

2012: YEAR OF THE RANCHOS

**Rancho Los Cerritos + 4600 Virginia Road, Long Beach, CA 90807
(562) 570-1755 + www.rancholoscerritos.org**

Community Partners - Rancho Los Cerritos Foundation

The Rancho Los Cerritos Foundation was incorporated in 1994 as a non-profit 501c3 and works in public-private partnership with the City of Long Beach to generate revenue for capital projects and educational enhancements. The Foundation receives philanthropic support from private, corporate and public sources to advance planning, educational and interpretive programming, marketing, restoration, preservation and new construction. Its vision is to inspire curiosity and respect for the past, to enrich understanding of the present, to develop excitement for the future, and connect people with community, history and culture.

The Foundation focused initial efforts on creating a comprehensive Master Plan to establish a blueprint for future development of the museum, and is actively working to raise funds for implementation. Over the last several years, the RLC Foundation's all-volunteer Board of Directors raised \$4.5 million through a capital campaign for phase II Master Plan projects including construction of a new visitor center and imposing entryway, rehabilitation of the arroyo landscape, development of orientation exhibits and video, and expansion of living history programs. Their efforts have helped preserve our cultural heritage, enhance educational opportunities, expand access, and enrich the visitor experience.

The Foundation has also supported summer education and curatorial internships through Getty Grants, developed the museum's website (www.rancholoscerritos.org), received grants for school program materials and the RLC Teen Docent Program, underwritten a video for school use, funded educational kits for classroom use, and assisted with other program initiatives. Board members have held galas to raise money for operations, and worked with the Bixby Land Company to hold a successful golf tournament. Money from these fundraisers has underwritten a full-time development officer and part-time assistant, as well as marketing materials and banners to increase awareness of the site in the community.

Community Partners - "Neighbors of Rancho Los Cerritos"

Neighborhood residents partnered with the Foundation and formed a loose-knit group, "Neighbors of Rancho Los Cerritos." Their goals are to:

- 1) raise awareness of the Rancho in the neighborhoods surrounding the Rancho,
- 2) increase participation of local residents, building relationships with the Rancho through social and educational activities,
- 3) provide volunteer opportunities for Foundation activities, (gala, mailing parties),
- 4) support fund raising activities for Foundation projects,
- 5) instill a sense of community through cooperation.

The Neighbors of Rancho Los Cerritos have held annual mixers at the site to bring the community together and raise funds for specific projects. Through live auctions, the group has raised between \$8,000-\$12,000 yearly towards special projects. Neighbors

have donated parties in their homes, and the Rancho has hosted the most popular dinner, fetching as much as \$3,000 for dinner for 12 in the historic library. The neighbors have played both cooks and hosts for these meals. The group also hosts and annual Ice Cream Socials to enjoy games, music and each other's company while feasting on elaborate ice cream sundaes.

In 2006, the Los Cerritos neighborhood celebrated its 100th anniversary with a public event held at the Rancho. The neighbors planned the event, setting up trolley tours through the neighborhood to highlight its architecture and history. Displays at the Rancho focused on neighborhood history including the discovery of oil, the first school, and library. More than 300 enjoyed free food, a birthday cake, and pie eating contests and arts activities for children.

Community Partners - Friends of RLC

Friends of Rancho Los Cerritos formed in 1963 to support, preserve, promote and interpret the historical and cultural aspects of Rancho Los Cerritos in support of the Rancho's mission. A 501c3 organization directed by an elected board, much work is accomplished through its volunteer-run committees. Together with other community partners, Friends of Rancho Los Cerritos donate nearly 12,000 volunteer hours annually in support of guided tours, school programs, living history activities, special events, curatorial assistance, gardening, and to run the Museum Shop. "Friends" also underwrites public programs and small restoration projects and offers both monthly communications and special educational and social programs for members only. Membership is open to all.

