

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				For Office Use Only	
Organization Name Nia Imani Heart Association		Web Site Address		Vendor No. Registered Federal Tax-Exempt ID No 45-2507266	
A. Organization's Mission Statement (include number of years organization has been established) Nia Imani Heart Association is a community organization for parents, grandparents, doctor's, health advocates, girls and women. The mission of the organization is to provide resources, support and advocacy training to assist family members in becoming active participants in the decisions related to their treatment. We have been in existence for 9 years providing advocacy workshops for the community.					
Affiliated with a "parent" organization? Yes No <i>If yes, name parent organization:</i>					
Contact Person and Title Dr. Mia McNulty – Founder / CEO				E-mail Address niasheart@gmail.com	
Mailing Address Westridge Rd	2835	City Riverside	State CA	Zip Code 92506	Daytime Phone No. (951) 609-7932
				Fax Number ()	

Sponsorship Request

Funding <i>If yes, specify amount requested: \$ 500.00</i>
In Kind Services <i>If yes, select type of in-kind service requested and estimate approximate value in dollars: \$</i>
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.: The commission will be listed on all promotions, in our press releases and banners. We will also provide time for a commissioner to provide remarks and provide details on the mission of the Human Relations Commission
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> All Commissioners are welcomed to attend this event.
Has the City of Riverside sponsored your organization in the past? Yes No <i>If yes, list department(s):</i>

Event Data

Event Title Donate & Swab 4Tony Bone Marrow Drive	Event Date 06/03/18	Event Hours 10:00 – 4:00	Event Location Hope Lutheran Church 2882 Arlington Ave Riverside, CA 92506
Will the event be held in the City of Riverside? Yes No <i>If no, specify reason:</i>			
Is this an annual event? Yes No <i>If yes, indicate the number of years even has taken place:</i>			
Expected attendance:		Expected no. of Riverside residents: Attendance at last year's event:	

Is the event open to the public? **Yes** No
Is there a cost for this event? If so, how much? The is no cost to attend this event

- A. **Describe target audience:** Doctors request donors in the 18-44 age group 85% of the time age guidelines are not meant to discriminate. They are meant to protect the safety of the donor and provide the best possible outcome for the patient. We especially need members who identify as: Black or African American, American Indian or Alaska Native, Asian, including South Asian, Native Hawaiian or other Pacific Islander, Hispanic or Latino, Multiracial
(<https://bethematch.org/transplant-basics/how-marrow-donation-works/myths-and-facts-about-bone-marrow-donation/>)

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 objective of this event is to encourage people of color to donate to American Red Cross and Be the Match. A patient's ethnic background plays a large role in human leukocyte antigen (HLA), which is used to match patients with donors for bone marrow or cord blood transplants. **Donate & Swab 4TONY will raise awareness within our community about the importance of being on the registry, as well as donating blood. With a low percent of African-Americans on registry, by donating it makes it that much harder to find a match! We want to address, educate, and move beyond our community and the medical fields disconnect."** Currently, individuals of Black or African American ancestry are underrepresented on the registry, making it difficult to find a donor matches. Be the Match, encourages all residents to donate. By addressing this concern along with providing educational awareness will promote understanding to dispel our community concerns about the process. We especially need members who identify as: Black or African American, American Indian or Alaska Native, Asian, including South Asian, Native Hawaiian or other Pacific Islander, Hispanic or Latino, Multiracial (<https://bethematch.org/transplant-basics/how-marrow-donation-works/myths-and-facts-about-bone-marrow-donation/>)

Nia Imani Heart Association volunteers will register all participants. Each donor will register with either American Red Cross or Be the Match. We estimate 150 to 200 participants to attend the drive. We have partnered with Riverside County, Riverside Community College, University of Riverside, La Sierra University, and several local churches in the area. We also sent out press releases about the event and passes out flyers in the community.

We will offer refreshments for all participants along with those participants who donate. We will have a play area for the children and snacks while their individuals are donating bone marrow. Entertainment and music will be provided along with some presentations Medical Processionals, Nutritionist and Healthy Cooking Demonstrations. This is a free event and we are requesting assistance with purchasing refreshments, water, and items for our children's play area.

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:

This event will promote equitable opportunities in health by providing information about the process for donating bone marrow along with educating our community of the enormous benefits to finding a match. This event will empower the communities by promoting a festive event with a purpose. This event will also provide a multicultural environment for the entire family by engaging in this informational social activity.

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%.

By the end of this event we estimate will have reached 100 or more residents and by providing critical information about the need and importance to donating bone marrow. We will provide additional follow-up with all interested individuals with the assistance of the American Red Cross and Be the Match. We follow up from our registration list to promote this event and provide additional resources.

