>
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<thead>
<tr>
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<th>Zip</th>
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<tbody>
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<td></td>
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</tbody>
</table>

SECTION 2 - Select One-Time Donation Payment and the Charities You Would Like to Support

The Deduction is a Charitable Contribution. Federal Law P.L. 93.579 Section 7 re: Federal Privacy Act and Use of Social Security Numbers. This law requires you be informed when asked for your Social Security Numbers, that it must be provided for use in employment, personnel, and payroll processes. Authority for requiring this information is based upon provisions of the city’s payroll and personnel candidate processing system operational prior to January 1, 1976 and applicable Federal Law.

Date: __________________________ Signature: __________________________

- [ ] New payroll deduction donation
- [ ] Change – this amount will replace existing donation
- [ ] Cancel – please cancel my current payroll deduction

SELECT THE CHARITY OF YOUR CHOICE WITH THE AMOUNT OF THE DEDUCTION PER PAY PERIOD

TOTAL DEDUCTION MUST BE AT LEAST $2 PER PAY PERIOD.

<table>
<thead>
<tr>
<th>Charity Name</th>
<th>Amount</th>
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<tbody>
<tr>
<td>6A Asian Pacific Community Fund</td>
<td>$________</td>
</tr>
<tr>
<td>6H City of Hope</td>
<td>$________</td>
</tr>
<tr>
<td>8E EarthShare</td>
<td>$________</td>
</tr>
<tr>
<td>5V Variety the Children’s Charity Southern California</td>
<td>$________</td>
</tr>
<tr>
<td>69 United Way of Greater Los Angeles Southern California</td>
<td>$________</td>
</tr>
<tr>
<td>65 Brotherhood Crusade</td>
<td>$________</td>
</tr>
<tr>
<td>68 Creating Healthier Communities</td>
<td>$________</td>
</tr>
<tr>
<td>8M LAFA/Meals on Wheels</td>
<td>$________</td>
</tr>
<tr>
<td>6U United Latinx Fund</td>
<td>$________</td>
</tr>
<tr>
<td>74 United Negro College Fund</td>
<td>$________</td>
</tr>
</tbody>
</table>

SECTION 3 – Special Designated Donations: To give to a charity not listed above, select one of the participating agencies below and list the charity of your choice. Must be a 501(c)(3).

- [ ] Asian Pacific Community Fund
- [ ] Brotherhood Crusade
- [ ] EarthShare
- [ ] LAFA / Meals on Wheels
- [ ] United Latinx Fund
- [ ] United Way of Greater L.A.

List Charity of Your Choice:

<table>
<thead>
<tr>
<th>Name of Charity</th>
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<th>City/ST/Zip</th>
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</table>

SECTION 4 - To opt out of receiving any correspondence or acknowledgement, check box below

- [ ] Please do not send any correspondence or acknowledgement
ONE TIME DONATION FORM

ONE-TIME DONATION Form - Give to LA

SECTION 1 - Employee Information. Please complete this section.

<table>
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<td>Home Address</td>
<td>City, State</td>
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Date: Signature: ____________________________

Total one-time donation of $________ will be paid in the following manner:
- [ ] Check (Make check payable to Give to LA)
- [ ] Cash

SELECT THE CHARITY OF YOUR CHOICE WITH THE AMOUNT OF YOUR DONATION:

| 6A  | Asian Pacific Community Fund | $______ |
| 6H  | City of Hope | $______ |
| 6E  | EarthShare | $______ |
| 6V  | Variety the Children’s Charity Southern California | $______ |
| 69  | United Way of Greater Los Angeles | $______ |
| 65  | Brotherhood Crusade | $______ |
| 68  | Creating Healthier Communities | $______ |
| 6M  | LAFA / Meals on Wheels | $______ |
| 6U  | United Latino Fund | $______ |
| 74  | United Negro College Fund | $______ |

SECTION 3 – Special Designated Donations: To give to a charity not listed above, select one of the participating agencies below and list the charity of your choice. Must be a 501(c)(3).

- [ ] Asian Pacific Community Fund
- [ ] LAFA / Meals on Wheels
- [ ] Brotherhood Crusade
- [ ] United Latino Fund
- [ ] United Way of Greater L.A.
- [ ] EarthShare

List Charity of Your Choice:

Name of Charity: ____________________________
Address: ____________________________
City/ST/Zip: ____________________________

SECTION 4 - To opt Out of Receiving Any Correspondence or Acknowledgement, Check Box Below

- [ ] Please do not send any correspondence or acknowledgement

Campaign Period:
October 3 - December 9, 2022

www.GivetoLA.org
CONTACT INFORMATION

2022 Campaign Lead Agency – UWGLA
CHRISTINE NGUYEN (213) 808-6246
3183 Wilshire Blvd, Ste. 196E62
Los Angeles, CA 90010
Christine.Nguyen@unitedwayla.org

City Lead Department – The Department on Disability
JULIANA SOTO (213) 202-2764
201 N. Figueroa St. #100, Los Angeles, CA 90012
juliana.soto@lacity.org

Give to LA Charitable Agencies

Asian Pacific Community Fund
KENDRA AKASE
1145 Wilshire Blvd., Suite 105
Los Angeles, CA 90017
(213) 624-6400 x6
kakase@apcf.org

Brotherhood Crusade
STACY HILL-WILLIAMS
200 E. Slauson Ave.
Los Angeles, CA 90011
(323) 846-1649
swilliams@brotherhoodcrusade.org

City of Hope
RAQUEL SÁNCHEZ
1500 E. Duarte Road
Duarte, CA 91010
(626) 218-5411
raqsanchez@coh.org

EarthShare
BETH TYSON
P.O. Box 3949 Montebello,
CA 91040
(323) 725-9404
btyson@earthshare.org

LAFA/Meals on Wheels
ELIZABETH FRANCO
221 N. Figueroa St., Suite 500
Los Angeles, CA 90012
(213)808-2366
donate2lafa@gmail.com

Creating Healthier Communities
JACKIE RUGGLES
Los Angeles Satellite Office
(925) 521-6522
jruggles@chcimpact.org

United Negro College Fund
HARRY FULMORE
3699 Wilshire Blvd., Suite 675
Los Angeles, CA 90010
(213) 639-3800
harry.fulmore@uncf.org

United Way of Greater Los Angeles
CHRISTINE NGUYEN
1150 S. Olive St., Suite T500
Los Angeles, CA 90015
(213) 808-6246
christine.nguyen@unitedwayla.org

United Latinx Fund
VICTOR CRUZ, JR.
1125 E. Broadway #258
Glendale, CA 91205
(213) 784-7919
vcruz@unitedlatinx.org

Variety the Children’s Charity of Southern California
ELIZABETH O’NEIL
4601 Wilshire Blvd., Suite 260
Los Angeles, CA 90010
(323) 655-1547 Voice
elizabeth@varietiesocal.org

Campaign Period:
October 3 - December 9, 2022

www.GivetoLA.org
<table>
<thead>
<tr>
<th>City Department</th>
<th>Charity Liaison</th>
</tr>
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<tbody>
<tr>
<td>Airports, Los Angeles World</td>
<td>Asian Pacific Community Fund, Dept. on Disability</td>
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<tr>
<td>Animal Services</td>
<td>Creating Healthier Communities</td>
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<tr>
<td>Building &amp; Safety</td>
<td>United Latinx Fund</td>
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<tr>
<td>Chief Legislative Analyst</td>
<td>Creating Healthier Communities</td>
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<tr>
<td>City Administrative Officer, Office of the</td>
<td>Brotherhood Crusade</td>
</tr>
<tr>
<td>City Attorney</td>
<td>Creating Healthier Communities, United Latinx Fund</td>
</tr>
<tr>
<td>City Clerk, Office of</td>
<td>EarthShare</td>
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<tr>
<td>Controller, City</td>
<td>United Latinx Fund</td>
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<tr>
<td>Convention Center &amp; Tourism Development</td>
<td>Brotherhood Crusade</td>
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<tr>
<td>Cultural Affairs</td>
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<tr>
<td>Department of Aging</td>
<td>Los Angeles Foundation on Aging/Meals on Wheels</td>
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<td>Department of Water &amp; Power</td>
<td>Asian Pacific Community Fund, City of Hope</td>
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<td>Economic and Workforce Development</td>
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<td>El Pueblo de Los Angeles Historical Monument</td>
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<td>Emergency Management</td>
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<td>Employee Relations Board</td>
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<td>Finance, Office of</td>
<td>Asian Pacific Community Fund</td>
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<tr>
<td>Fire &amp; Police Pension</td>
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<td>Fire Department</td>
<td>United Negro College Fund</td>
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<td>General Services</td>
<td>United Negro College Fund, United Latinx Fund</td>
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<td>Harbor Department</td>
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<tr>
<td>Housing &amp; Community Investment Dept.</td>
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<td>Housing Authority</td>
<td>United Way of Greater Los Angeles</td>
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<td>Hyperion Treatment Division</td>
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<td>Information Technology Agency</td>
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<td>Library</td>
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<td>Mayor, City of Los Angeles</td>
<td>Asian Pacific Community Fund</td>
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<td>Neighborhood Empowerment</td>
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Campaign Period:  
October 3 - December 9, 2022  

www.GiveToLA.org
## Give to LA Combined Charitable Campaign

**City Department** | **Charity Liaison**
--- | ---
Office of Public Accountability | United Latinx Fund
Personnel | United Way of Greater Los Angeles
Planning Department | EarthShare
Police Department | Creating Healthier Communities, LAFA/Meals on Wheels
Public Works / Bureau of Contract Administration | United Latinx Fund
Public Works / Bureau of Engineering | Los Angeles Foundation on Aging/Meals on Wheels
Public Works / Bureau of Sanitation | United Way of Greater Los Angeles
Public Works / Bureau of Street Services | EarthShare, LAFA/Meals on Wheels
Public Works, Accounting Services | United Negro College Fund
Public Works, Street Lighting | EarthShare
Recreation and Parks, Department of | EarthShare, Variety the Children’s Charity of Southern CA
Transportation, Department of | City of Hope, Variety the Children’s Charity of Southern California
Zoo, Los Angeles | United Latinx Fund

### City Council District

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<th>City Council District</th>
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<tbody>
<tr>
<td>Council District 1</td>
<td>Creating Healthier Communities</td>
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<tr>
<td>Council District 2</td>
<td>EarthShare</td>
</tr>
<tr>
<td>Council District 3</td>
<td>Los Angeles Foundation on Aging/Meals on Wheels</td>
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<tr>
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<td>Asian Pacific Community Fund</td>
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<tr>
<td>Council District 5</td>
<td>Asian Pacific Community Fund</td>
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<td>United Negro College Fund</td>
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<td>Council District 7</td>
<td>City of Hope</td>
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<td>Brotherhood Crusade</td>
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<tr>
<td>Council District 15</td>
<td>United Negro College Fund</td>
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*Should you need any assistance during the campaign or have any questions, please feel free to contact your Charity Liaison (or any other Charitable Agency) – see Contact Information on page 11. We are all here to help you have the best campaign possible!*

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**Campaign Period:**
October 3 - December 9, 2022  
SPEAKER REQUEST FORM

CITY OF LOS ANGELES
GIVE TO LA COMBINED CHARITABLE CAMPAIGN

CITY DEPARTMENT: __________________________

AMBASSADOR: ___________________________ Phone: ___________________________

EMAIL ADDRESS: __________________________

DATE OF EVENT: __________________________ NUMBER OF ATTENDEES: ___________

TIME MEETING BEGINS: __________ AM/PM TIME MEETING ENDS: __________ AM/PM

IMPORTANT - Please circle AM or PM

LENGTH OF SPEAKER’S PRESENTATION: ___________

TYPE OF EVENT:  
○ Employee Meeting  ○ Agency Fair  ○ Training  ○ Other ___________

CONTACT PERSON: __________________________ Phone: __________________________ FAX: ___________

If different from “coordinator” listed above

PLATFORM USED FOR VIRTUAL SPEAKER ENGAGEMENT:

Circle one- WebEx, Microsoft Team, ZOOM, Ring Center or Other

____________________________

Feel free to invite all Charities, but please select at least 3 below:

☐ Asian Pacific Community Fund  ☐ LAFA / Meals on Wheels

☐ Brotherhood Crusade  ☐ United Latinx Fund

☐ City of Hope  ☐ United Negro College Fund

☐ Creating Healthier Communities  ☐ United Way of Greater Los Angeles

☐ EarthShare  ☐ Variety the Children’s Charity of Southern California

*Please allow 5 working days for scheduling

Please e-mail completed form to Christine Nguyen at Christine.Nguyen@unitedwayla.org

Campaign Period: October 3 - December 9, 2022

www.GivetoLA.org
Thank You
City of Los Angeles Employee Ambassadors for Your Ongoing Support!