refresh renew reenergize

ALL AFFILIATES MEETING JUNE 22 AND 23,2014

Los Angeles Affiliate's Fundraising

(The Not So Linear Road to Success)

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What We Tried
(a lot of things!)

Banquets

- It costs a lot to put on
- Cannot serve alcohol
- Firms give money but don't attend or engage
- Student presentations as program can be tedious

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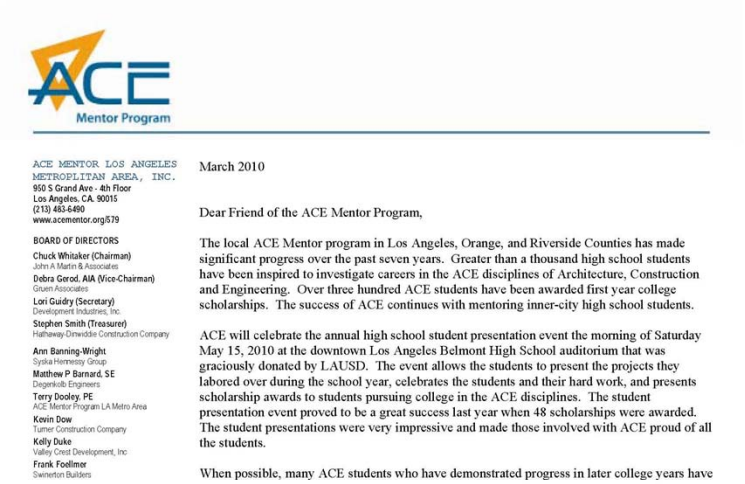
What We Tried
(a lot of things!)

Direct Mailers

- Low return on time investment
- A lot of work to get them issued
- Requires follow-up by Board



ACE Mentor Program

ACE MENTOR LOS ANGELES METROPLITAN AREA, INC.
950 S Grand Ave - 4th Floor
Los Angeles, CA. 90015
(213) 483-6490
www.acementor.org/579

BOARD OF DIRECTORS
Chuck Whitaker (Chairman)
John A Martin & Associates
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Terry Dooley, PE
ACE Mentor Program LA Metro Area
Kevin Dow
Turner Construction Company
Kelly Duke
Valley Crest Development, Inc
Frank Foellmer
Swinerton Builders

March 2010

Dear Friend of the ACE Mentor Program,

The local ACE Mentor program in Los Angeles, Orange, and Riverside Counties has made significant progress over the past seven years. Greater than a thousand high school students have been inspired to investigate careers in the ACE disciplines of Architecture, Construction and Engineering. Over three hundred ACE students have been awarded first year college scholarships. The success of ACE continues with mentoring inner-city high school students.

ACE will celebrate the annual high school student presentation event the morning of Saturday May 15, 2010 at the downtown Los Angeles Belmont High School auditorium that was graciously donated by LAUSD. The event allows the students to present the projects they labored over during the school year, celebrates the students and their hard work, and presents scholarship awards to students pursuing college in the ACE disciplines. The student presentation event proved to be a great success last year when 48 scholarships were awarded. The student presentations were very impressive and made those involved with ACE proud of all the students.

When possible, many ACE students who have demonstrated progress in later college years have

To continue our success, ACE is requesting contributions for scholarships and operating expenses for the ACE program to continue successfully. This will be our only major solicitation this year. Should you make a contribution to ACE, you will be recognized publicly at our student presentation event this year on May 15 and on the Los Angeles ACE website at www.ACEmentor.org/579. Please complete the attached and return to ACE. Donors of $2,000 or more will be announced to the students when scholarships are awarded and recognized at ACE public events.

Ex-Officio
Peter Zweighaft (Legal Counsel)
Howry LLP

ACE Mentor Program Los Angeles Metro Area

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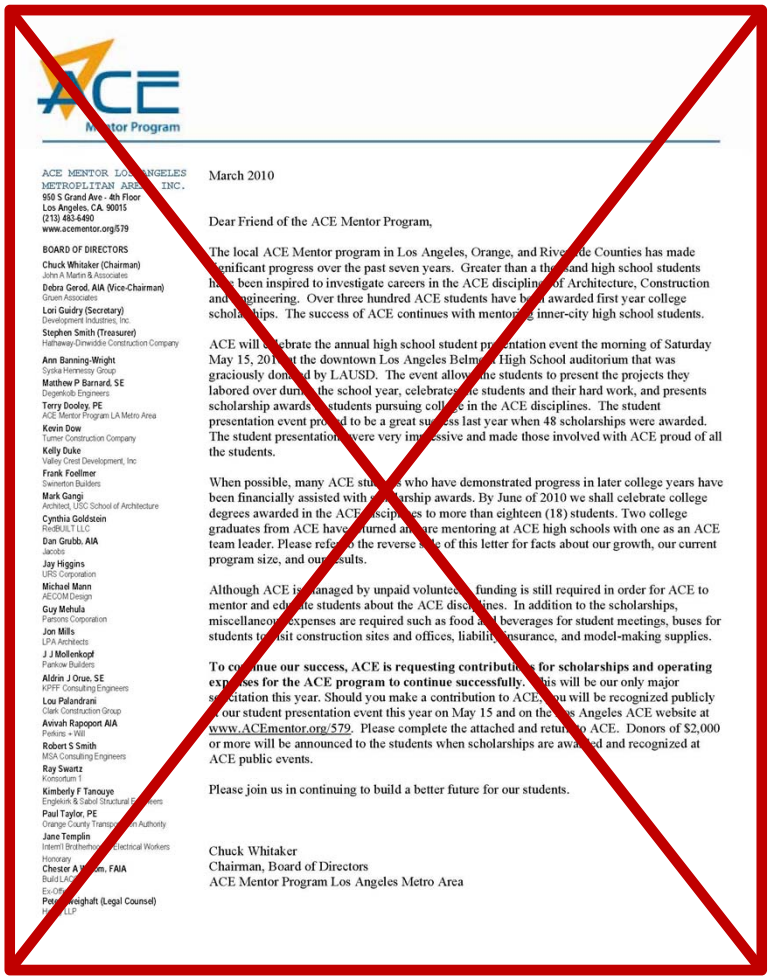
What We Tried
(a lot of things!)

Direct Mailers

- This year we raised $1000 to date from our direct mailer
- We spent $1500 in printing, envelopes and postage (not to mention volunteer time)
- Decided not to do them again!



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Frank Foellmer
Swinerton Builders
Mark Gangi
Architect, USC School of Architecture
Cynthia Goldstein
RedBUILT LLC
Dan Grubb, AIA
Jacobs
Jay Higgins
URS Corporation
Michael Mann
AECOM Design
Guy Mehula
Parsons Corporation
Jon Mills
LPA Architects
J J Mollenkopf
Pankow Builders
Aldrin J Orue, SE
KPFF Consulting Engineers
Lou Palandrani
Clark Construction Group
Avivah Rapoport AIA
Perkins + Will
Robert S Smith
MSA Consulting Engineers
Ray Swartz
Konsortium 1
Kimberly F Tanouye
Englekirk & Sabol Structural Engineers
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Orange County Transportation Authority
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Build LACC
Ex-Officio
Peter Weighaft (Legal Counsel)
Kaye LLP

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ACE will celebrate the annual high school student presentation event the morning of Saturday May 15, 2010 at the downtown Los Angeles Belmont High School auditorium that was graciously donated by LAUSD. The event allows the students to present the projects they labored over during the school year, celebrates the students and their hard work, and presents scholarship awards to students pursuing college in the ACE disciplines. The student presentation event proved to be a great success last year when 48 scholarships were awarded. The student presentations were very impressive and made those involved with ACE proud of all the students.

When possible, many ACE students who have demonstrated progress in later college years have been financially assisted with scholarship awards. By June of 2010 we shall celebrate college degrees awarded in the ACE disciplines to more than eighteen (18) students. Two college graduates from ACE have returned and are mentoring at ACE high schools with one as an ACE team leader. Please refer to the reverse side of this letter for facts about our growth, our current program size, and our results.

Although ACE is managed by unpaid volunteers, funding is still required in order for ACE to mentor and educate students about the ACE disciplines. In addition to the scholarships, miscellaneous expenses are required such as food and beverages for student meetings, buses for students to visit construction sites and offices, liability insurance, and model-making supplies.

To continue our success, ACE is requesting contributions for scholarships and operating expenses for the ACE program to continue successfully. This will be our only major solicitation this year. Should you make a contribution to ACE, you will be recognized publicly at our student presentation event this year on May 15 and on the Los Angeles ACE website at www.ACEmentor.org/579. Please complete the attached and return to ACE. Donors of $2,000 or more will be announced to the students when scholarships are awarded and recognized at ACE public events.

Please join us in continuing to build a better future for our students.

Chuck Whitaker
Chairman, Board of Directors
ACE Mentor Program Los Angeles Metro Area

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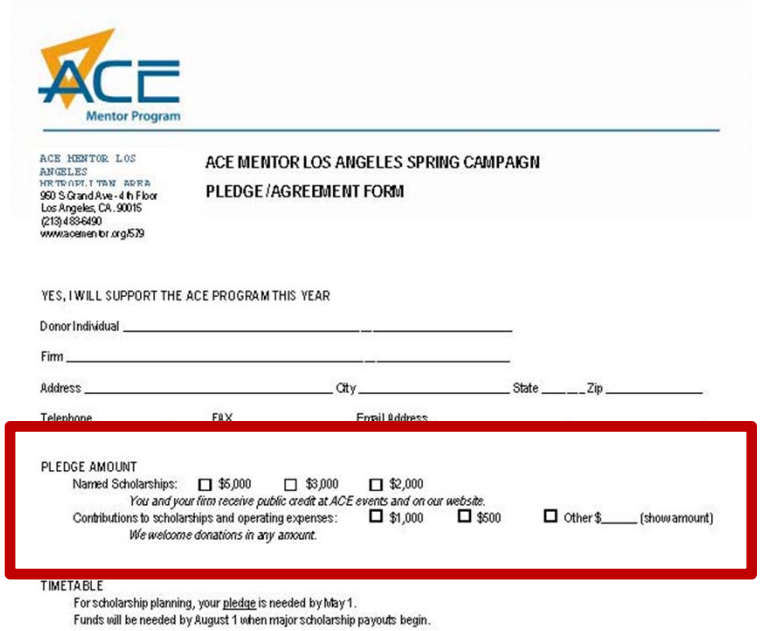
What We Tried
(a lot of things!)

Sponsored Scholarships

- A lot of work to get them coordinated
- Requires a lot of personal follow-up by Board
- Non-sustainable / financially limiting



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METROPOLITAN AREA
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ACE MENTOR LOS ANGELES SPRING CAMPAIGN
PLEDGE / AGREEMENT FORM

YES, I WILL SUPPORT THE ACE PROGRAM THIS YEAR

Donor Individual _____

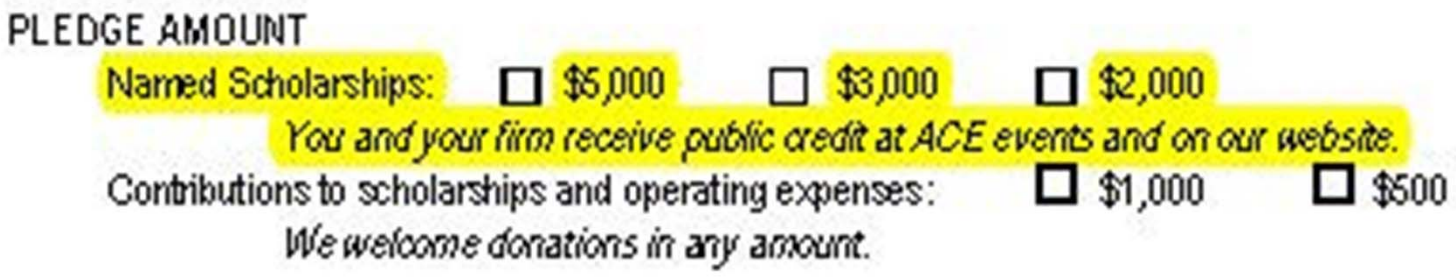
Firm _____

Address _____ City _____ State _____ Zip _____

Telephone _____ FAX _____ Email Address _____

PLEDGE AMOUNT
Named Scholarships: ☐ $5,000 ☐ $3,000 ☐ $2,000
You and your firm receive public credit at ACE events and on our website.
Contributions to scholarships and operating expenses: ☐ $1,000 ☐ $500 ☐ Other $_____ (show amount)
We welcome donations in any amount.

TIMETABLE
For scholarship planning, your pledge is needed by May 1.
Funds will be needed by August 1 when major scholarship payouts begin.



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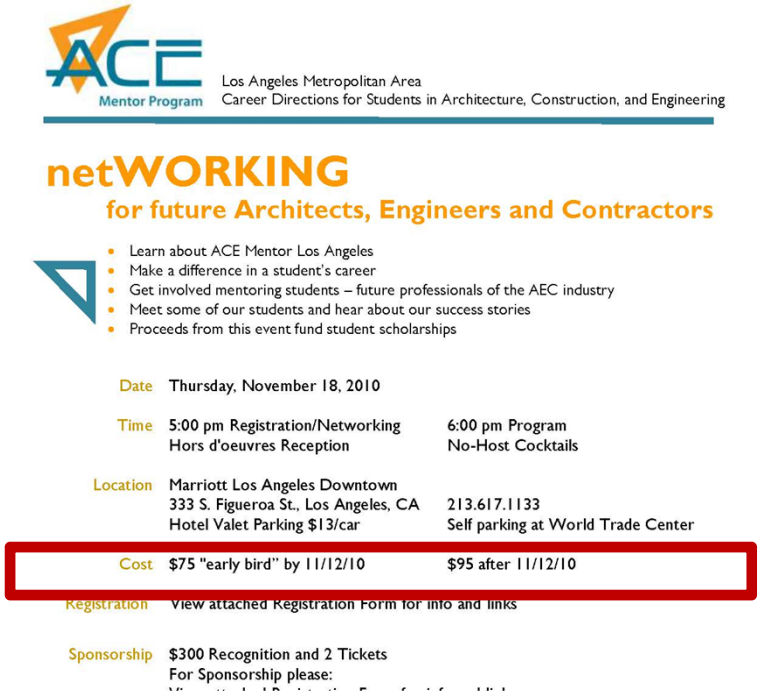
What We Tried
(a lot of things!)

Cocktail Party/Mixer

- Need a draw/guest speaker
- Can't charge that much
- Doesn't generate much revenue
- Competes with direct mailer (can only go to same well so many times)



ACE Mentor Program
Los Angeles Metropolitan Area
Career Directions for Students in Architecture, Construction, and Engineering

netWORKING
for future Architects, Engineers and Contractors

- Learn about ACE Mentor Los Angeles
- Make a difference in a student's career
- Get involved mentoring students – future professionals of the AEC industry
- Meet some of our students and hear about our success stories
- Proceeds from this event fund student scholarships

Date	Thursday, November 18, 2010	
Time	5:00 pm Registration/Networking Hors d'oeuvres Reception	6:00 pm Program No-Host Cocktails
Location	Marriott Los Angeles Downtown 333 S. Figueroa St., Los Angeles, CA Hotel Valet Parking $13/car	213.617.1133 Self parking at World Trade Center
Cost	$75 "early bird" by 11/12/10	$95 after 11/12/10
Registration	View attached Registration Form for info and links	
Sponsorship	$300 Recognition and 2 Tickets For Sponsorship please:	

Cost $75 "early bird" by 11/12/10 $95 after 11/12/10

CMAA Southern CA Chapter is proud to support this event.

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What we are doing
(that actually works)

Golf Tournament

- Draws contractors and subs
- Taps new revenue streams
- Nice private course (draw)
- Few architects participate (drawback)
- Makes huge $$ profit
- Not much networking can occur in 4-somes

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What we are doing
(that actually works)

What is missing are the women!!

(and there are not enough architects…..)

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What we are doing
(that actually works)

Spotlight Awards

- Recognizes both firms and individuals
- Recognizes faculty
- Limited student presentations
- Relevant keynote speaker
- Great networking
- Can charge a lot
- Recruit new mentors

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By the Numbers….
(the proof of progress)

NET PROCEEDS	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Banquet	9,900	27,800	33,500	46,200	39,900	17,400					
Spotlight Awards										93,500	118,800
Spring Fundraising							58,200	68,800	61,600	8,400	11,200
Donations	15,500	20,000	34,900	51,600	47,600	64,600	61,100	30,200	30,600	28,900	33,400
Golf						12,100	9,100			54,000	89,800
Networking				11,100	(600)	(2,000)	6,300	12,600	5,800		
TOTAL	**27,403**	**49,804**	**70,405**	**110,906**	**88,907**	**94,108**	**136,709**	**113,610**	**100,011**	**186,812**	**255,213**

10 x increase over past 10 years