

City of Riverside Human Relations Commission Application for Sponsorship

An application for sponsorship is required for all organizations requesting funding or in-kind services for the purpose of supporting local festivals, special events, community projects or programs, including operational support. Applications will be reviewed by the Human Relations Commission. Please review the attached procedure for sponsorship.

Organization Data					<i>For Office Use Only</i>	
					Vendor No.	
Organization Name Multicultural Council of the Riverside Museum Associates			Web Site Address www.riversidemuseumassociates.org		Registered Federal Tax-Exempt ID No. 95-6105665	
Organization's Mission Statement (include number of years organization has been established) The Multicultural Council (MCC) was formed 21 years ago in 1997 to support the activities and growth of the Riverside Metropolitan Museum by creating and presenting multicultural educational events and projects which foster greater understanding of the diverse cultures in the community. MCC programs feature the performing arts: music, visual arts, and dance, and the spoken and written word. MCC believes that people of all generations and diverse heritage can gain better mutual understanding and appreciation of our region's multicultural history, traditions, and achievements by presenting educational events that foster inclusivity in the community. MCC's collaborative outreach is educational, free, family-friendly and eco-conscience.						
Affiliated with a "parent" organization? Yes <i>If yes, name parent organization:</i> Riverside Museum Associates						
Contact Person and Title Carole Zuloaga, MCC Co-Chair					E-mail Address carolezuloaga@yahoo.com	
Mailing Address PO Box 1112	City Riverside	State CA	Zip Code 92501	Daytime Phone No. (951) 966-2535	Fax Number ()	

Sponsorship Request

Funding <i>If yes, specify amount requested:</i> \$500
In Kind Services <i>If yes, select type of in-kind service requested and estimate approximate value in dollars:</i> \$ N/A
List type of recognition the Human Relations Commission will receive for the noted funding/in-kind services requested i.e. name/logo listing, banner, ad, etc.:
Co-Sponsor listed on promotional materials, including media releases, face book posts, website and acknowledgment in the event program.
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> Commissioners are invited to attend and will be acknowledged during the program.
Has the City of Riverside sponsored your organization in the past? Yes <i>If yes, list department(s):</i> Human Relations Commission, Development Committee of the City Council-City Sponsorship

Event Data

Event Title "Memories of Migration: Diverse Journeys"	Event Date December 8, 2018	Event Hours 2-4:30pm	Event Location Cesar Chavez Community Center
Will the event be held in the City of Riverside? Yes <i>If no, specify reason:</i>			
Is this an annual event? Yes <i>If yes, indicate the number of years even has taken place:</i> 7			
Expected attendance: 225		Expected no. of Riverside residents: 200 Attendance at last year's event: 200	

Is the event open to the public? Yes
Is there a cost for this event? Free - no cost If so, how much? 0
Describe target audience: Young and mature adults
Appropriate for families, teenagers and individuals of the Riverside community and surrounding areas.

City of Riverside Human Relations Commission

Supplement to Application for Sponsorship

Detail the purpose or objective of local festival, special event, community project or specific program for which the Human Relations Commission funding or in-kind services are requested:

The MCC has celebrated annual Day of Inclusion programs in Riverside since 2011 to commemorate the date 75 years ago in December 17, 1943 when the U.S. Congress enacted the Magnuson Act, also known as the Chinese Exclusion Repeal Act of 1943. This federal law repealed the racist Chinese Exclusion Act of 1882. The Magnuson Act allowed Chinese immigration for the first time (since the Chinese Exclusion Act of 1882 was enacted), and permitted some Chinese immigrants already residing in the country to become naturalized citizens for the first time since the Naturalization Act of 1790.

In 2009, state Assembly Member Mike Eng authored Assembly Concurrent Resolution 76 designating December 17 as the "Day of Inclusion" in the state of California to remember, celebrate, learn from the sacrifices and contributions of our immigrant community by embracing our shared differences and common values, and celebrate our diverse immigrant heritage. Riverside Mayor Rusty Bailey has committed to proclaim December 17, 2018 as the Day of Inclusion in Riverside.

Our theme this year is "Memories of Migration: Diverse Journeys." One in five residents in the Inland region is an immigrant. Studies indicate that there are at least one million immigrants living in the Inland region - contributing to the region's economic strength and cultural vitality. Migrants enrich our community with their history, language, and cultural traditions in art, music, dance and cuisine -- creating a unique tapestry in our multicultural society.

Describe the overall contribution of the festival, special event, community project or program to the community in relation to the goals and objectives of the Human Relations Commission:

The Multicultural Council's Day of Inclusion program mirrors the Mission Statement of the Human Relations Commission. Our goal is to promote and celebrate inclusivity, ethnic and multicultural diversity. This day is set aside to foster mutual understanding and respect for the contributions by immigrants to the region. The 2018 Day of Inclusion will be the first in a series of programs to showcase how the Inland region has been enriched by the diversity of the immigrant community's contributions to its economic strength and cultural vitality.

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program? Please state your objectives in terms of concrete numbers and percentages where possible. For example: increased number of participants from X to X in the 2003 parade; provide X number of at-risk youth crisis intervention services; increase customer satisfaction of event from X% to X%.

The MCC will strive to increase attendance of teenagers and young adults by 50 percent. A survey will be distributed to participants to evaluate the effectiveness and quality of the program and activities. By the end of the event, participants will have a better understanding and awareness of the significance of the Day of Inclusion and the positive contributions of the immigrant communities.