

LIVE AUCTION!

That's **ENTERTAINMENT** **SPEAK UP AND STAND OUT!**

a benefit for **BloomAgain**
FOUNDATION



Join us!

Sunday, October 25
2:00 to 4:00pm

Join Bloom Again Foundation
for an afternoon of entertainment,
laughter and education during
our virtual fundraiser!

TICKETS AVAILABLE AT: www.bloomagain.org/event Price: \$50



Dr. Lois Frankel – Bloom Again Foundation's founder, bestselling author and an internationally recognized expert in the field of leadership development for women – shows us how women can make their voices heard, point known and presence felt through entertaining scenarios and guest appearances by the entire Board.

There will be a live DJ and a live auction!

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For more information and sponsorship opportunities email: info@bloomagain.org



ABOUT DR. LOIS FRANKEL

Dr. Lois P. Frankel, President of Corporate Coaching International, is a bestselling author, executive coach, and an internationally-recognized expert in the field of leadership development for women. She has appeared on Larry King Live, The Tavis Smiley Show, The Today Show, CNBC, and PBS to discuss her New York Times bestselling books, *Nice Girls Don't Get the Corner Office*, *Nice Girls Don't Get Rich*, and *Nice Girls Just Don't Get It*. Her other books include *See Jane Lead* and *Stop Sabotaging Your Career*.

Her work as a public speaker, consultant, and author has brought Dr. Frankel to countries around the globe and provided her with the privilege of serving diverse clients such as The Walt Disney Company, Amgen, The World Bank, The Indonesia Women's Leadership Summit, Santos Energy, Miller Brewing Company, Australian Institute of Management, McKinsey & Company, Inc., Lockheed Martin, Cedars-Sinai Medical Center, the Los Angeles County Fire Department, ARCO Indonesia, Ernst & Young, Children's Hospital of Los Angeles, Belgium Women's Conference, Morgan Stanley, AlliedSignal Aerospace, BP, Warner Bros., Australia Human Resources Institute, and Northrop Grumman. She also provides pro bono consultation and workshops to nonprofit community agencies.

Dr. Frankel earned her doctorate in Counseling Psychology from the University of Southern California and received an honorary doctorate of humane letters from Phillips Graduate Institute. Although she is proud of her many accomplishments, none so much as founding two nonprofit organizations, MOSTE: Motivating Our Students through Experience and **Bloom Again Foundation**. Her work with women and girls was recognized through Maybelline New York's "Empowerment through Education" award, the Los Angeles County's Woman of the Year Award in business and industry, and a Presidential Medal from SUNY Oswego.

Bloom Again Foundation was founded in 2008 by bestselling author, Dr. Lois Frankel, along with like-minded friends and colleagues, committed to helping women in need. While Dr. Frankel was being treated for breast cancer she realized how fortunate she was to have all the resources needed to allow her to heal at her own pace. At the same time, she thought of the thousands of economically vulnerable women who were not as fortunate and vowed to help them once she was back on her feet. A friend's observation that it looked as if she was "blooming again" when her hair and eyelashes began to grow back provided the name for the organization.



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ABOUT BLOOM AGAIN FOUNDATION

- ❖ *Bloom Again Foundation*, a 501c(3) nonprofit organization, was founded in 2008 to provide working women who live at or near the poverty level with *rapid response financial assistance for living essentials when they encounter medical challenges that cause them to miss work and lose income.*
- ❖ *Gift recipients* are vetted through community partners who apply for gifts on their behalf, thus ensuring every grant goes to a woman who is working, lives at the poverty level, has missed work due to a medical diagnosis, and intends to return to work.
- ❖ *Bloom Again does not pay for medical care*, gifts are made for living expenses and other necessities not provided through short-term State or Federal funding.
- ❖ *Recipients of gifts from Bloom Again* are working women who are economically vulnerable due to low wages and high dependent expenses. Although they are independent wage earners, one medical challenge drastically changes their lives.
- ❖ *93% of all donations*, sponsorship and grants to Bloom Again go directly to women in need.
- ❖ Bloom Again was named Best Charity and best Charity event by readers of Pasadena Weekly in 2015, 2017, and 2019.
- ❖ Bloom Again has received the



seal of approval.



I was living the American Dream when cancer caused me to lose my house, my car and my job. Bloom Again Foundation helped me rent a guest house so I would not be homeless while battling cancer.

- Ci'Monique Green

BEST OF PASADENA™



BEST LOCAL NONPROFIT
BLOOM AGAIN
FOUNDATION

AS VOTED BY THE READERS OF PASADENA WEEKLY

A handwritten signature in black ink, appearing to read "Kevin Uhrich".

KEVIN UHRICH, EDITOR

PASADENA
Weekly

BEST OF PASADENATM



BEST LOCAL CHARITY BLOOM AGAIN FOUNDATION

AS VOTED BY THE READERS OF PASADENA WEEKLY

A handwritten signature in black ink, appearing to read "Kevin Uhrich".

KEVIN UHRICH, EDITOR

PASADENA
Weekly

BEST OF PASADENA™



BEST LOCAL CHARITY EVENT BLOOM AGAIN FOUNDATION

AS VOTED BY THE READERS OF PASADENA WEEKLY

A handwritten signature in black ink, appearing to read "Kevin Uhrich".

KEVIN UHRICH, EDITOR

PASADENA
Weekly



THE STATUS OF WOMEN IN CALIFORNIA

Despite the glitz and glamour associated with California, it has the distinction of being *the poorest state in the nation*. With a poverty rate of 23.4%, that means nearly one in four Californians live on less than \$23,484 annually. Of all Californians living in poverty, 54% are females. In addition:

- 3.4 million women in California live in poverty.
- Women are 34% more likely to live in poverty than men.
- 54% of all California women living in poverty are Latina. Those females hardest hit by poverty are those with the least amount of education.
- African American women are more likely than other ethnicities to be single heads of households.
- California women earn less in every occupational category compared with their male counterparts.
- Low-income women who must take time off of work for medical treatment are more likely to be terminated from their jobs than higher-earning women.

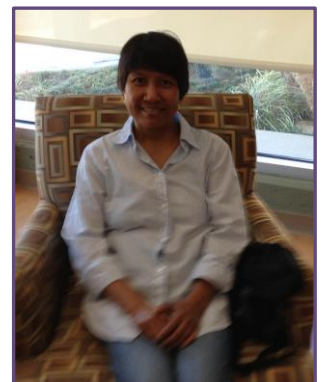


Bloom Again grant recipient Beatriz Penzon with Board Chair Dr. Lois Frankel and Father Scott from Dolores Mission.

THE STATUS OF WOMEN IN THE UNITED STATES

- 1 in 3 American women, 42 million women, plus 28 million children, either live in poverty or are right on the brink of it. (The report defines the “brink of poverty” as making \$47,000 a year for a family of four.)
- Nearly two-thirds of minimum wage workers are women, and these workers often get zero paid sick days.
- Two-thirds of American women are either the primary or co-breadwinners of their families.
- 96% of single mothers say paid leave is the workplace reform that would help them the most.
- 60% of low-income women say they believe even if they made all the right choices, “the economy doesn’t work for someone like me.”
- 27% of fathers and 40% of low-income fathers don’t live with their children.

Grant recipient Grace Ringor received \$1,500 in food cards when cancer treatment caused her to miss work.



Meet Jade...



...and her precious newborn son, Bradley. Bloom Again Foundation received a referral from our strategic partner, Pomona Valley Hospital Center Foundation, asking for us to help Jade. **Jade had just recently been diagnosed with breast cancer. To make matters worse, Jade was four months pregnant when she received the terrible news.** After undergoing surgery in April, Jade started a modified regimen of chemotherapy --- while pregnant.

Thanks to your support, **Bloom Again Foundation helped Jade with living essentials like utilities, as well as her car payment so she could get to her prenatal and chemotherapy appointments.** We also stepped in when the car loan company took our payment then repossessed her car anyway. Jade was simply too sick from treatment to fight the finance company herself. They had received Bloom Again Foundation's check, held on to it for over a week so the payment would be late, deposited the check, then repossessed her car the next morning anyway - leaving Jade with no way to get to her lifesaving medical appointments. **A Bloom Again board member stepped in and got the finance company to admit their mistake and deliver Jade's car back to her the very next morning.**

SPONSORSHIP OPPORTUNITIES

We hope that you will join us at Bloom Again Foundation's October 25th celebration with sponsorship at one of the following levels:

LILY SPONSORSHIP.....\$2,500

- ✓ Virtual event tickets for up to 50 guests
- ✓ Logo and recognition on virtual program sponsorship page
- ✓ Logo and recognition on Bloom Again Foundation Event Page on Website
- ✓ Logo and recognition on Bloom Again Foundation event marketing email campaigns

ORCHID SPONSORSHIP..... \$1,000

- ✓ Virtual event tickets for up to 20 guests
- ✓ Logo and recognition on virtual program sponsorship page
- ✓ Logo and recognition on Bloom Again Foundation Event Page on Website

IRIS SPONSORSHIP..... \$500

- ✓ Virtual event tickets for up to 10 guests
- ✓ Logo and recognition on virtual program sponsorship page

ROSE SPONSORSHIP \$300

- ✓ Virtual event tickets for up to 6 guests
- ✓ Recognition during the virtual event program



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Or visit: www.bloomagain.org/event



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