Dear Supporter,

On behalf of the Violence Prevention Coalition of Greater Los Angeles (VPC), we invite you to join us on **Wednesday, September 21, 2016**, for our prestigious Angel of Peace Awards Gala at the Japanese American National Museum in Downtown Los Angeles. This year’s evening affair will begin with a 5:30 pm VIP Reception for Honorees, VIP’s and Celebrity Friends and corporate sponsors.

The Angel of Peace Award is a highly esteemed peace award given in Los Angeles by the VPC to individuals and corporations who do “exemplary work” in preventing violence and raising the social consciousness of our communities. The bestowed Angel of Peace Award is a twelve-inch sculpture made from melted down guns and represents the possibility to transform agents of violence into symbols of hope.

This year’s theme, *The Power of Love*, will be celebrated by recognizing three honorees: Officer Stinson Brown, Founder of Brother II Brother, Larry Cohen, Founder and Executive Director of Prevention Institute, and one other corporate organization (*corporate honoree is still pending*). We would also like you to know that the Angel of Peace gala coincides with the United Nations, International Day of Peace—a designation that celebrates the daylong absence of war and violence. We are excited to host this year’s event, and we are hopeful that your participation and sponsorship will inspire others to lead the charge of ending violence in our communities and our world.

Moreover, we are especially excited to present the Tony Borbon Youth Scholarship Award at this year’s gala. The winner of this year’s award was selected through a contest asking for short videos/film clips highlighting how gun violence has affected their community and ideas on how to prevent and reduce gun violence. The winning video clip will be shown at the gala.

This event will offer our sponsors a chance to reconnect with the work being done at VPC with an added opportunity to forge stronger bonds and celebrate the collective efforts we have all made in creating true and lasting change. Please support the Angel of Peace Award Gala, and our 2016 honorees by participating as a sponsor. We want your engagement as we celebrate those whose examples are an inspiration.

We look forward to celebrating with you at this year’s “Power of Love” affair.

Peace,

Adrienne Lamar Snider
Executive Director
2016 Sponsorship Levels

- **SYSTEMS CHANGE SPONSOR** ....................................................... $25,000
  
  Two tables of 10 (premier seating), 20 tickets to VIP Reception, Honorary Co-Chair recognition, Systems Change ad in digital tribute journal, Special mention at event, Systems Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site, exclusive invitation for 4 to witness the pouring of the Angel of Peace Award

- **REGIONAL CHANGE SPONSOR** .................................................... $15,000
  
  One table of 10 (most preferred seating), 10 tickets to VIP Reception, Regional Change ad in digital tribute journal, Special mention at event, Regional Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site, exclusive invitation for 2 to witness the pouring of the Angel of Peace Award

- **COUNTY CHANGE SPONSOR** ....................................................... $10,000
  
  One table of 10 (preferred seating), 10 tickets to VIP Reception, County Change ad in digital tribute journal, Special mention at event, County Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report Acknowledged on VPC website with click-through to your site

- **COMMUNITY CHANGE SPONSOR** ................................................. $6,000
  
  One table of 10, 10 tickets to VIP Reception, Community Change ad in digital tribute journal, Community Change Sponsor listing in printed materials, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site

- **NEIGHBORHOOD CHANGE SPONSOR** ........................................ $3,500
  
  Ten individual tickets, Neighborhood Change ad in digital tribute journal, Neighborhood Change Sponsor listing in printed materials, Acknowledged in VPC Annual Report, Acknowledged on VPC website

**DEADLINE TO BE LISTED ON INVITATION IS FRIDAY, JULY 29, 2016.**

Individual tickets will be sold through an invitation after August 10, 2016.

- I/We would like to place a message in the tribute journal. (See reverse side for ad specifications.)
  
  - Premier $3,000
  - Prime $500
  - Premium $1,500
  - Preferred $250
  - Featured Member (Prime ad highlighting official member organizations) $350

**DEADLINE FOR AD COPY IS FRIDAY, SEPTEMBER 9, 2016.**

- I/We are unable to attend, but wish to support the 2016 Angel of Peace Awards with a contribution of $ __________

  Please make checks payable to “Community Partners FBO Violence Prevention Coalition”

  Name/Company (as you would like to be listed) ............................................................

  Company/Name

  Address

  City ___________________________ State ________ ZIP __________

  Email ___________________________ Phone ________ Fax ________

  VISA MC AMEX ___________________________ Exp. Date ________ CSC ________

  (Circle One)

  Signature ____________________________________________

  **VSCP Systems Change Sponsor** ……………………………………….. $25,000

  Two tables of 10 (premier seating), 20 tickets to VIP Reception, Honorary Co-Chair recognition, Systems Change ad in digital tribute journal, Special mention at event, Systems Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site, exclusive invitation for 4 to witness the pouring of the Angel of Peace Award

  **Regional Change Sponsor** ………………………………………… $15,000

  One table of 10 (most preferred seating), 10 tickets to VIP Reception, Regional Change ad in digital tribute journal, Special mention at event, Regional Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site, exclusive invitation for 2 to witness the pouring of the Angel of Peace Award

  **County Change Sponsor** ………………………………………… $10,000

  One table of 10 (preferred seating), 10 tickets to VIP Reception, County Change ad in digital tribute journal, Special mention at event, County Change Sponsor listing in printed materials, Acknowledged in press release, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site

  **Community Change Sponsor** ………………………………………… $6,000

  One table of 10, 10 tickets to VIP Reception, Community Change ad in digital tribute journal, Community Change Sponsor listing in printed materials, Acknowledged in VPC Annual Report, Acknowledged on VPC website with click-through to your site

  **Neighborhood Change Sponsor** …………………………………… $3,500

  Ten individual tickets, Neighborhood Change ad in digital tribute journal, Neighborhood Change Sponsor listing in printed materials, Acknowledged in VPC Annual Report, Acknowledged on VPC website

  **Community Partners Violence Prevention Coalition**

  a Project of Community Partners (Tax ID #95-4102067), a 501(c)(3) organization to which contributions are deductible

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DIGITAL TRIBUTE JOURNAL SPECIFICATIONS

In lieu of a printed program, the Digital Tribute Journal will be shown during the 2016 Angel of Peace Awards Luncheon and on the Violence Prevention Coalition website. Levels are distinguished by the amount of time the ads are shown on the screen.

Specifications:
- Resolution: 300 dpi or greater
- Preferred file types: .pdf, .jpg, .png, .eps, or .tif
- Color: All ads are in full color, RGB mode
- Size: Minimum 1024 pixels wide by 568 pixels high (landscape)
- Please embed all fonts and images or include them as separate files

Acceptable software for native files:
- Adobe InDesign, Illustrator or Photoshop with imported images and fonts. Photoshop documents should have all layers flattened at 100% in your artwork. Save as .tif or .eps.
- Artwork sent in Microsoft Word or PowerPoint may be subject to redesign.

Please note:
- We cannot be held liable for misprints or errors in your ad if the specifications are not met.
- All files should be emailed to events@vpcgla.org.
- If the file size is greater than 25MB, please share a link to the file via Dropbox or Google Drive.
- Please include your contact name and phone number in case of questions.

Send Ads & Direct Questions to:
Kristin Bray
VPC Angel of Peace Awards c/o E L E M E N T S
20929 Ventura Blvd., No. 47-291
Woodland Hills, CA 91364
(818) 854-6264
events@vpcgla.org

AD COPY DEADLINE: FRIDAY, SEPTEMBER 9, 2016
Stinson Brown was born and raised in Lansing, Michigan, where he attended the same high school as Magic Johnson. After graduating, he moved to Los Angeles with $240 and a dream of becoming either a lawyer or a police officer. Today, he is a highly-decorated, veteran lawman and a renowned drill instructor at the LAPD. Mr. Brown began his career with the Los Angeles Police Department and has worked some of L.A.’s toughest neighborhoods, including the Central Division, the Southeast Division and the Nickerson Gardens Housing Development. One day, during a trip through Nickerson Gardens, he stopped to give some baseball cards to a couple of young boys. One reached into the black and white patrol car, hugged the officer and said “I love you.” That innocent embrace left an indelible impression on Officer Brown. In 2007, he founded Brother II Brother. He says he was simply tired of watching young boys die in his arms. His hope is that by leading through love, we can save some of the young lives cut short by violence. In a cruel twist of faith, his only son would later fall victim to the very violence he fights to stop. On July 17, 2009, Stinson Ameer Brown was gunned down by a teenager.

“Any father would have felt like I felt at that time to say: ‘Somebody is going to have to pay.’” But instead, he turned his grief to good – helping others change their lives to achieve their hopes and dreams with his non-profit organization – Brother II Brother.

“I’ve been given a gift to be able to reach multitudes of young men of different ethnic backgrounds,” Brown added.

His pain of losing his only son never goes away. But he gets strength from the joy he receives by being a mentor and a father figure to a lot of other young men.

“I simply want to be remembered as a man who cared about all people, and a man who gave up selfishly to other young men in spite of the fact that his own son was taken from him at the prime of his life,” Brown said.
Larry Cohen, founder and Executive Director of Prevention Institute, has been an advocate for public health, social justice, and prevention since 1972. Larry established Prevention Institute in 1997 as a national non-profit center dedicated to improving community health and well-being by building momentum for effective primary prevention.

Larry helped to define violence as a preventable public health issue. His publication Shifting the Focus is a California roadmap for related inter-sectoral government collaboration. Typifying Larry's cross-disciplinary prevention breakthroughs, his research and practice have captured the intersection of violence and chronic disease by identifying how violence negatively impacts healthy eating and active living environments. His work on gender-related violence emphasizes the importance of changing norms to reshape social environments that tolerate such violence. Larry currently heads UNITY (Urban Networks to Increase Thriving Youth through Violence Prevention), a national initiative designed to strengthen and support the 45 largest cities in the United States to more effectively prevent violence. Larry developed one of the first courses in the country on preventing violence for UC Berkeley's School of Public Health. He has authored several seminal texts, including A Public Health Approach to the Violence Epidemic in the United States, and Poised for Prevention: Advancing Promising Approaches to Primary Prevention of Intimate Partner Violence.

Larry has received numerous awards, including the Injury Control and Emergency Health Services Section Public Service Award from the American Public Health Association, the Secretary's Award for Health Promotion from the U.S. Department of Health and Human Services, and recognition from the American Cancer Society and the Society for Public Health Educators. He received his MSW from SUNY Stony Brook.
Save the Date!

September 21, 2016

Angel of Peace Awards Gala

Contact Kristin Bray of E L E M E N T S for Sponsorship Opportunities:
kristin@elementsevents.org
(818) 854-6264

For tickets and more info:
www.vpcgla.org
Greetings Members and Friends!

I am humbled to have the privilege to lead this organization as its new Executive Director. I am elated to work with an innovative community organization like the Violence Prevention Coalition of Greater Los Angeles (VPC). There is no doubt that this is an exciting time for VPC as we begin a new chapter in our story!

In my role as Executive Director, it will be my pleasure to work with each of you and our dedicated staff to increase our membership, grow the number of organizations and individuals dedicated to preventing and reducing violence, and to raise funds and awareness necessary to help ensure that everyone can live violence-free lives in communities of their choice.

I am excited to be able to reconnect with many long-time friends, and I am looking forward to meeting and connecting with new ones through the great work, collaborative partnerships, and shared vision of the VPC. I am equally excited to work with the VPC steering committee, the talented Daniel Healy, our elected officials, members, and other stakeholders of this remarkable organization.

With unprecedented support from community stakeholders, many of our members have led some of the most provocative conversations, and pioneered a countless number of innovative prevention and intervention programs to date. And we are very proud of this work -- but we won’t stop there. With your commitment, we will continue identifying new and innovative programs in our commitment to ending the epidemic of violence. In keeping with this theme, my immediate goal is to hear from and engage with you, and accept your challenge to actively listen as to how we can better support your efforts in seeking peaceful solutions and achieving better outcomes.

Looking to the future, I see tremendous opportunities for expanding our partnerships and strengthening our collective—many voices, better outcomes!

I invite you to contact me with your comments, suggestions, and/or concerns. I can be reached at adrienne@vpcgla.org or (213) 346-3265.

THANKS AGAIN for partnering with us and for sharing your vision for the years ahead.

Peace,

Adrienne Lamar Snider
Executive Director
MISSION STATEMENT
The Violence Prevention Coalition seeks to unify and strengthen voices of member organizations and individuals committed to ending the epidemic of violence by providing education, resources, organizing, and policy advocacy.

What We Do...
The Violence Prevention Coalition of Greater Los Angeles (VPC) has five priority areas and maintains a Policy Action Committee made up of individual and member programs. Priority areas include:
- Youth Development
- Gun Violence Prevention
- Gang Violence Prevention & Intervention
- Reentry Services
- The Domestic Violence and Gang Nexus

VPC staff members work relentlessly to support members’ work in these five areas. In its own right, the VPC conducts its own convening, research and programming to accelerate progress and increase unity across our network.

Youth Development
VPC is one of the founding organizations involved in the L.A. for Youth Campaign. L.A. for Youth is a growing movement led by youth, families, and community and faith-based organizations to build a positive future for L.A.’s youth. Youth resources and opportunities are essential to reducing violence and ensuring public safety; these resources save money and lives.

L.A. for Youth’s Goals:
1. Establish L.A. County and L.A. City Departments of Youth Development;
2. Fund 100 youth centers, 1,000 full-time peace builders/ intervention workers in schools and communities, and 50,000 youth jobs;
3. Lead a campaign to redirect at least 5% of county funds spent on suppression (Sheriffs, Probation, District Attorney, Courts) and at least 5% of suppression funds from L.A. City (LAPD and City Attorney) to fund the initiative; and
4. Provide Free Metro passes to all L.A. youth (K-College)

Meetings are held the First Friday of the month and have over 70 organizations that endorse the campaign. We are currently working with City Councilmembers and the Board of Supervisors, advocating for a city and county resolution to establish a Youth Leadership Board and Commission who will oversee the implementation of a Youth Leadership Department. In August, we will release a Youth Development report about the need to invest in youth in Los Angeles. THE TIME TO INVEST IN YOUTH IS NOW.

Gun Violence Prevention
The VPC founded the L.A. Gun Violence Prevention Network (LAGVPN), and ensures its consistent, thoughtful operation to date. The LAGVPN works to reduce and prevent firearm-related injuries and deaths by strengthening the collective voice of gun violence survivors and prevention advocates in Los Angeles County. The network seeks to change the culture and systems that allow gun violence to proliferate, by providing education and resources to communities, the media and elected officials. The network believes that framing gun violence, as a public health epidemic is paramount to tackling the issue. We are disseminating information on advocacy opportunities and pending gun violence prevention legislation (such as H.R. 3411) amongst members and the community, working
with the L.A. County Department of Public Health’s Injury and Violence Prevention Program to update the L.A. Gun Violence Data Report, coordinating the Tony Borbon Youth Scholarship Video Contest with the Violence Policy Center of Washington D.C., creating an online story bank from survivors of gun violence, and working to build community partnerships with law enforcement, schools, and clergy.

**Gang Violence Prevention & Intervention**
In May of 2016, the VPC hosted its 5th Annual, sold-out, Los Angeles Gang Violence Prevention & Intervention Conference, drawing participants from all over the nation and the world. The conference mission is to unify and strengthen our collective and facilitate stronger alliances with those who are committed to empowering families and transforming the lives of our youth. Our theme this year was "Confronting the Criminalization of Youth: Creating Solutions for a Better Future." Too often, criminalization is the outcome for our youth, especially youth of color and those growing up in low-income communities. Our focus is on systems that continue to overshadow, disempower and criminalize young people, as well as to shed light on an epidemic of over-policing and forced confrontation. The conference facilitates collective dialogue that begins with effective grassroots prevention strategies. Participants share a commitment to integrating effective strategies, comprehensive and community-based approaches, which are necessary to empower young people too often impacted by violence. Our aim is to collectively identify barriers to success and confront the complexities and challenges that young people are faced with on a daily basis. This conference convenes the very best in the youth development, public health, criminal justice, law enforcement and gang intervention fields. It is a unique, coveted opportunity to build connections, share best practices, and advocate for meaningful change.

**Reentry Services**
The Reentry Coalitions Network is the VPC’s collective of community- and faith-based organizations that serve members of the prison reentry population in Los Angeles County. In particular, the network seeks to reduce recidivism and improve the health and well being of reentering individuals and their families by connecting them to essential, supportive services. The network currently consists of 5 reentry coalitions in Pasadena/Altadena, Inglewood, Pomona, El Monte, and Lancaster/Antelope Valley. These coalitions organize monthly or quarterly reentry resource fairs during which service providers inform reentering individuals of employment opportunities, substance abuse treatment facilities, and educational programs, among other resources. In addition to these resource fairs, the reentry coalitions also organize mentorship programs, life-skills classes, and Prop 47 legal clinics for the reentry population. Network leaders meet monthly to discuss progress made and challenges faced, learn from each other’s efforts, and strategize how to advocate for their collective needs and goals. Currently, the VPC is conducting focus groups and survey data analysis to improve and assess the needs and challenges faced by the L.A. County reentry population. We are also creating a system to measure the housing, employment, and recidivism outcomes of reentering individuals over time and seeking to establish new reentry coalitions in underserved areas of L.A. County with a high prevalence of reentering individuals.

**The Domestic Violence & Gang Nexus**
The VPC, in alignment with a generous grant from Blue Shield of California Foundation, is spearheading a collaborative effort to collect information on the co-occurrence of gang violence and domestic violence. Many who work in the field are keenly aware that there is overlap between these two types of violence, but there have been few comprehensive efforts to assess the extent of this problem. Researching and documenting the overlap is crucial to understanding best practices in service provision and acquiring resources for providers. It is also critical to ensuring more rigorous research that could dramatically reduce these violence. We are conducting focus groups, consulting with key stakeholders, partnering with the Los Angeles City’s Domestic Violence Task Force on a symposium, and writing a report that will propose key findings and areas that require further study. Our goal is to provide an accurate overview of the challenges around this intersection, especially those that are still most persistent after our city’s initial efforts at dialogue and cross training.

**The Policy Action Committee**
The Policy Action Committee is comprised of VPC members who want to collectively take action by being thought leaders in the non-violence, public health community, advocating for policies that are informed and reflective of our broader membership’s recommendations. This committee, founded in the summer of 2016, takes on projects that are most pressing, identifies trends both nationally and locally, and is responsive to current events. This committee engages our membership in intentional action, increases awareness, and is another way in which we promote member collaboration across fields and practices.