

Hi Ann!

Please note the cost for the BCHD holiday gift bags for the 15 Hermosa Beach care management clients receiving bags is: **\$488.74.**

We appreciate Hermosa Beach's annual donation for their residents! Please let me know if you need any additional information or would like us to attend for this action item. Thank you! Megan

**Megan N. Vixie, MPA, [CVA](#), [PHR](#), [SHRM-CP](#)**

*(she/her)*

*Chief Engagement Officer*

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[www.bchd.org](http://www.bchd.org)

[www.facebook.com/beachcitieshealth](https://www.facebook.com/beachcitieshealth)

Creating a healthy beach community.



Beach Cities Health District is celebrating 25 years of preventive health success, and all of those who have worked to make Hermosa Beach, Manhattan Beach and Redondo Beach a healthy beach community.

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## MEMORANDUM

**TO:** Suja Lowenthal, City Manager of Hermosa Beach  
**CC:** Ann Yang, Executive Assistant to Hermosa Beach City Manager  
**FROM:** Tom Bakaly, Chief Executive Officer  
**DATE:** 10/23/2023  
**SUBJECT:** Appeal for Holiday Gift Bag Donations for Recipients in Hermosa Beach

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### BACKGROUND

Each holiday season since 1998, Beach Cities Health District has led the Holiday Gift Bag (HGB) project. Thanks to generous community members and organizations, we provide gift bags filled with practical and fun items to around 265 beach cities seniors and adults with disabilities in the BCHD Care Management program. Many of these individuals are homebound or live in isolation and the holidays can be a difficult and lonely time.

For the 2022 holiday season, we provided grocery gift cards to lower income individuals. We also provided stamps, a 2023 calendar, some snacks, a lap blanket, holiday cards created by youth in our community and more items depending on funding. To make this year a bit brighter, we will continue this tradition of stuffing the bags with essential personal care and household items, as well as distributing gift cards where needed.

### RECOMMENDATION

In order to help fund the Holiday Gift Bag project, we are seeking community donations. For the past several years, the City of Hermosa Beach has been an integral part of our HGB initiative by providing a donation that funds bags for BCHD clients that are Hermosa Beach residents.

In Hermosa Beach, there will be 18-22 residents receiving holiday support through the Holiday Gift Bag project including grocery gift cards for low-income recipients. The total cost for Hermosa Beach residents is estimated at \$720.00. A final number will be available after all item purchasing occurs in mid-November.

We would love to include the City of Hermosa Beach as a 2023 donor again this year and recognize the city's generosity on our website, in a local newspaper and in a letter that goes to all gift bag recipients.

To donate, ask questions or for additional information, please contact Alejandra Sierra, Holiday Gift Bag Project Coordinator at 310-374-3426 x 8160 or [Alejandra.Sierra@bchd.org](mailto:Alejandra.Sierra@bchd.org).

We appreciate your generosity in years past and thank you in advance for your consideration for this year's Holiday Gift Bag project.