FRIENDS of the CHILDREN

Coachella Valley

2ND ANNUAL FUNDRAISER
SPONSORSHIP OPPORTUNITIES

For the Love of Children

ONE EVENING. GENERATIONAL CHANGE.

Wednesday, February 10, 2027
5:30 - 7:30 PM | VIP Reception 5:00 PM

THE SHAG HOUSE

A CELEBRATION UNDER THE STARS

AMPLIFY THE POWER OF LONG-TERM YOUTH MENTORSHIP

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> "My biggest hope for my children is for them to achieve everything they want to."
>
> *Mom whose daughter is enrolled in our 12+ year mentoring program*



ONE CHILD. ONE FRIEND. 12+ YEARS, NO MATTER WHAT

On February 10, 2027, The Shag House will come alive for an evening of purpose and possibility, celebrating the generational change we create together.

DATE: Wednesday, February 10, 2027

LOCATION: The Shag House, Palm Springs

TIME: 5:30 - 7:30 PM | VIP Reception at 5:00 PM

GUESTS: Community leaders, philanthropists, changemakers and supporters

HIGHLIGHTS: Live and silent auctions, refreshing cocktails, and chef-crafted bites by Eight4Nine catering in a one-of-a-kind setting.

THE SHAG HOUSE

EVENT CO-CHAIRS

Olivia Prescott
Pam Strickfaden

EVENT COMMITTEE

Eric Cunningham
Alison Goldstein
Jeanine Kanov
Gary Levingston
Audrey Reed
Denise Rodriguez Bowman, MSW
Anyse Smith

GOAL: Raise $250,000 and Empower Children to Thrive

Scan and be inspired by our national founder's story

Friends of the Children – Coachella Valley is a locally led 501(c)(3) direct-service nonprofit. Every dollar raised supports Coachella Valley children facing the greatest obstacles.

We're proud to be part of a national network with over 34 years of proven impact, creating generational change through long-term youth mentoring. One Child. One Friend. 12+ years, no matter what.

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SPONSORSHIP OPPORTUNITIES

All sponsors are invited to contribute an item to our guest swag bags

SPARK
$75,000

Spark generational change and create bright futures for children

- Exclusive to one sponsor
- Recognition in event materials and media
- Logo on step and repeat
- Recognition from the podium
- 10 VIP Event tickets, including a private Shag House tour during the reception

EMPOWER
$50,000

Empower professional mentoring at the heart of our proven model

- Recognition in event materials
- Logo on step and repeat
- Recognition from the podium
- 8 VIP Event tickets, including a private Shag House tour during the reception

BELONGING
$25,000

Create lasting, trusted relationships that help children thrive

- Logo in event program and on step and repeat
- Social media recognition
- 6 VIP Event tickets

HOPE
$10,000

Build hope. Open doors to learning, discovery, and new possibilities

- Name listed in event program and select signage
- Social media recognition
- 4 VIP Event tickets

FRIEND
$5,000

Amplify support of our '12+ years, no matter what' promise

- Name listed in event program
- 2 VIP Event tickets

PATRON OPPORTUNITIES

PHOTO PATRON
$2,000

- Recognition on event signage at the step and repeat and in event program.
- 2 Event tickets
- One opportunity

VALET PATRON
$2,000

- Recognition on event signage at the valet stand and in event program.
- 2 Event tickets
- One opportunity

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> "Children with a "Friend" are prepared for class and achieving."
>
> *Desert Sands Unified School Administrator*



TOGETHER, WE CREATE LASTING CHANGE

Impact and outcomes since launching with our first cohort of children in December 2024

15,000+
Hours of 1:1 professional mentoring with children and support for siblings and caregivers

98%
Of teachers and caregivers report that children reached significant learning milestones once paired with a "Friend"

BOARD OF DIRECTORS

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Retired Television Broadcaster

DJ WILSON
National Board Chair
Coachella Valley Founding Board Chair

EXECUTIVE DIRECTOR

KARRIE SCHAAF

CONTACT

For questions and to secure your sponsorship, connect with
Vicki Bowen Hewes
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JOIN OUR MOVEMENT