

MOTION BY SUPERVISOR KATHRYN BARGER

December 3, 2024

March of Dimes and "Creating Greater Communities" – Workplace Charitable Giving Campaign 2025

The County of Los Angeles (County) Board of Supervisors (Board) and County employees have a long-standing tradition of supporting local agencies that strengthen our communities through the County's Charitable Giving Program. Each year, the Charitable Giving Program launches campaigns to bring awareness and support to the March of Dimes (MOD) and the County's seven Fund Distribution Agencies (FDAs).

In its 47-year legacy of partnering with the FDAs, our financial support has allowed these organizations to support the County's underserved residents by providing vital services and programs; these programs assist individuals facing health and economic hardships and food and housing insecurity, as well as addressing environmental, social justice, and equity initiatives. The FDAs also provide resources and programs focusing on economic mobility, access to medical care, and issues impacting children and young adults. The County's FDAs include the Asian Pacific Community Fund, The Brotherhood Crusade, CHC: Creating Healthier Communities, EarthShare, United Latinx Fund, The United Way of Greater LA, and Variety - The Children's Charity of Southern California. The annual Charitable Giving Campaign (CGC) runs from July 1st through December 31st. This campaign gives every County employee the opportunity to make a difference in the lives of others, by supporting a fundraiser, committing to a recurring contribution through payroll deduction, or making a direct donation in support of the FDAs.

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The County is equally proud of its 41-year partnership with the MOD. The MOD campaign, which is also part of the Charitable Giving Program, runs annually from January 1st through June 30th. During the campaign season, the County promotes awareness of MOD's mission to eradicate preventable maternal and infant health conditions, including pre-term births and infant deaths. MOD is committed to closing health equity gaps by addressing disparities in maternal health, especially among Black, Native, and Medicaid-insured individuals. Supporting MOD also helps to further the County's Anti-Racism, Diversity, and Inclusion (ARDI) Initiative's *Strategic Goal No. 5*, which focuses on reducing infant mortality. By participating in the MOD campaign and its annual March for Babies Walk, "A Mother of a Movement," we can increase MOD's efforts by helping to fund research, awareness campaigns, and advocacy for moms and babies across our communities. This year's MOD Walk will be held at Gloria Molina Grand Park on Saturday, April 26, 2025, at 8:30 a.m. Employees can also show their support and contribute to this worthy cause by participating in the popular Blue Jeans for Babies fundraisers that allow participants to wear jeans to work on designated days.

We encourage every County employee to continue the County's commitment to philanthropy by pledging their support and contributing to the organizations represented by the CGC and MOD. Together, we can continue to uplift the most vulnerable in our communities and contribute to building a stronger, more resilient Los Angeles County.

I, THEREFORE, MOVE that the Board of Supervisors:

1. In support of Board Policy 3.010, Workplace Charitable Giving Standard, approve and support the "Creating Greater Communities" Workplace Charitable Giving 2025 and the March of Dimes 2025 Campaigns;
2. Encourage those employees who can begin donating 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 efforts to support the campaigns for these programs in a manner consistent with Board Policy 3.010, Workplace Charitable Giving Standard;
4. Authorize the Director of Personnel to provide the necessary support services and promotional items for the 2025 Charitable Giving and March of Dimes Campaigns; and

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5. Proclaim:

- a. July 16 and 17; August 20 and 21; September 17 and 18; October 15 and 16; November 19 and 20; and December 17 and 18, 2025, as “Blue Jeans for Giving” Days in support of the 2025 Workplace Charitable Giving Campaign;
- b. April 26, 2025, as the “County of Los Angeles March of Dimes Day” in recognition of the annual “March for Babies” Walk to be held in Gloria Molina Grand Park; and
- c. January 22 and 23; February 19 and 20; March 19 and 20; April 16 and 17; May 21 and 22; and June 25 and 26, 2025, as “Blue Jeans for Babies” Days throughout the County in support of the 2025 March of Dimes Campaign.

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