

MOTION BY SUPERVISOR HOLLY J. MITCHELL

February 15, 2022

March of Dimes and “Creating Greater Communities” – Workplace Charitable Giving Campaign 2022

For the past 44 years, the Board of Supervisors (Board) and employees of the County of Los Angeles (County) have generously supported local charitable organizations, encouraging employees to contribute to agencies that support underserved residents across the diverse communities that comprise the County. The County has a robust program through the Charitable Giving Program that allows County employees to engage in philanthropy by making tax-exempt contributions through easy payroll deductions. Each year, these generous contributions from our employees provide direct support to seven Board-approved Fund Distribution Agencies (FDAs), among them the Asian Pacific Community Fund, The Brotherhood Crusade, Community Health Charities, EarthShare California, United Latinx Fund, The United Way of Greater Los Angeles, Variety – The Children’s Charity of Southern California, and to the March of Dimes. As we continue to face the challenges brought on by COVID-19, the organizations that serve communities across the County have come to rely on our support to ensure their programming can survive unprecedented economic hardships. More than ever, every dollar that we contribute provides supportive funding of programs and services that are designed to help individuals and families with the greatest need throughout the

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County. In many cases, these supportive programs and services directly assists those facing unexpected medical expenses, illness, loss of income, and lack of food and shelter.

This year marks the 38th anniversary of the County's partnership with the March of Dimes, whose aim is to improve the health of mothers and babies by tackling common and preventable health conditions. The March of Dimes supports research, develops innovative programming to minimize inequities in pre-term birth rates, low birth weight, and infant mortality rates. The organization's programs also include education and advocacy for moms and babies to promote awareness about low birth weight and premature birth. Many of us have proudly participated in the annual "March for Babies Walk," and this year will be no exception. In order to facilitate our continued support, the March of Dimes will offer both in-person and virtual options for their "March for Babies Walk". The in-person "March for Babies" kick-off event will feature enhanced COVID-19 pandemic-related precautions to allow all to participate safely in this special event.

In support of the services and programs offered by the FDAs and the March of Dimes, we encourage you to join us in making a contribution to support these organizations.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

1. In support of Board Policy 3.010, Workplace Charitable Giving Standard, approve and support March of Dimes and "Creating Greater Communities" Workplace Charitable Giving 2022;
2. Encourage those employees who can, to begin to donate to these worthy causes through voluntary payroll deduction and for those who already give, to consider an increase to their existing contribution;
3. Request that Department Heads and their designated March of Dimes and Charitable Giving Coordinator(s) oversee departmental supported efforts to follow the March of Dimes and Charitable Giving Campaign standards and ensure COVID-19 safety protocols are incorporated and followed in their fundraising efforts; and
4. Proclaim:

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- a. April 23, 2022, as “County of Los Angeles (County) March of Dimes Day” in recognition of the return of the annual “March for Babies” Walk to be held in Grand Park; and
- b. February 16 and 17; March 23 and 24; April 20 and 21; May 18 and 19; and June 22 and 23, 2022, as “Blue Jeans for Babies” Days throughout the County in support of the 2022 March of Dimes campaign; and
- c. July 20 and 21; August 24 and 25; September 21 and 22; October 19 and 20; November 16 and 17; and December 14 and 15 as “Blue Jeans for Giving” days throughout the County in support of the 2022 Workplace Charitable Giving Standard.

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