

MOTION BY SUPERVISOR JANICE HAHN

December 18, 2018

March of Dimes 2019

Each year, the County of Los Angeles (County) partners with March of Dimes to raise funds to help tackle health issues of moms and babies in the local community. The County is proud to report better trending than the National average in three key segments: preterm birth rates are at 8.6% in the County versus 9.8% nationally, low birth weight rates are 7.3% in the County and 8.1% nationally, and County infant mortality rates are significantly lower at 4.3% versus 6.0% nationally.

The Annual March of Dimes campaign is a voluntary County employee fundraising effort done each year overseen by the Department of Human Resources (DHR). The campaign enlists the assistance of a network of dedicated departmental March of Dimes Coordinators in providing various fundraising opportunities and for 11 consecutive years, the County has placed as the number one public sector donor in the nation. In 2018 alone, County employees raised over \$320,000.

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MOTION

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In 2019, the County will be celebrating its 35th year of partnership with March of Dimes. The County's Chief Executive Officer, Sachi A. Hamai, has accepted the charge to act as the Chair of the "March for Babies Walk", the top annual fundraising event for this campaign, which will be held on Saturday, April 27, 2019, at 8:00 a.m. in Grand Park. The goal is to raise at least \$350,000 at this event.

Other fundraising activities will include; the March of Dimes "MedWalks" at County hospitals and health centers, the Los Angeles County Fire Department's March of Dimes Luncheon, and a County all-time favorite, "Blue Jeans for Babies" Days, which takes place in the months of January, February, April and May.

I, THEREFORE MOVE that the Board of Supervisors:

1. Encourage all County employees and Department/District Heads to voluntarily participate and authorize departmental fundraising activities and other special events in support of the County's 2019 March of Dimes, March for Babies campaign from January – June 2019;
2. Authorize the Director of Personnel and the Director of Internal Services to provide the necessary support services for the March of Dimes campaign;
3. Waive countywide fees for art work, photographer, scrolls, and other services by the Board of Supervisors-Executive Office for activities in support of the 2019 March of Dimes campaign;
4. Waive \$1,000 in parking fees for 50 vehicles, excluding the cost of liability insurance, at the Music Center Garage, for attendees

at the annual Executive Breakfast Kickoff, Departmental Coordinator training, to be held on January 8, 2019, and the Coordinator campaign wrap-up meeting to be held on September 24, 2019;

5. Authorize the Director of Personnel to incur incidental expenses above her delegated authority to pay for refreshments, promotions, and table centerpieces for the Executive Breakfast Kickoff, Departmental Coordinator training and wrap-up, at a cost not to exceed \$500;
6. Waive \$10,000 in countywide setup and service fees by the Internal Services Department, excluding the cost of liability insurance, for fundraising activities benefiting the 2019 March of Dimes campaign;
7. Proclaim April 27, 2019 as “County of Los Angeles March of Dimes Day” in recognition of the annual “March for Babies” Walk to be held in Grand Park; and
8. Proclaim January 16 and 17; February 20 and 21, April 3 and 4, and May 15 and 16, as “Blue Jeans for Babies” Days throughout Los Angeles County in support of the 2019 March of Dimes campaign.

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JH:dg