



Fullerton Arboretum

**Midsummer Night
in the Garden
Gala
Sponsor Package**



The **Fullerton Arboretum** is a non-profit organization dedicated to serving the surrounding communities for the purpose of education, community outreach and environmental stewardship and conservation. This is a sampling of the programs that we offer throughout the year that change and evolve based on the needs of the community.



The Children's Environmental Education Program

CEEP is a plant based science education program for third grade teachers and students.

- Since its inception in 2004, 11,000+ children in Fullerton and other North Orange County communities have completed the program
- Participating Classrooms in **2008-2009 report an average of 38% improvement in post-program assess-**

Local Heritage History Tours

Local history tours of the museum, Heritage House and gardens complement the "people as members of communities" history curriculum for area third graders and general public.

- **Heritage House** volunteer docent-led tours by members of the Victorian Society, who are dressed in period attire, educate and inform visitors about the 1894 Clark Residence.
- **Orange County Agricultural and Nikkei museum** highlights the history and impact of agriculture in Orange County with fixed and rotating exhibits throughout the year.



Food for F.I.E.S. (Fullerton Interfaith Emergency Service)

The newly planted organic vegetable farm at the Arboretum is now feeding the hungry through collaboration with Fullerton Interfaith Emergency Service.

- As an extension to the garden program which serves to demonstrate to our visitors the value of growing and harvesting our food, the vegetables are then harvested on a regular basis and distributed to needy families.

Collaboration with Monkey Business Cafe

Monkey Business Cafe is a non-profit cafe which offers a training forum to develop employable skills for emancipated young adults from the Orange County foster care system.

- Monkey Business program employees work at the Arboretum farm to harvest vegetables that are then taken back and used as ingredients in menu items.
- Program participants learn life skills at the garden that will translate into marketable assets when seeking permanent employment.



Award-winning Home Composting Series

Residents learn the basics of successful home composting

- Sponsorship by Fullerton, Brea, Buena park, Orange Irvine and Santa Ana makes this program free for all residents of these cities

Living Sustainably: Permaculture Workshop Series

This five session program practical, ecologically-friendly practices focuses of the processes found in nature that can work to your benefit in your home, garden and neighborhoods.

- Each session focuses on getting the most out of a specific resource: food, shelter, water, energy and waste.

Water Conservancy Program

A series of six classes assists its participants in planning water-wise gardens and landscaping that thrive in our southern California climate.

- An education partnership with Yorba Linda Water District makes this program free to Yorba Linda Water District residents.

CULTIVATING A VIBRANT FUTURE

Fullerton Arboretum Strategic Plan
For 2005 – 2020

Summary

Vision

The Fullerton Arboretum is an urban oasis that is a botanical collection serving as a resource for research, education and the region's agricultural heritage that draws the community, including students and faculty, to become inspired to support its mission.

Mission

The Fullerton Arboretum will provide visitors the opportunity to gain knowledge and appreciation of the plant world through collections that preserve and promote stewardship of worldwide plant diversity and regional agricultural heritage. The arboretum will serve faculty, students and the broader community through education and scholarly activities.

Organizational Values

This list presents the organizational values deemed the most important for the implementation of the Strategic Plan. They represent the standards that the organization, staff and volunteers believe in and operate from.

- **Environmental Stewardship & Conservation**-We will manage our resources in a manner that is as sustainable as possible to help ensure they are available for future generations.
- **Education & Research**-We will provide the needed facilities to perform our mission.
- **Volunteerism**-We will work cooperatively with shared purpose, and value individual abilities and contributions.
- **Professionalism**-We will take personal responsibility and accountability for our actions.
- **Integrity**-We will hold paramount the trust and responsibilities placed in us by our donors, members, colleagues, partners and the public.
- **Partnerships**-We will strive to build and sustain relationships with our partners: the University, the City and the community.

Strategic Issues

Through the plan development process, the following issues were identified as the foundation upon which our Strategic Directions were created. The Fullerton Arboretum needs to:

- Strengthen and increase educational and financial partnerships.
- Expand research and collaboration with California State University, Fullerton, as well as with other regional universities, colleges, school systems, arboreta and botanical gardens.
- Have a strong, efficient staff and volunteer team.
- Expand the collection.
- Increase effective communication with the community.
- Develop strong financial/revenue sources.

Strategic Directions

These are the long-range goals that guide the implementation of the Vision and Mission of the Arboretum. The complete plan includes specific objectives and activities that were developed in order to achieve those objectives. The plan also presents the timeline for implementation over the 15 year span.

Strategic Direction I-Organizational alignment and capacity

Develop and build the organization to support the Mission and align all activities to support the Vision. Sample activities include:

- Seek new involvements with the University Departments for the purpose of becoming the University's classroom and laboratory.
- Integrate collections with website and/or site identification with mapping.
- Provide opportunities that expand professional development for staff and volunteers.

Strategic Direction II-Sustainability and solid growth

Establish a strong, viable future through financial development and partnerships. Sample activities include:

- Develop an annual plan with goals, objectives, guidelines and budget to support its successful implementation.
- Participate in national environmental days, ie. Arbor Day, and with similar organizations to gain exposure in stewarding the environment.

Strategic Direction III-Awareness and advocacy

Create awareness and advocacy through strengthened communications about the Fullerton Arboretum and its role in environmental stewardship. Sample activities include:

- Increase electronic updates-news communications through blast emails, social media, etc.
- Use museums to enhance existing and new educational programs. EG. Heritage House 3rd Grade tour
- Develop volunteer speaker's bureau.

Strategic Direction IV-Programs and services of excellence

Develop and deliver excellent programs, services and facilities with the purpose of supporting all stakeholders in the Arboretum family. Sample activities include:

- Create participant evaluation of classes and activities. Determine customer satisfaction, quality of activity, location and how well the information was presented.
- Create new exhibits that reflect the natural environment and agricultural heritage, as appropriate-build Mohave exhibit, build Southwestern Australia exhibit, build citrus collection, etc.
- Develop ongoing sign making program.

Fullerton Arboretum
14TH Annual Midsummer Night in the Garden Gala
Saturday, July 16th, 2011

SPONSORSHIP LEVELS

- **Platinum - \$10,000** - *Table of 10 – premium seating
Tax deductible - \$9,250
Your name announced at our Gala event
Your name posted on our recognition board in the Arboretum
Full page ad in the program
Recognition on our website as well as pre and post gala news releases*
- **Gold - \$7,500** - *8 complimentary tickets – premium seating
Tax deductible \$6,900
Your name posted on our recognition board in the Arboretum
Half page ad in the program
Recognition on our website as well as pre and post gala news releases*
- **Silver - \$5,000** - *6 complimentary tickets – premium seating
Tax deductible - \$4,550
Your name posted on our recognition board in the Arboretum
Quarter page ad in the program
Recognition on our website as well as pre and post gala news releases*
- **Bronze - \$2,500** - *4 complimentary tickets – premium seating
Tax deductible - \$2,200
Your name posted on our recognition board in the Arboretum
Business card size ad in the program
Recognition on our website as well as pre and post gala news releases*
- **Copper - \$1,000** - *2 complimentary tickets – premium seating
Tax deductible - \$850
Your name posted on our recognition board in the Arboretum
Recognition on our website as well as pre and post gala news releases*

Visibility is one way we can thank you for your generosity and have your business recognized throughout the community for your dedication and involvement.

Statistics

- Thus far, in 2010, we have had in excess of 10,000 visitors to our website per month.
- The Arboretum has over 120,000 visitors per year
- Special events in our gardens draw 9,000 people per year
- 121 schools along with the students' teachers and parents participate in our programs each year.
- Approximately 300 community leaders and guests attend the gala each year

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SPONSORSHIP CONTRIBUTION FORM

For budgeting and planning purposes we would greatly appreciate that your commitment for Sponsorship be made known to us by December 31, 2010. If you have any questions or require additional information in order to make a decision on sponsorship level, or timing of your donation, please call Janet McGarvey at the Fullerton Arboretum (657) 278-4792.

Name(s): _____

(As you would like to be recognized)

Address: _____

Contact: _____

Phone: _____

I/We wish to remain anonymous.

Checks are payable to: **Friends of the Fullerton Arboretum**
Federal Tax ID #23-744962

Credit Card: Visa _____ MasterCard _____

Credit Card No. _____ Expires: _____

Name (please print) _____
(as appears on card)

Card Holder's Signature: _____

Sponsorship Level: Platinum \$10,000 _____ Gold \$7,500 _____

Silver \$5,000 _____ Bronze \$2,500 _____ Copper \$1,000 _____

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