

Dear Friends,

Thanks to our sponsors and community supporters, we are proud to have presented a magnificently successful Valley of the Stars Gala at the Castaway Burbank earlier this month. Our team's year-long efforts resulted in goal-breaking fundraising revenues of over \$150,000 and superlative attendance of almost 400 supporters. Accomplishing such a feat in today's environment would be virtually impossible for us without the generous sponsorship support from trailblazing sponsors like Mission Valley Bank, Payscout, and countless other contributors who made the night a resounding success toward funding critical economic development programs. These are programs that instill essential financial literacy skills, among others, in underserved audiences throughout the San Fernando Valley region, to set our neighbors on a path of economic stability and to strengthen our regional economy.

With April being National Financial Literacy Month and the first week of May being National Small Business Week, there's no better time than now to recognize and reinforce this important work. At The Alliance, we recognize that a good paying job, home ownership, and business success are three proven pathways to financial self-sufficiency. In the month ahead, we will faithfully persevere to present our Business Assistance Program, which continues to inform and train local, small businesses to financial information and resources to help them retain and create jobs. We will convene three strategic committees this month with thought leaders on various economic development such as environmental sustainability, business attraction, talent recruitment and retention. And we will continue to promote the development of workforce housing and first-time home buying with our *Housing Creates Communities* campaign. We serve the community well by creating unparalleled forums for exploring these topics and we encourage you to register [here](#).

Since its founding on April 10, 1995, The Valley Economic Alliance continues to uphold a legacy of galvanizing San Fernando Valley leaders to spring into action regarding matters of fiscal growth and development. In collaboration with the public sector, private enterprises, and other nonprofit providers, we are forging a way ahead with excellence in teaching local residents the inroads of cultivating successful career mobility and business profitability. That's why we enjoy a stellar reputation as a change agent supporting local businesses and a beacon of hope for job seekers in need of a financial transformation.

Please join us in our quest to champion a healthier fiscal environment for us all by joining one of our committees, becoming a business mentor, or making a financial contribution. Contact me at sblake@economicalliance.org to get more involved today.

Sincerely,

A handwritten signature in black ink, reading "Sonya Blake". The signature is written in a cursive, flowing style.

Sonya Kay Blake
President and CEO