



## **VALLEY OF THE SUN ACTIVE 20-30 CLUB BACKGROUND**

PHOENIX - The Valley of the Sun Active 20-30 Club is a community service organization providing women with an opportunity for personal growth, friendship and leadership development while improving the quality of life for the special needs of children in the community.

Valley of the Sun consists of professional women between the ages of 20 and 39. The club was established in 1988 and is a regional division of Active 20-30 International.

Valley of the Sun members are committed to supporting local children's charities in two ways. Each member raises funds throughout the year for the club's 501(c)(3) philanthropic arm, Valley Kids Foundation. Valley of the Sun members also participate in monthly planned "hands-on" activities with children involved in local charity groups.

Valley of the Sun's primary beneficiary is Florence Crittenton Services of Arizona, Inc. Florence Crittenton provides services, education and community-based programs to help children and teens overcome the issues of abuse, neglect, teen pregnancy or mental health problems.

The mission of Florence Crittenton is to build strong families, healthy teens and self-sufficient young adults through education, counseling, a safe haven for girls and social support. In the therapeutic group home setting, Florence Crittenton seeks to provide a variety of opportunities whereby girls are able to realize and reach their full potential.

"Hands-on" activities that Valley of the Sun members plan for the young women at Florence Crittenton include arts and crafts, movie nights, baseball games, museum tours, volleyball games, relay races, dance classes and spa nights.

In addition to monthly "hands-on" activities that Valley of the Sun and Florence Crittenton share, Valley of the Sun holds an annual event for Florence Crittenton called "Tools N Rules." This half-day program was developed for the purpose of sharing

professional skills with the Florence Crittenton girls. The event incorporates the use of motivational speakers, question-and-answer sessions, and workshops for approximately 40 young girls. Topics covered include improving self-esteem and confidence, tips for filling out employment applications, and skills for resume writing/employment interviews. Each participant receives a workbook full of sample resumes, applications, helpful interviewing tips, and practice worksheets to help her develop her own skill sets.

To raise funds for charities such as Florence Crittenton, Valley of the Sun organizes one major and several small events each year. The annual fund-raising event is a casino night called "Viva Las Vegas" and is usually held each spring. The 15th annual Viva Las Vegas will be in May 2009. This semi-formal event features a variety of top restaurants from across the Valley, casino-style games, live entertainment, dancing, silent auction and great raffle prizes.

The 2008 Viva Las Vegas was a great success. The event was held at the Arizona Historical Society in Tempe. More than 600 guests attended the semi-formal, with 80 VIP guests enjoying a full dinner catered by A Savory Affair Cuisine and Catering. Guests danced the night away to the sounds of The Groove Merchants and dined on a variety of dishes by Valley restaurants. Jody Jackson of FSN Arizona was the emcee for the evening. Valley of the Sun was able to donate \$45,000 to Florence Crittenton because of the casino event.

In addition to raising funds for Florence Crittenton through their own annual event, Valley of the Sun members assist Florence Crittenton with its own yearly benefit luncheon held in March at The Phoenician called, "Teaming up for Kids." The luncheon welcomes approximately 700 guests each year and has raised nearly \$500,000 in support of Florence Crittenton's programs and services. Guests are given the opportunity to bid on an amazing array of both silent and live auction items, as well as listen to an inspiring message from a young woman who has successfully transitioned out of Florence Crittenton's residential group home program. Valley of the Sun members volunteer to assist Florence Crittenton with set-up, registration, silent auction, live auction, raffle and breakdown.

Valley of the Sun organizes numerous smaller events throughout the year to continuously bring in funds for its philanthropic arm, Valley Kids Foundation. In 2009, Valley of the Sun will hold its second "Crate and Barrel Shopping Event" at Scottsdale Fashion Square.

Today, there are more than 70 Valley of the Sun Active 20-30 members who make a difference in children's lives within the Valley on a daily, monthly and yearly basis. Since its conception in 1988, Valley of the Sun has raised more than \$500,000 for children's charities.

The Active 20-30 National Office is located in Sacramento, California, and supports fund-raising efforts on behalf of child abuse charities and non-profit organizations. There are four Active 20-30 Clubs in the Phoenix area: the Valley of the Sun Chapter is the only club to admit women to its membership.