

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: June 12, 2025

FROM: Madeline Dessert, General Manager

SUBJECT: Authorize Sponsorship Request from Sheriff's Activities League

ISSUE:

Shall the Board of Directors authorize a sponsorship request from Sheriff's Activities League for their Child Spree?

BACKGROUND:

The Sheriff's Athletic League has submitted a request for a donation in support of their annual Child Spree event. This community-focused initiative is designed to assist children from low-income families by providing essential back-to-school supplies and clothing. Through the event, participating children are given the opportunity to shop for new clothes and school materials, helping them start the academic year with confidence and dignity. The program aims to ease the financial burden on families while promoting positive engagement between youth and local law enforcement. The attached letter has more details on this initiative. The program will sponsor a total of five(5) Heber Students.

FISCAL IMPACT:

Sponsorship levels range from \$125 to \$3,125.00

Staff Recommendation: Sponsor all Five(5) students at \$125 Each for a Total of \$625.

ALTERNATIVES:

1. Do not sponsor Child Spree
2. Provide alternative direction to staff

Respectfully,

Madeline Dessert

General Manager

Attachments: Sponsorship Request Sheriff's Activities League



Imperial County Sheriff's Activities League

1078 Dogwood Rd. #102, Heber, CA 92249
(442) 265-6103 Fax: (442) 265-6109

"Coaching Kids in Life"

May 2025

To Whom It May Concern:

The Imperial County Sheriff's Activities League (SAL) is a youth oriented program that is designed to combat juvenile crime by providing programs that build self-discipline, self-esteem and social skills. For the past 13 years, SAL has offered a variety of activities for the youth including Soccer, Girl Circle, Summer Program, Polynesian Dance and the Youth Leadership Program.

Each year, SAL reaches out to children of low-income families who need help to prepare for the upcoming school year through our Child Spree. Our goal is to sponsor 25 children and provide each of them with a \$125 gift card, which would be used to buy school clothes, undergarments and any other clothing that might be needed for them. We would also like to provide each child with a backpack filled with school supplies such as notebooks, pencils, pens, crayons, scissors, glue sticks, and rulers.

As part of our mission, we continuously strive to guide our youth in a positive manner and our Child Spree is simply one way to support their goals and future endeavors. It is through this letter that we here by request your organization's monetary assistance to further promote SAL's mission to help our youth.

If you would like more information, please feel free to contact me at (442) 265-6101. Help us put a smile on a child's face this upcoming 2025-2026 school year. Thank you for your support and for reaching out to the youth of the Imperial County.

TAX Id: 33-0781885

Sincerely,

Monica Robledo

Monica Robledo
Crime Prevention Coordinator I
Imperial County Sheriff's Office