



DANCING FOR A BRAND NEW ME

Proposed Plan for Lassen County Public Health Regarding Lassen Family Services' Dancing for a Brand New Me: An Education-Based, Fundraising Event for our Emergency Shelter



OCTOBER 16TH AND 17TH, 2020

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September 13, 2020

Sara Chandler
Lassen County Public Health
1445 Paul Bunyan Road Unit B,
Susanville, CA 96130

Dear Sara,

The proceeding pages contains the proposed plan for Lassen Family Services, Inc's *Dancing for a Brand New Me*. We have worked diligently to address the many concerns regarding COVID-19, however, if there are other modifications we need to consider, we are ready to make additional accommodations.

Our desire is to host an engaging family-friendly event; however, the primary focus is the essential educational aspect of *Dancing for a Brand New Me* and the need to raise funding for our shelter, the details are provided in a the proposal.

If you have further questions, please contact me. My office information is below, and my personal cell number is 310-4302.

Respectfully,

Carla Dollar

Executive Assistant
Lassen Family Services, Inc.
1306 Riverside Drive
Susanville, CA 96130
530-257-5459



OFFICIAL PROPOSAL

for

Dancing for a Brand New Me

Presented by Lassen Family Services, Inc.

October 16th and 17th, 7:00 pm – 10:00 pm

Definition: The purpose of *Dancing for a Brand New Me* is two-fold: Education and Fundraising. *Dancing for a Brand New Me* is an opportunity for Lassen Family Services to invite community members to an inspiring and educational evening. The main intent is to educate community members on how prolific Domestic Violence is in Lassen County. Under the guise of contestant dancing, the fun, family-friendly evening is an educational experience to remind Lassen County about Lassen Family Services and the important services we provide. The impact speaker educates the participants on Domestic Violence issues, the Executive Director educates the participants about the services that Lassen Family Services provides, and the volunteers demonstrate the message of empowerment that Lassen Family Services advocates for the victims of crime in Lassen County.

Dancing for a Brand New Me has become an essential source of fundraising specifically for our Domestic Violence/Sexual Assault emergency shelter. Lassen Family Services is a non-profit organization that is funded by State and Local Grants. Grant funding is designated to extremely specific organizational expenses. The monies spent is monitored and reported. Years ago, Lassen Family Services purchased the Domestic Violence Emergency Shelter, with the understanding ownership was in our best interest. However, as grants have changed, and grant funding no longer covers mortgages. This has our shelter in a bind. The money that is raised from *Dancing for a Brand New Me* goes directly towards the mortgage of our shelter and covers the expenses that grant funding does not cover. Without this event, there is potential to put our shelter at risk.

The Plan: Due to Covid-19 and the desire to protect our community, and yet offer the Domestic Violence Awareness education that is needed in Lassen County and to raise the needed funding for our shelter, Lassen Family Services has worked with many community members in order to present a safety plan that will allow us to still host an educational/fundraising event.

Venue: We have worked closely with the Lassen High School Administration team and have received their approval to host our educational/fundraising event at the Lassen High School Arnold Field. We will have two entrances open where tickets will be collected. Our ticket collectors will wear gloves and masks. We will hire school officials to take temperatures as participants enter the stadium. The trained High School staff have the tools and experience to do so quickly, efficiently, and correctly. We will have hand sanitizing stations set up just inside, after the temperature check for participants.

Seating: We will mark 6-foot segments with masking tape on the bleachers to encourage 6-foot distancing. We will have teams in place to assist with accommodating family units and readjust

the 6-foot spacing. Due to the size of the bleachers, we believe we can successfully host up to 400 participants which is less than 50% capacity. We will be able to control participation via the sale of the tickets and the gated facility the High School provides. A side note: in the past, our attendance has been under 300, therefore our anticipated participation falls closer to a 30% capacity.

Other safety measures: We will require masks. We will have hand sanitizing stations set up at the entrances and near the seating area. Our MC will remind participants to wear masks and to maintain 6-foot distancing every 30 minutes. We will use volunteers to remind participants to wear their masks or to distance themselves whenever an attempt to avoid safety measures is taking place. The restrooms will be available for additional hand-washing options.

Dressing Rooms/Judges: The contestant dancers will have access to the locker rooms to utilize dressing space and maintain 6-ft distancing. Additional groups that may participate will have access to on-site trailers, such as the High School Cheerleaders, a group of 9 dancers from House of Dance, and a group still to be determined from J&J Performing Arts. The judges will be spaced 6 feet apart.

Publications/Promotions: In our printed materials, we promote Covid-19 safety measures, such as wearing a mask and maintaining 6-foot distancing. We will inform participants of the temperature checks. Our printed materials will reflect the educational aspect of the event, along with funding need for our shelter. It will also depict the family-friendly portion of the contestant dancing. We will promote our impact speaker, Eric Perry, who is the owner/administrator of the Diamond Peak Boys Home whose intent will be to provide the needed education for our event regarding Domestic Violence awareness in Lassen County. We have 5 radio interviews scheduled in which our representatives will promote the safety measures required for participation. We will place printed signage at the entrance and in the stands reminding participants to wear masks and to maintain distancing.

Signage: We will post signs at the entrances, the stands, and near the snack bar reminding participants to maintain 6-ft distancing.

Food: If approved, we would allow the High School Football Boosters to open their snack bar to sell individually wrapped food and drink items. The proceeds would benefit the High School Football Boosters. We would require masks and gloves to the volunteers in the snack bar. Volunteers will assist participants with social distancing and mask wearing while waiting at the snack bar.

Alternate Venue: If the weather is not conducive to our educational fundraiser, then we would consider a move to the Veterans Hall. We will present a separate plan for the scenario, if required. The Veterans Hall has been reserved since October 2019, and Pete Heimbigner is aware that the Veterans Hall would be our alternate plan. We would assume our number of potential participants would hover around 150, less than 50% capacity. We would enlist the same safety measures but eliminate the food option. We would secure an air ventilation system, possibly from Public Health, to ensure proper air flow.



LASSEN UNION HIGH SCHOOL DISTRICT

1000 Main Street • Susanville, California 96130-4498 • (530) 257-5134 • Fax (530) 251-0473

Morgan Nugent
Superintendent
Morgan.nugent@lassenhigh.org

9/13/2020


To: Lassen Public Health Department
RE: Dancing for a Brand-New Me

Lassen Union High School is proud to partner with Lassen Family Services to assist in their educational fundraiser to help stop domestic violence in Lassen County. The plan that we reviewed allows, the Lassen Family Services to utilize our football field and maintain the proper social distancing for an event. The additional measures that they have decided to use, will also allow the school to ensure the safety of the students and staff on our campus during and after the event.

This annual program that Lassen Family Services provides helps raise the additional resources that are necessary to operate their shelter. This provides our local communities family members a safe place to reside during turbulent times and ensures that our students are still able to remain in the area and receive a quality education at our schools.

If there is any questions that may arise please feel free to contact me at 530-250-5324.

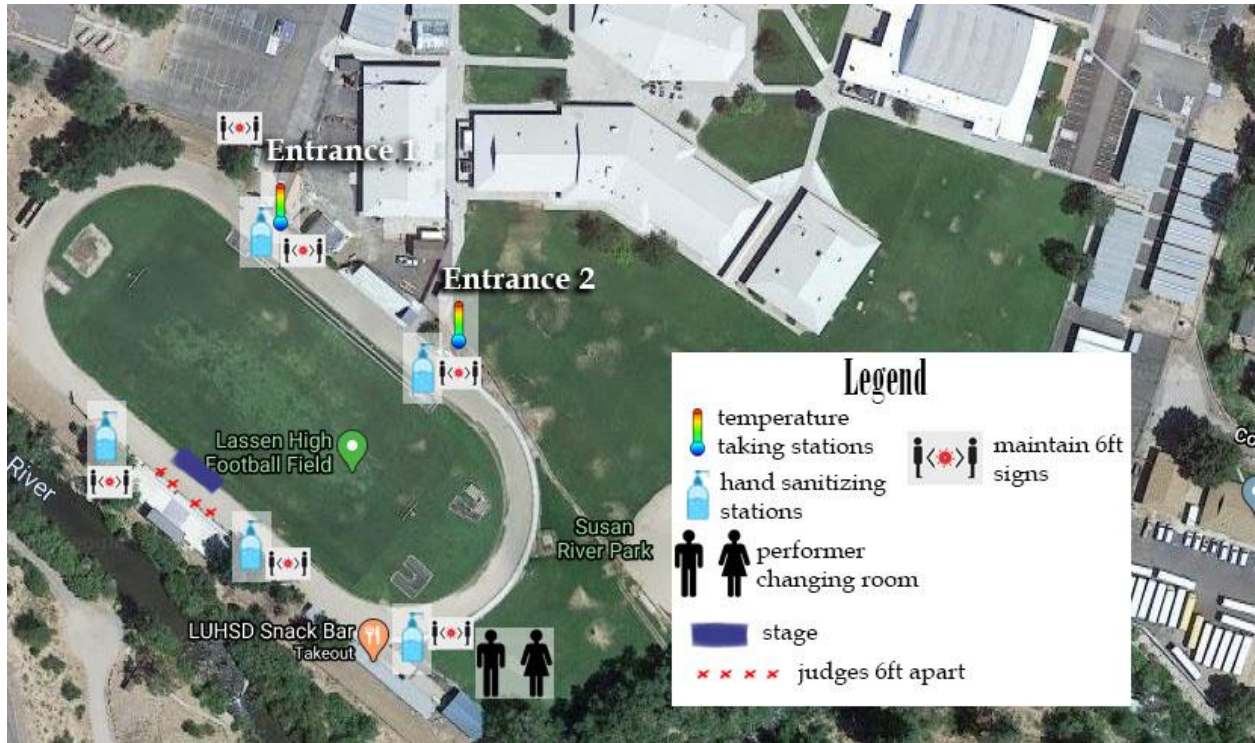
Respectfully,



Morgan Nugent
Superintendent/Principal
Lassen Union High School

Map of Safety Measures

Lassen High School Arnold Field



We will mark 6-foot spacing on the bleachers and will post signage at the entrances, around the snack bar, and in front of the bleachers to remind participants to wear mask and to maintain 6-foot distancing.



Dancing For A Brand New Me 2020!



The goal of *Dancing For A Brand New Me* is to bring awareness to the prevalence of domestic violence, specifically in our community. The proceeds from this event allow us to provide emergency shelter to victims of domestic violence within Lassen County. Help keep our shelter open by attending an educational evening with a family-friendly dance competition!

Dancers

Seanne McElrath & Tara Bias

Doria Dalu & Billy Hoffman

Amanda Tannous & Joshua Blackburn

Celeste Wiser & Jimmy Crandall

Luke Petersen & Elizabeth Darley

Thomas Herrera & Marshel Couso

General Information

When: October 16th & 17th, 2020 at 7:00pm

Where: Lassen High School
Arnold Field

Tickets available in person at:
Margie's Book Nook,
Zaengles Floor & Home,
or the event entrance!

*For more information,
or to purchase tickets online, visit:*
lassenfamilyservices.org/d4bnm
or call Carla Dollar (530) 257-5459



Impact Speaker

Eric Perry

*Owner/Administrator of
Diamond Peak Boys Home*



COVID-19 Health Policy

Your health is our concern:
Wearing masks & maintaining 6ft social distance will be required.
External temperatures will be taken at the entrance.

Lassen Family Services – D4BNM – Radio Talking Points

Dancing For a Brand New Me is LFS's biggest and most important fundraising event of the year.
2020 Theme – Roaring 20s!

- 7th year (it would be good to know how much money has been raised over the life of the event)
- Volunteers give hundreds of hours
- D4BNM provides a venue where LFS has the opportunity to educate our community and bring awareness to domestic violence. Domestic violence knows no bounds. It crosses race, economic status, age and gender. In 2018, in California alone, there were over 166,800 domestic violence-related calls for assistance made to law enforcement. LFS understands this is an extremely somber and serious subject. Our mission is to provide support and hope to those in our community affected by domestic violence. D4BNM gives us a wide-reach by incorporating entertainment with education.
- The money raised by this event helps LFS to offer a variety of services to those in need. LFS relies heavily on grant funding, however, grants can only be used in specific ways. One of our greatest needs is paying the mortgage on our women's shelter. Money raised by D4BNM can be used to help provide this extremely necessary service.
- How is this year's event different from past events? Of course, we have all been affected by the COVID-19 pandemic, and we are taking precautions to keep our volunteers and attendees safe. Our plan is to hold D4BNM20 at Arnold Field! Plenty of room for social distancing! Face coverings are required, and we will be taking temperatures at the gate. Having the event at the high school will allow us to put on the show that Lassen County residents have come to love. In a safe environment. Taking extra precautions to comply with local and state public health mandates.
- "Basics" Where, When, How...tickets are on sale at....find us on Facebook, Instagram. List of "pros" and "stars." If you can't attend, you can still support LFS by donating, etc.