



# ABC

Alliance for a  
Better Community

## *Celebrating* 25 years

---

### Sponsorship Opportunities

September 17  
Conference

September 25  
Reception



# About

In celebration of our 25th anniversary, we proudly present "The State of Latinas/os in Los Angeles County" - a landmark conference examining the evolution of the Latina/o community in the LA region since ABC's founding in 2000. Scheduled during Latino Heritage Month, this timely gathering highlights both the tremendous contributions and persistent challenges facing our communities across LA County.

Through dynamic panels, thought-provoking discussions, and inspiring keynote presentations, we will explore not only where we've been, but what this moment demands of us as advocates. The conference emphasizes actionable outcomes with a dedicated focus on building collective power, enhancing civic engagement, and strategically shaping the future of organizing and policy development.

Just one week following the conference, we will convene for our annual awards celebration to honor visionary leaders who are currently spearheading power building initiatives and systems change.

As we commemorate this significant milestone, we invite you to join us in recognizing our community's profound impact and continuing to forge an inclusive future for all. Our ability to respond effectively to community needs and advance critical policies depends entirely on generous supporters like you.



# Our History

In the mid-1990s, a group of civic and business leaders came together regularly and informally to address the many challenges confronting Los Angeles' Latina/o community. For several years the group, self-identified as the "Tuesday Morning Breakfast Club," addressed a variety of regional matters through their personal and organizational networks and resources. While they were successful in redressing many of the various policy challenges they tackled, they ultimately decided that Los Angeles' Latina/o policy and advocacy vacuum necessitated the formation of an organization to serve as a strong voice for the community. They created ABC to promote a proactive agenda within City Hall, the County, LA Unified, the media, and other public or influential entities to respond to the needs of the region's largest and fastest-growing population. Many of the initial Breakfast Club leaders became ABC's founding board members and to this day remain active in ABC's current advocacy initiatives.

## Mission

Alliance for a Better Community is advancing social, economic, racial equity and justice for the Latina/o community and the Los Angeles region through power building and policy advocacy.

## Vision

Our vision is to ensure a vibrant Los Angeles region where Latinas/os fully participate in, contribute to and benefit from a prosperous, multi-ethnic community in which families enjoy:

- Full and meaningful participation in civic and economic arenas
- Full access to high-performing schools and increased opportunity to attend college
- Quality healthcare and
- Safe, affordable housing



# Our Work

## Education

Education breaks cycles of poverty. For many students, educational opportunity is shaped by systems that fail to meet their needs. Despite their drive and potential, students face underinvestment, biased policies, and uneven access to resources and support. From early childhood education through college, we're tracking key benchmarks to expose gaps and push for solutions. We champion educational justice by advocating for the conditions, policies, and investments that ensure every student, regardless of background, has the opportunity to thrive, achieve their goals, and access the full promise of higher education and economic opportunity.

## Civic Engagement

Civic engagement is essential for a healthy democracy. In Los Angeles County, Latinas/os are the largest population group, yet many “high opportunity voters” don't regularly participate. Engaging them requires sustained, integrated efforts to build authentic community relationships year-round. We connect with these voters between elections, knowing that trust and ongoing dialogue are key to lasting participation. By nurturing these connections, we aim to increase voter turnout and leadership—empowering Latinas/os to shape policies that impact their communities. Greater Latina/o civic engagement strengthens democracy for all, ensuring leaders and policies reflect the voices of Los Angeles.

## Economic Prosperity

Economic prosperity means more than making ends meet—it's about building a future. Yet, income and wealth inequities continue to limit opportunities for Latina/o communities in Los Angeles. Despite high rates of entrepreneurship and strong roots in local neighborhoods, many face barriers to homeownership, access to capital, reliable internet, and living wages. We push for policies and investments that close these gaps—supporting affordable housing, wage equity, and business growth so all families can build intergenerational wealth.

## Health

Latina/o communities in Los Angeles face persistent health inequities rooted in chronic underinvestment. These disparities affect access to care, coverage, and social determinants like housing and environment. Schools serve as vital hubs for community health, offering essential services and support to families. At the same time, climate change and environmental crises—like wildfires—exacerbate health challenges, disproportionately impacting Latina/o families who often work frontline jobs or live in high-risk areas with limited resources for evacuation and recovery. Recent cuts to Medicaid and MediCal will deepen disparities as the physical and mental health tolls from environmental disasters grow. We advance health equity by advocating for bold, coordinated policies that address root causes, restore and expand culturally competent health services, strengthen health systems, and protect the dignity and well-being of all—regardless of geography, income, or immigration status.



# Our Host Committee



Monica Lozano  
Host Committee Co-Chair



Juan De La Cruz  
Host Committee Co-Chair



Sonja Diaz  
Conference Co-Chair



Lizette Carbajal  
Conference Co-Chair



Veronica Carrizales  
Committee Member



Stephen Cheung  
Committee Member



Audrey Dow  
Committee Member



Kerry Franco  
Committee Member



Michele Siqueiros  
Committee Member



Karim Webb  
Committee Member



# Sponsorship Opportunities

**Platinum**  
\$50,000

Premier logo placement on all event signage, full-page advertisement in program, social media promotion, email mentions, and speaking opportunities during the conference or reception, paid valet parking (10 total), conference and reception tickets (20 total).

**Gold**  
\$25,000

Premier logo placement, full-page advertisement in program, social media promotion, email mentions, speaking opportunities during the conference or reception, paid parking (5 total), conference and reception tickets (10 total).

**Silver**  
\$15,000

Logo placement on select signage, half-page advertisement in program, social media promotion, email mentions, and speaking opportunities during the conference or reception, paid parking (3 total), conference and reception tickets (6 total).

**Bronze**  
\$10,000

Logo placement on select signage, quarter-page advertisement in program, social media promotion, email mentions, paid parking (2 total), conference and reception tickets (5 total).

**Patron**  
\$5,000

Logo placement on select signage, social media promotion, email mentions, paid parking (2), conference and reception tickets (4 total).

**Community Partner**  
\$1,500

Logo placement on select signage, social media promotion, email mentions, paid parking (2), conference and reception tickets (4 total).

\*only available to nonprofit partners

# Individual Donors

**Padrinos**  
\$5,000

Name listed in event program and website, recognition in donor slideshow, paid parking (2 total), conference and reception tickets (4 total).

**Campeones**  
\$2,500

Name listed in event program and website, recognition in donor slideshow, paid parking (2 total), conference and reception tickets (3 total).

**Amigos**  
\$1,000

Name listed in event program and website, recognition in donor slideshow, conference and reception tickets (2 total).

Individual Conference Ticket: \$175  
Individual Reception Ticket: \$200  
Conference + Reception Ticket: \$350



# Our Board of Directors

Audrey Dow, Chair

Rosie Arroyo, Vice Chair

Juan De La Cruz, Vice Chair

Dr. Michael Anthony Mendez, Secretary

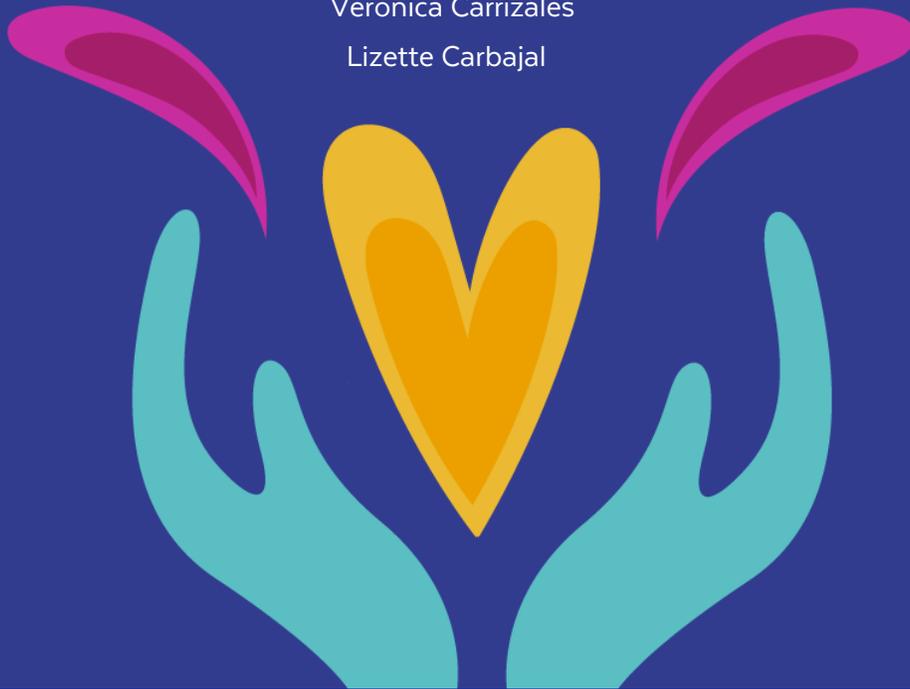
Refugio Lopez, Treasurer

Mercedes Cruz

Robert M. Sainz

Veronica Carrizales

Lizette Carbajal



For sponsorship information

**John M. Erickson,**  
Chief of Staff  
[john@afabc.org](mailto:john@afabc.org)



**ABC**  
Alliance for a  
Better Community