

I Love A Clean San Diego Partnership Proposal



MISSION STATEMENT

Through outreach, community involvement and example, I Love A Clean San Diego (ILACSD) leads and educates our community to actively conserve and enhance the environment.

I Love A Clean San Diego's Accomplishments for 2009:

- Fielded 20,852 requests for recycling information through our Recycling Call Center and Website
- Coordinated 25,580 volunteers at fifteen community events countywide and through the Adopt-A-Beach and Storm Drain Stenciling programs.
- Delivered 464 presentations to 23,347 youth and individuals of all ages throughout San Diego County.

ILACSD works to promote regional awareness of environmental issues including resource conservation, environmental restoration, waste reduction, recycling, community enhancement, and pollution prevention. To achieve our goals, ILACSD offers numerous initiatives in the areas of community beautification events, public education, recycling and proper disposal of hazardous waste.

Help I Love A Clean San Diego conduct outreach and educational programs to promote environmental stewardship and green living throughout San Diego County. Sponsorship opportunities allow for partners to be recognized for their support throughout the year, with more details about corresponding program benefits included on the attached benefits page. Each package is tailored to the organization's interests and donation amount.





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www.cleansd.org

ILACSD'S PROGRAMS

Community Beautification Events

I Love A Clean San Diego promotes environmental stewardship through community beautification events that encourage San Diegans to increase environmental stewardship. As the coordinators of two of San Diego's largest environmental volunteer events, I Love A Clean San Diego calls upon San Diegans to take pride in their communities throughout the entire county. We strive to engage a diversified cross-section of the county in order to expand our reach and tackle pollution in coastal and inland communities alike. These cleanups stress interconnectivity through San Diego's vast watershed system, clearly defining the need for everyone to do their part to beautify the city as a whole. In 2009, ILACSD hosted 15 volunteer events that boasted over 25,000 participants collectively, and prevented close to 540,000 pounds of debris from reaching San Diego's waterways.

Creek to Bay Cleanup

Each April, I Love A Clean San Diego hosts the Creek to Bay Cleanup, a large-scale cleanup that removes debris from inland and coastal sources. I Love A Clean San Diego coordinates thousands of volunteers at over 65 sites throughout the county, with results that continue to improve each year. In 2009, 4,565 dedicated volunteers broke previous years' records by cleaning over 150 miles in San Diego and removing 173,497 pounds of trash and recyclables that blight our communities. For more information about Creek to Bay event sponsorship, please refer to the attached Creek to Bay sponsorship packet or the event website at www.creektobay.org.

California Coastal Cleanup Day

California Coastal Cleanup Day is the largest volunteer event in the state, and is part of the International Coastal Cleanup, a global volunteer effort. Here in San Diego, CCD is the largest volunteer event of the year and takes place every September. In 2009, a record-breaking 10,283 volunteers removed 173,954 pounds of trash from 80 coastal and inland cleanup sites throughout the county, including an underwater dive site in San Diego Bay and several bi-national sites in Baja California. This comprehensive cleanup further extends its reach through its involvement with an international study examining data from cleanups all over the world in order to better understand the origins of marine debris. For more information about CCD event sponsorship, please refer to the attached Coastal Cleanup Day sponsorship packet or the event website at www.cleanupday.org.

Monthly Community Cleanups

I Love A Clean San Diego conducts monthly cleanups in various San Diego communities which significantly impact the health of the region, encourage volunteerism, and bring neighbors together to take pride in their communities. The growth of these events each year, measured in volunteer inquiries, total number of volunteers, and amount of trash removed, illustrates the necessity of these cleanups and the importance of consistently combating the pollution problem facing San Diego.



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ILACSD'S PROGRAMS (Continued)

Environmental Education

I Love A Clean San Diego's educational programs provide environmental outreach through school presentations and community booths that enlighten San Diegans of all ages about the importance of a healthy environment. In 2009, ILACSD staff provided 464 presentations to over 23,000 San Diegans about important environmental issues including clean water, pollution prevention, resource conservation, waste reduction, reuse, and recycling. ILACSD believes that education promotes environmental consciousness and is a necessary tool to bring about change on a local level. Presentations primarily focus on schools in order to instill environmental awareness and volunteerism at a young age, but also reach out to service groups, community organizations, and local businesses. To further enhance our message in San Diego, ILACSD attends numerous community events such as farmer's markets, auto shows, festivals, and other special events to provide information to the public about household hazardous waste disposal, greener alternatives in everyday behavior, and volunteer opportunities.

Recycling Call Center and Website

ILACSD runs a recycling call center and website to increase community understanding and awareness of recycling and proper hazardous waste disposal practices. March 2007 marked the launch of ILACSD's online Recycling and Household Hazardous Waste Database which allows residents and businesses countywide to search for nearby recycling centers to dispose of their recyclables and household waste. The most comprehensive site in the state of California, this site averts potential illegal dumping and encourages residents to properly dispose of chemicals, electronic waste, and other Household Hazardous Waste items. The online database and telephone hotline provides County residents with a quick and easy resource to obtain accurate recycling and disposal information. Just see for yourself at www.cleansd.org/recycle. San Diegans have proved that when there is convenient and free choice to make the right environmental decision, they will make the responsible choice.

GET INVOLVED

Strong community relationships and dedicated financial support are critical to ensuring ILACSD's livelihood and future success. A partnership with I Love A Clean San Diego will help to serve San Diego County residents through community beautification events, ILACSD's Recycling Call Center and Website, and education campaigns that encourage San Diegan to become environmental stewards in their communities. There are many benefits associated with participation in this partnership. Involvement can include as many programs as your company wishes; you can partner a specific program or event, or choose multiple ILACSD programs to support. Please refer to the following benefits page that details a few of the many benefits associated with your contribution. To view more information on ILACSD and associated 2010 events, please refer to the organization website at www.cleansd.org and calendar of upcoming I Love A Clean San Diego events.



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I Love A Clean San Diego Partnership Benefits

COMMUNITY BEAUTIFICATION EVENTS:

8th Annual Creek to Bay Cleanup

- ⇒ Placement of company name/logo on all event materials including t-shirts, signage, flyers, posters, and pre-event marketing materials
- ⇒ Booth/display space at media site or cleanup site of choice (pending availability)
- ⇒ Logo and hyperlink on Creek to Bay website, www.creektobay.org for one year
- ⇒ Company name in one issue of ILACSD's bi-annual newsletter, *Ecologic*

26th Annual California Coastal Cleanup Day

- ⇒ Placement of company logo/name on promotional materials, media releases, and on display at media site
- ⇒ Opportunity for a representative to speak at media site press conference
- ⇒ Volunteer opportunities for your company's employees at the site of your choice (pending availability)
- ⇒ Inclusion in pre and post-event news releases and email alerts sent to over 15,000 supporters

Monthly Community Cleanups

- ⇒ Your company associated with community cleanups that encourage community pride and environmental health
- ⇒ Display space at each cleanup with company materials and banner exhibited (provided by company)
- ⇒ Cleanups will recognize your company on all associated press releases, electronic newsletter, and ILACSD's website
- ⇒ Your company listed as a "Program Partner" on ILACSD's website
- ⇒ Recognition in ILACSD's bi-annual newsletter, *Ecologic* sent to hundreds of members and sponsors

ENVIRONMENTAL EDUCATION

- ⇒ Your company responsible for providing free presentations to schools that do not currently receive these environmental awareness programs
- ⇒ Distribution of company promotional gifts at presentations (company to provide gifts)
- ⇒ Introduction of your company's involvement at the beginning of each education presentation
- ⇒ Potential marketing opportunities as students spread information about presentation to parents

RECYCLING CALL CENTER AND WEBSITE

- ⇒ Company responsible for encouraging San Diegans to recycle and prevent illegal dumping of household hazardous waste items
- ⇒ Logo placed on front page of online recycling database, which sees over 6,000 hits per year
- ⇒ Listed as recycling database program partner on associated press releases and on ILACSD website
- ⇒ Recognition in ILACSD's monthly volunteer e-newsletter reaching over 6,000 volunteers

I Love A Clean San Diego can tailor a unique partnership package targeting your company's specific interests. Corporate packages start at \$30,000. Please contact ILACSD at (619) 291-0103 x3004 or pmartinson@cleansd.org to further develop a partnership.