

**A SEASON OF SERVICE 2010**  
**Celebrating Service in Los Angeles**



**Martin Luther King Jr. Day, Cesar Chavez Day, and Big Sunday**

**SPRING INTO ACTION**

Join Los Angeles community members to share stories, serve their community, and learn from each other in a Season of Service.

In the spirit of Dr. King and Chavez and their philosophy of non-violence the program includes three important days of service and participation in community education events.

*The Season kicks off with Martin Luther King Jr. Day Parade, on Monday, January 18th, and continues with the Cesar Chavez Day Walk & Festival on Saturday, 2010 for Cesar Chavez's birthday, and culminates at the various Days of Service planned throughout the city, including Big Sunday 2010.*

Youth and families are encouraged to attend all events.  
Students will be able to receive service-learning credit or points if they attend all 3.

**Kingdom Day Parade**



**Date:**  
Monday, January 18, 2010

**Time:**  
11 AM

**Location:**  
Los Angeles, CA  
Commences on Martin Luther King Blvd a few blocks west of Crenshaw.

**Summary:**  
Honoring the life and legacy of Dr. Martin Luther King Jr. this parade is celebrated on the state holiday. The parade commences on Martin Luther King Blvd a few blocks west of Crenshaw and lasts for two miles until Western. It includes more than 150 floats, 20 drill teams, ten dance groups, celebrities aplenty and the bombastic tunes of a military marching band.

**Contact:**  
Council of Racial Equality (CORE)  
(323) 299-1234

**Cesar Chavez Walk & Festival**



**Date:**  
TBA

**Time:**  
11 AM

**Location:**

**Summary:**  
The Annual Chavez Day Walk & Festival is the largest community celebration in honor of the California state holiday of service and learning commemorating Chavez's life of service. The event includes a walk and a community education and entertainment festival for the whole family to educate, empower, and serve the community.

**Contact:**  
UFW Foundation (323) 264-2700, ext. 203  
cesarchavezwalk@yahoo.com  
www.uwffoundation.org

**Day(s) of Service**

**Date:**  
TBA

**Time:**  
8am

**Location:**  
Across the City of Los Angeles

**Summary:**  
Days of Service are organized throughout the year with the Mayor's office.

BIG SUNDAY is an annual, city-wide volunteer day. Last year on Big Sunday, done in partnership with the Office of Mayor Antonio R. Villaraigosa, more than 50,000 volunteers from hundreds of congregations, schools, offices, clubs and other groups volunteered at nearly 250 different non-profits.

**Contact:**  
(213) 922-9737  
volunteer@lacity.org  
www.dayofservicela.org  
www.bigsunday.org

The UFW Foundation  
Presents  
**THE 12<sup>TH</sup> ANNUAL  
CESAR E. CHAVEZ DAY WALK & FESTIVAL**

**Celebrating Cesar Chavez Day 2010**

**A California State Holiday**



**Join the farm worker movement, the  
Chavez family, students, community,  
celebrities, and elected  
representatives.**

**SI SE PUEDE! ☺**

(323) 264-2700 ext. 203  
[cesarchavezwalk@yahoo.com](mailto:cesarchavezwalk@yahoo.com)

[www.ufwfoundation.org/events/walk.html](http://www.ufwfoundation.org/events/walk.html)

**REGISTER ONLINE:**

<http://www.gifttool.com/athon/AthonDetails?ID=1717&AID=524>

**Saturday In March or April 2010**

**9:00am- Registration**

Computer generated, Labor donated.

**REGISTRATION FORM: Chavez Walk 2010**

Name: \_\_\_\_\_ School/Organization/Group: \_\_\_\_\_

Phone #: \_\_\_\_\_ FAX Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_ # in Walk Team: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Donation Amount: \$ \_\_\_\_\_

**Return Via Mail to: Chavez Walk: 4545 Cesar Chavez Avenue, Suite 2E. LA, CA 90022**

**Via Email to: [cesarchavezwalk@yahoo.com](mailto:cesarchavezwalk@yahoo.com) Via FAX (323) 263-2807**



## SEASON OF SERVICE & CHAVEZ DAY

### EDUCATION PROGRAM PACKET

Dear Friend,

This letter is to invite you to “Embrace & Live The Legacy” of two great leaders of our time, Martin Luther King Jr. and Cesar E. Chavez. We invite you to participate in our upcoming Season of Service and Cesar Chavez Day programming honoring and doing service and activities in their memory. We are hosting professional development workshops and sessions as well as informational meetings on a regular basis and are available to come to your school/organization to present about the program. With your involvement and support we can make sure that youth and community from all over California learn about respect and justice through the Los Angeles City’s “Season of Service” and “Embrace The Legacy (ETL) Program.” This year on and around March 31<sup>st</sup>, the eighth year of the official California state holiday, we will once again join together to celebrate the rich legacy of our own dear friend, Latino and labor leader, and American hero, Cesar Estrada Chavez.

We are very excited about the variety of ways we can make this happen. We are hopeful that your school/organization may **“Embrace The Legacies of Service” of Martin Luther King Jr. and Cesar E. Chavez through Education, Celebration, and Service (please see enclosed information sheets)**. Many programs are available to you free of charge including educational packets with curriculum and other suggested activities, videos, visual aides, and a speaker’s bureau are also on hand for use in other larger educational endeavors including school-wide assemblies and community celebrations.

Participation in the Eleventh Annual Cesar E. Chavez Walk and Big Sunday are natural follow-ups as service-learning and we are counting on your school/organization’s participation on a Saturday in April 2010 at a location To Be Determined and the Days of Service sponsored through the Mayor’s Office. Please save the date. I would love for your school/organization to be part of these historic events. In past years youth from elementary schools to colleges have walked along with community members and groups, unions, religious groups, and others to celebrate Cesar’s legacy.

*Please join us. Attached you will find Information and Update sheets as well as flyers regarding the Season of Service and Chavez Day Program and Walk & Festival. Please assist us in returning the necessary sheets regarding your school/group’s involvement. Also we would really appreciate your help in distributing the information widely.*

Thank you y Si Se Puede!

Sincerely,

Felicia Montes  
Public Outreach Coordinator

### **REMINDER:**

***Information Meetings:* Any Tuesday @ 4:00pm @ UFWF/LA WE CAN ALSO VISIT YOU!  
(please see address below)**

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4545 Cesar Chavez Avenue, Suite 2E, Los Angeles, CA 90022  
Phone (323) 264-2700 ext. 203 Fax (323) 263-2807  
[www.ufwfoundation.org/events/walk.html](http://www.ufwfoundation.org/events/walk.html)

***"Embrace The Legacy" Cesar E. Chavez Day 2010***



Please attend our Meetings or We can come to you! Give us a call.



**COMPONENTS**

**TIMELINE**

**EDUCATION**

**January-March 2010**

**Distribute educational materials & curriculum to teachers school wide**

- Standard-based grade appropriate Curriculum & state holiday information Available at <http://chavez.cde.ca.gov/ModelCurriculum/Intro.aspx>
- Resource Guide available with information & activities
- Videos available from UFWF, Los Angeles office
- Animated children's version & Short history & walk invitation

**CELEBRATION**

**Around Cesar Chavez Day**

- Organize School Assemblies, lunchtime activities, special events, etc.
- Involve: student groups, interested teachers, parents, community, etc.
- Speaker's bureau available upon full involvement in ETL
- Assembly kit: free video(s), speaker, and educational entertainment

**SERVICE**

**Saturday in April 2010**

- 12<sup>th</sup> Annual Chavez Walk (Date and Location To be Announced)
- Join thousands of students and community members by forming a walk team
- Recruit: students, teachers, administration, staff, and parents
- Register Here: <http://www.gifttool.com/athon/AthonDetails?ID=1717&AID=524>
- Coordinate turnout & logistics for your schools walk team
- Buses available, contact the UFW Foundation soon for more information
- Service Learning Information, Projects, and Toolkits available from The Chavez Foundation at (213) 362-0260 and [www.chavezfoundation.org](http://www.chavezfoundation.org)
- **Mayor's Day(s) of Service** (specific date at each Los Angeles site) [www.dayofservicela.org](http://www.dayofservicela.org)
- **Upcoming Day(s) of Service** (213) 922-9737 [volunteer@lacity.org](mailto:volunteer@lacity.org)
  - Eastside Sat. February 7<sup>th</sup>
  - Harbor Sat. May 2<sup>nd</sup>

**For more information on "Embracing The Legacy," please contact  
 FELICIA MONTES, UFW Foundation (323) 264-2700, ext. 203 [cesarchavezwalk@yahoo.com](mailto:cesarchavezwalk@yahoo.com)  
Informational Meetings ANY Tuesday @ 4:00pm at the Chavez Walk office  
 4545 Cesar E. Chavez Avenue, Suite 2E Los Angeles, CA 90022**

*Celebrate Chavez Day & the Season of Service at your school or organization!*  
**FOR MORE INFORMATION AND MATERIALS ON Cesar E. Chavez Day,  
 Please fill this out. [Fax to (323) 263-2807]**

School/Org. \_\_\_\_\_ Contact Name(s) \_\_\_\_\_

Title \_\_\_\_\_ Phone (wk. & cell, etc.) \_\_\_\_\_

Email \_\_\_\_\_ Notes/Comments \_\_\_\_\_



# Attention Teachers!

Join us for the

## Cesar E. Chavez & Martin Luther King, Jr.: *Season of Service*



### Professional Development Sessions



- ❖ FREE Educational Materials and videos
- ❖ FREE food will be provided.
- ❖ FREE resources to teach about Cesar Chavez and Martin Luther King, Jr.
- ❖ FREE tools to create a standards-based service-learning project
- ❖ Personalized project support for service-learning projects



Photographer Unknown

DATES	TIME	INFORMATION
To Be Determined	TBD	Francine Redada Cesar E. Chavez Foundation (213) 362-0260 x228 <a href="mailto:fredada@cecfmail.org">fredada@cecfmail.org</a>

REGISTRATION FORM: CHAVEZ/KING TEACHER TRAINING REGISTRATION		
Name: _____	Employee No : _____	Local District: _____
School: _____	Track: _____	Work Phone #: _____
Home Address: _____		
City: _____	Zip Code: _____	Home Phone #: _____
E-mail Address: _____	FAX #: _____	
Return via email to <a href="mailto:fredada@cecfmail.org">fredada@cecfmail.org</a> or fax (213) 362-0265		



## CHAVEZ DAY 2010 - Compiled Information

Dear dedicated teachers and friends,

Greetings from Felicia of the UFW Foundation. I would like to take this time to personally thank each and every one of you for your time and efforts in making history this year with the eighth Cesar Chavez State Holiday events and education at your school/organization. Remember you are making a difference, not only in your every day work, but also in this special day and series of events. Please let us know how we can help facilitate the events and projects at your school. We are available to visit your school for presentations & meetings with staff & students.

Some important updates and information from your school would be very helpful to us.

### CURRICULUM, RESOURCE GUIDES, VIDEOS

Most are available through the internet. Please contact us if you have not received them.

Videos are available for viewing purchase online at [www.ufw.org](http://www.ufw.org) or [www.chavezfoundation.org](http://www.chavezfoundation.org)

### ASSEMBLY

Contact us with priority dates, times and details for a Speaker for your Assembly or large school/org. event.

### CHAVEZ WALK

[www.ufwfoundation.org/events/walk.html](http://www.ufwfoundation.org/events/walk.html)

Flyers, registration, and information are available on our website (above). For the large walk teams (at schools, for example), we request the information (such as, name, address, phone) from your walkers... You can register your Walk Team and all members at <http://www.gifttool.com/athon/AthonDetails?ID=1717&AID=524>

### BUSES

Please let us know if you will need a bus (1 bus= 60 people) by early March 2010 to ensure your school getting a bus. You can also request help from your principal or local elected official or businesses.

### ESSAY/ART CONTEST

If your school is not already offering an essay/art contest, please consider it. For those of you who are...we would love to display some of the winners' creations. Please turn in those creations the week before to our East LA office.

### NATIONAL HOLIDAY

[www.ufw.org/cesarchavez](http://www.ufw.org/cesarchavez)

Did you know the Cesar Chavez Day CA state holiday was won and worked on by a dedicated few? Si Se Puede! Support the campaign for a National Holiday in his honor by circulating petitions in your area and getting the word out. Petitions can be returned @ Chavez Walk or by mail.

### SEASON OF SERVICE

This new innovative program hopes to bring together the diversity of Los Angeles. The 3-event project is definitely a service-learning project that students can get involved in and get credit for. This would include attending three important events. There are also other Days of Service sponsored through the Mayor's office.

**Thank you for celebrating Cesar Chavez Day 2009 SI SE PUEDE!**  
**Felicia Montes, UFW Foundation (323) 264-2700, ext 203 [cesarchavezwalk@yahoo.com](mailto:cesarchavezwalk@yahoo.com)**  
**[www.ufwfoundation.org/events/walk.html](http://www.ufwfoundation.org/events/walk.html)**



# Cesar Chavez Day Education Program 2010 UPDATE FORM

Please return this for participation in the Chavez Day Education Program and/or Walk  
Fax to Felicia Montes (323) 263-2807

**SCHOOL/ORGANIZATION:**  
**CONTACT/COORDINATOR(S):**  
**PHONE** (\*\*cell\*\*/home):  
**EMAIL:**

# of students in school:

## **ASSEMBLY**

Assembly date(s):

Time:

Place/room:

Need a UFW movement speaker?

Time slot:           Duration of speech:

# of students attending assembly:

Interested in another (non UFW) speaker?:

**BUSES for CHAVEZ WALK on a Saturday In April 2010** (Pick up is 9 AM, Drop off at about 3:00 PM at the school site)

How many students attending:

# of buses needed:

*Exact* Pick up location(s):

Drop off location(s): (please include address and part of school)

*\*\*BUSES are first come, first served basis, 1 per school\*\**

**CONTESTS** (essay/art)

# of students participating:

# of selections submitting to display:

## **SERVICE LEARNING PROJECTS**

Contact Person:

Projected date/timeline of Project:

May we contact you?

## **NATIONAL HOLIDAY**

Are you interested in supporting the Chavez Campaign for a National Holiday?

Will you commit to circulating petitions and bringing them to the walk or mailing them in?

## **SEASON OF SERVICE**

Can we count on you to be involved in the City's "Season of Service" (3 events)?

Will you be involved in the City's Day of Service (various dates) OR Big Sunday (and Saturday) on TBD?

Will you need transportation to any of those (please specify)?

Thanks again y SI SE PUEDE!

Felicia Montes, UFW FoundationPH. (323) 264-2700, ext. 203 Fax (323) 263-2807

cesarchavezwalk@yahoo.com [www.ufwfoundation.org/events/walk.html](http://www.ufwfoundation.org/events/walk.html)

**PLEASE FAX BACK A.S.A.P. TO CONFIRM PARTICIPATION!**