

CITY OF COACHELLA  
CALIFORNIA

*Proclamation*

*WHEREAS, FirstBank has partnered with Desert Community Foundation to launch the inaugural "Coachella Valley Giving Day" on March 1, 2023; and*

*WHEREAS, Coachella Valley Giving Day is a 24-hour online event that will increase philanthropy and provide awareness and funding for the critical services provided by nonprofits; and*

*WHEREAS, similar events have been held in Colorado and Arizona that have raised \$61 million on a single day for approximately 4,000 nonprofits in the last year alone; and*

*WHEREAS, Coachella Valley Giving Day unites the region and inspires individuals and businesses to support the exemplary work of nonprofits making a difference in the Coachella Valley; and*

*WHEREAS, through partnerships with local donors, nonprofits, and community members, this inaugural event is dedicated to the promise of creating a strong and prosperous future for the community; and*

*WHEREAS, the City of Indian Wells supports the tradition of philanthropy as it continues to improve the lives of all by promoting the common good.*

*NOW THEREFORE, I, Steven A. Hernandez, Mayor of the City of Coachella, and on behalf of the City Council, do hereby recognize March 1, 2023, as*

*Coachella Valley Giving Day*



*IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the City of Coachella, California to be affixed this 25<sup>th</sup> day of January 2023.*

*Steven A. Hernandez*

Steven A. Hernandez, Mayor  
City of Coachella, California