



**FESTIVAL
DE LA FAMILIA**
www.festivaldefamilia.org



P.O. BOX 162845,
SACRAMENTO,
CA 95816-2845



FOR INFORMATION
CALL (916) 359-0594



PARA MAS
INFORMACIÓN
LLAME (916) 359-0594



FOUNDING SPONSOR:
THE SACRAMENTO BEE



FESTIVAL DE LA FAMILIA APPLICATION

Hola, we are back!! During the past three years, Festival de la Familia's Board of Directors has been diligently working toward presenting "Dia de la Familia" once again to the community. At this time we are seeking individuals that are interested in serving on the Board of Directors. If you are that person, please read and complete the attached application. Our recruitment efforts will strongly concentrate on diversifying Board Membership to include representation from the various Latino Cultures i.e. Puerto Rico, Cuba, Nicaragua, Belize, El Salvador, Guatemala, Argentina, Spain, Brazil, Colombia, Chili, Panama, Peru, Venezuela, Ecuador, Mexico, Bolivia, Dominican Republic, Honduras, Costa Rica, Uruguay, and Paraguay. Festival de la Familia's goal is to provide an event that celebrates the richness, diversity and traditions found in Latino Cultures.

In 1991, the Marketing Director of the Sacramento Bee Newspaper reached out to leaders in the Latino community to meet for the purpose of creating, developing, and establishing a Latino community event in Sacramento. In April 1992, the first Festival event was held in Old Sacramento. In 1994 the Festival continued under the auspices of the Sacramento Regional Foundation and the Latino advisory committee members. In 1997, the Festival de la Familia Board of Directors applied for and was granted status as a non-profit organization under section 501(c)(3) which was also recognized by the State of California.

Over the years, our event continuously grew in size, corporate sponsorships, community outreach, vendor participation and sponsorship funds. Based on the growth of the event, the Board of Directors explored alternative venue sites. In 2002, the Festival relocated to California State Fair and Exposition site which enhanced the growth of our annual event.

The Festival event continues to provide significant educational opportunities for the Latino and general community. The focus of the community outreach booths is to provide attendees information on health, jobs, voter registration, education, finances, literacy and legal matters. Many institutional ties have been established with the Latino organization via this event.

The event provides activities for children and established an annual scholarship program, awarded to promote and support educational opportunities. The student groups (engineering, teachers, and art) volunteer and provide hands-on activities to the "Dia de la Familia" event. They use their experience as a reference when needed for job and community service for college applications.

We remain dedicated to continuing Festival de la Familia's "Dia de la Familia" event as a premier family event. Hope you will give consideration to joining our Board. Any questions please refer to Hector Bautista (916-607-1694) or Jackie Gallegos (916-616-9909).

Sincerely,

Hector Bautista, Sr.
President, Board of Directors
Festival de la Familia, Inc

May 2015



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FESTIVAL DE LA FAMILIA, INC.

MISSION

The mission of the Festival de la Familia Event is to enhance the Sacramento community's educational awareness, understanding, and appreciation of Latino cultures, customs, and traditions.

GOALS

The goal of the Festival de la Familia is to plan and execute a safe family-oriented event which celebrates the richness and diversity found in Latino cultures.

OBJECTIVES

The objectives of the Festival de la Familia are:

- To develop a safe family-oriented event that promotes family-centered, interactive, and educational activities.
- To create two-way information exchange about services, opportunities, and needs of the Latino community.
- To develop a Mercado atmosphere that features Latino art, food, crafts, music and entertainment.
- To continuously strengthen and improve the Event to ensure that it maintains its status as a premier event in the Sacramento area.
- 2013 Scholarship Program

Festival de la Familia, Inc announces the establishment of an Annual Scholarship Awards Program. Visit our website for the Scholarship Program for more information.



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GOVERNING STRUCTURE

BOARD OF DIRECTORS – (Not to exceed 21 Members)

- SERVE STAGGERED 3-YEAR TERMS (3-YEAR, 2-YEAR, AND 1-YEAR TERMS)
- THIS BODY (BOARD OF DIRECTORS) IS A WORKING BOARD
- BOARD OF DIRECTORS MEET FIRST THURSDAY OF MONTH

OFFICERS:

PRESIDENT
VICE PRESIDENT
SECRETARY
TREASURER

STANDING COMMITTEES:

- EXECUTIVE
- FINANCE
- DEVELOPMENT

OTHER COMMITTEES:

- FESTIVAL DE LA FAMILIA EVENT (STEERING COMMITTEE)

VOTING MEMBERS:

- BOARD OF DIRECTORS
- DECISION MAKING BODY OF EVENTS i.e. THE CHAIRPERSON OF THE STEERING COMMITTEE OF FESTIVAL DE LA FAMILIA EVENT



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FESTIVAL DE LA FAMILIA, INC. APPLICATION FOR Board of Directors Position

Name: _____

Address: _____

Home Telephone: _____

Work Telephone: _____

Cellular Phone: _____

Email Address: _____

An individual interested in serving on the FDLF's, Inc. Board of Directors is required to complete an application. The application requests specific information to meet Board Selection Criteria. Please respond to the questions on the application.

- 1) Provide a detailed statement of your qualifications to include skills and experience (Refer to the requirements on the Attachment).
- 2) Provide a one-page statement expressing your interest in serving on FDLF's Board of Directors.

ATTACHMENT

FDLF, Inc. Board Selection Criteria:

➤ Requirements:

- ✓ Identify and describe your experience accepting and supporting organizational polices, fiduciary roles and responsibilities
- ✓ Express your commitment to provide sufficient time to fulfill the responsibilities of FDLF, Inc
- ✓ Express your assurance that you do not have or will not have Conflicts of Interest while serving on the FDLF, Inc Board of Directors
- ✓ Express how you will promote and support the mission and goals of FDLF, Inc

➤ Desired/Nice to Have:

- ✓ Identify and describe your experience serving on a Non-Profit Board of Directors
- ✓ Experience serving on the FDLF Steering Committee and/or Working Committee(s)
- ✓ Experience or skills in relationship to the following categories (see next page for clarification)
 - Legal Knowledge
 - Leadership
 - Communication
 - Planning (Events, Organizational Issues)
 - Marketing and Public Relations
 - Information Technology
 - Fiscal Accountability

➤ Additional Information:

- ✓ What is your vision for Festival De La Familia, Inc
 - Present
 - Future



FDLF BOARD RECRUITMENT CLARIFICATIONS

Recruitment of FDLF Board membership will include efforts to identify members with knowledge and experience in the following areas:

Leadership: Experience in developing, managing, and taking lead for projects or programs. This would also include leading and guiding groups of individuals to complete and execute projects or programs.

Legal knowledge: Experience dealing with legal issues regarding corporate law, reviewing contracts with vendors and entertainment. Legal guidance for day to day business and transactions involving Festival de la Familia, Inc

Communications: Experience and capability to communicate with persons regarding whatever the program or project issues or concerns entail.

Marketing and Public Relations: Develop, manage and execute Marketing and Public relation strategies for Festival de la Familia. Identify key target markets and develop effective channels of communication for impacting public relations. Execute local and regional public relations to generate implied media endorsements and to generate interest and awareness within the public at large.

Information Technology: Experience in Developing and implementing a variety of information technology projects necessary to develop a sound and effective system for providing information through the use of the various electronic media web site, tweeter etc. To include managing, maintenance and updating of projects/systems developed.

Fiscal Financial Experiencing: Assist in maintaining fiscal controls to include proper guidance, recommendations concerning the fiscal responsibility of a non –profit organization to include any financial reports and taxes required by the IRS and FTB.

Fund Raising / Grant Writing: The goal is to develop long-term relationships with Festival de la Familia's past and future donors to continue and/or renew sponsorships. Outreaching to potential corporations and business for sponsorship, research possible grants private and/or government sponsored that are available for specific community activities and core funding for the organization.