



# JOIN THE DOLORES HUERTA PEACE & JUSTICE CULTURAL CENTER CAPITAL CAMPAIGN



The Central Valley has long been a hub for community organizing and people-powered movements. Generations of hard-working immigrants, Native Americans, African Americans, Chinese, Filipinos, Japanese, Okies, and Indo-Americans have come to our region dreaming of a better future for their children while building railroads, feeding the nation, and making California golden.

One of the heroes emerging from this history is Dolores Huerta, a beloved labor and community organizer who has been at the forefront of movements for social change for more than seven decades. As founder and President of the Dolores Huerta Foundation, she is building a world class community organizing headquarters and cultural center.



When  
we  
organize,  
**WE  
WIN.**

California's San Joaquin Valley (also referred to as the "Central Valley") is a highly prosperous agricultural region stretching 60 miles wide and 450 miles long. In spite of its incredible wealth, far too many of our residents struggle to meet their basic needs due to overlapping epidemics of racism, economic greed, and environmental injustice.

Prosperity and justice in the Central Valley means a healthier and more vibrant California for all of us. All of our families need access to great schools, affordable

homes, dignified jobs, and a healthy community. When we come together and organize, we ensure that everyday residents speak out, fight for change, and inspire others to stand up, organize, and win.

Our work is more important now than ever before as people come together to save our democracy, protect our planet, and heal injustice. To meet this challenge, the Dolores Huerta Foundation needs a larger and more permanent home to catalyze the grassroots leaders and movements our future depends on.



# “Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”

— Dolores Huerta

The Dolores Huerta Peace and Justice Cultural Center will house the Organizing Institute for Progressive Social Change. At this critical time in our world, it is vitally important to teach ordinary people about the role they play, and the power they have, in building an equitable, democratic, and just society.

This can only be accomplished with intense and committed grassroots organizing and leadership.

When people learn why discrimination, inequality and injustice, exist in today’s society, they become enlightened and are motivated to commit to real long-lasting changes. Our Institute will create social change agents, who will challenge injustices head-on, and in the best traditions of non-violent organizing, improve their communities and their daily lives.



The Dolores Huerta Peace and Justice Cultural Center, will be a multi-cultural community center complex, covering an entire city block in downtown Bakersfield, and will include:

- Community organizing and training academy
- Community Event Center & meeting spaces
- Art gallery and museum highlighting Central Valley history and culture
- Affordable financial services through our community partner the Self-Help Federal Credit Union
- Permanent headquarters for the Dolores Huerta Foundation

Every year the Center will welcome thousands of visitors from around the nation, and the world, for key events, workshops, and retreats to build the power and practice of grassroots community organizing. **¡Sí Se Puede!**





# Let's Dream Together

The Dolores Huerta Peace and Justice Cultural Center will honor the legacy of the many communities that have contributed to the richness of our valley and to the ongoing struggle for social justice. We are offering our supporters an opportunity to be a permanent part of this legacy by offering naming opportunities. The opportunities below can display the supporter name or can be in honor of a loved one. We recognize that a significant contribution can differ based on your level of access. We anticipate offering additional naming spaces at a smaller amount, but each of the opportunities listed below will maintain the dedication for the duration of the expected life of this center. Each of the indoor and outdoor spaces at the Peace and Justice Cultural Center are available to recognize the generosity of individuals, families, labor unions and businesses. There are opportunities ranging from two million to five thousand dollars.

## NAMING OPPORTUNITIES

### **\$2 Million | Outdoor Event Center/Garden**

The Event Center will provide a beautiful space for concerts and cultural celebrations, and will be available for organizations and individuals to rent as well as an outdoor garden to grow healthy vegetables that will be used for meal preparation.

### **\$2 Million | Indoor Community Event Center**

Will include a performance stage and exhibit spaces to host community events and celebrations, will be available for organizations and individuals to rent.

### **\$500,000 | Main Entrance, Lobby**

A modern and welcoming space that will be the first place that visitors see as they enter the center.

### **\$250,000 | Community Resource Center**

Will provide low cost services (notary, translations, referrals, etc.) to Vecinos Unidos, youth, and community members.

### **\$1 Million | Café**

Visitors can enjoy beverages, snacks and light meals.

### **\$250,000 | Archival Repository**

A physical, digital, and virtual repository for influential historical documents and artifacts related to the Dolores Huerta Foundation and Dolores Huerta.

### **\$250,000 | Video Sound and Music Center**

A state-of-the-art sound studio to record music, make soundtracks for television and film, record podcasts and utilize other emerging technology.

### **\$50,000 each | Conference Rooms & Classrooms**

Will include 4 multi-propose conference rooms/classrooms available for community workshops and meetings, will be available for non-profit organizations to rent.

### **\$1 Million | Youth Lounge**

A gathering space for youth to develop the necessary skills to create youth-driven advocacy campaigns to advance social justice and racial equity. Programming includes access technology, arts and culture, and wellness support.

### **\$400,000 | Hologram**

An interactive Dolores Huerta Hologram will be placed in the lobby.

### **\$10,000 | Memorial to Farmworker Martyrs**

**\$25,000 | Light Well**  
An open space that will allow light into the Lobby

**Reserved by  
IBEW Local 428**



### **La Causa Wall of Recognition: Marquee Name \$100,000**

- Premium Tile \$ 75,000
- Platinum Tile \$ 50,000
- Gold Tile \$ 25,000
- Silver Tile \$10,000
- Bronze Tile \$ 5,000
- Purple Tile \$2,500
- Blue Tile \$1,000

### **For more information, please contact:**

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