

<p>Page: Entry Information</p>
<p>Chapter GLAC</p>
<p>Chapter Size Very Large (761-1200)</p>
<p>Category Membership Engagement</p>
<p>Program Name Spark of Love Toy Drive</p>
<p>If this was a joint program with another chapter, please list the chapter.</p>
<p style="text-align: center;">Each question is worth 20 points and will be scored using the following rubric: (1-5) Poor Didn't effectively answer the question (6-1) Fair Answered the question (11-15) Good Answered the question with more detail (16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>The Spark of Love Toy Drive is CAI-GLAC's annual participation in the Los Angeles County Fire Department and ABC7 News event to collect toys for children in need throughout Los Angeles County during the holiday season. This multi-year initiative has evolved from a modest community service project into one of the chapter's most impactful and visible member engagement programs, bringing together managers, business partners, board members, and community residents in a shared mission of generosity and service.</p> <p>The program perfectly exemplifies member engagement by creating diverse opportunities for participation that accommodate different schedules, resource levels, and preferred ways of contributing. Members can engage by serving on the organizing committee, collecting toys at their management offices or communities, making financial contributions, volunteering at collection events, staffing the chapter booth at the main event, or simply spreading the word through their professional and personal networks. This multi-faceted approach ensures that every member can find a meaningful way to participate regardless of their circumstances.</p> <p>Program Structure and Evolution: The Spark of Love Toy Drive operates on an annual cycle running from mid-October through mid-December, culminating in a major public event where collected toys are presented to the Los Angeles County Fire Department for distribution to families in need. The chapter's participation has grown year over year:</p> <ul style="list-style-type: none"> • 2023 Baseline Year: The chapter collected five truckloads of toys during the collection period leading up to the main event at Dodger Stadium. The success of this initial large-scale participation earned the chapter an invitation to host an interactive booth at the main event for the first time, significantly elevating the chapter's visibility and creating new engagement opportunities. • 2024 Expansion Year: Building on the previous year's momentum, the chapter collected eight truckloads of toys prior to the main event at the Rose Bowl—a 60% increase over 2023. The chapter's booth welcomed over 400 visitors, demonstrating strong community interest and creating hundreds of touchpoints where CAI representatives could share information about community associations and the chapter's mission. The committee recognized that earlier and more consistent promotion throughout the collection period was key to increased participation and made strategic communications adjustments accordingly. • 2025 Sustained Growth Year: The program reached new heights with a 36-member Community Outreach Committee coordinating efforts via WhatsApp for real-time communication and rapid problem-solving. This expanded organizing team created a distributed network of collection champions throughout the chapter territory. The result: multiple buses filled with toy donations delivered to the main event at Cerritos Center, continuing the trajectory of year-over-year growth. The extended collection period, strengthened early outreach, and larger organizing committee successfully engaged broader participation across all member categories. <p>Why This Fits Member Engagement: The Spark of Love Toy Drive excels as a member engagement initiative because it:</p> <ul style="list-style-type: none"> • Creates Multiple Entry Points for Participation: Unlike programs requiring specific expertise or significant time commitments, the Toy Drive welcomes participation at any level. This flexibility removes barriers and invites universal participation. • Builds Cross-Constituency Collaboration: The Toy Drive brings together all segments of CAI membership—managers, business partners, homeowner board members, and chapter leaders—in a shared cause. This cross-pollination creates relationships between members who might not otherwise interact, strengthening the overall chapter community. • Leverages Members' Existing Platforms: The program strategically leverages members' existing roles and platforms. Community managers use their access to residents to facilitate collection. Business partners use their customer relationships to encourage participation. • Provides Tangible, Visible Impact: Unlike abstract or long-term initiatives, the Toy Drive delivers immediate, visible results. This tangible impact creates satisfaction and motivation—members can see directly that their participation matters and makes a real difference in children's lives. • Creates Public-Facing Engagement Opportunities: The chapter booth at the main event (which has welcomed 400+ visitors in a single day) creates unique opportunities for member engagement in public education and outreach. • Develops Leadership Capacity: The 36-member organizing committee (2025) creates leadership development opportunities for members who might not otherwise serve in formal chapter roles. • Integrates Seamlessly with Member Operations: For community managers, the Toy Drive integrates naturally with their existing resident engagement activities. Many associations already run holiday initiatives; adding a collection box for the Spark of Love program enhances rather than competes with existing plans. This integration makes participation feel like a value-add rather than an additional burden.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

The Spark of Love Toy Drive exemplifies CAI's mission to build better communities by mobilizing the collective power of our professional community to serve vulnerable families throughout Los Angeles County. The program demonstrates that community association professionals don't just manage buildings and enforce rules, we are community builders who care deeply about the well-being of the families and children who live in the communities we serve.

Alignment with CAI's Core Mission:

- **Building Stronger Communities:** CAI exists to support thriving community associations. Thriving communities are built on more than well-maintained facilities and sound finances—they're built on caring, connection, and mutual support. The Toy Drive operationalizes these values by channeling the expertise and resources of community association professionals toward supporting families in crisis.
- **Collaborative Problem-Solving:** Community association work requires coordinating diverse stakeholders toward common goals. The program showcases our members' abilities to organize large-scale community initiatives, coordinate logistics, communicate effectively across constituencies, and deliver measurable results.
- **Demonstrating Industry Values:** The Toy Drive publicly demonstrates that the community association industry is driven by values beyond profit and compliance. This values-driven positioning strengthens public understanding and appreciation of the important work community association professionals do.

Fostering an Inclusive Environment:

The Toy Drive creates inclusion through multiple mechanisms:

- **Universal Accessibility:** Anyone can participate in the Toy Drive regardless of professional role, experience level, or financial resources.
- **Serving Diverse Communities:** Los Angeles County is extraordinarily diverse economically, ethnically, linguistically, and geographically. The Spark of Love Toy Drive serves children and families across this entire spectrum.
- **Engaging Diverse Member Types:** The 36-member organizing committee and hundreds of participating members represent the full diversity of CAI membership.

Building Bridges to Broader Community:

The program's inclusive impact extends beyond CAI membership:

- **Resident Engagement:** When managers place collection boxes in their communities, they create opportunities for residents to engage in charitable giving, transforming the manager-resident relationship from purely transactional (paying assessments, following rules) to values-driven (working together to help children).
- **Cross-Sector Partnerships:** The chapter's partnerships with the Los Angeles County Fire Department, ABC7 News, CAI-CI (Channel Islands chapter), and community businesses like Jared's Jewelry demonstrate collaborative problem-solving across sectors. These partnerships show that CAI doesn't operate in isolation—we're part of a broader ecosystem of organizations working together to serve the community.
- **Public Education:** The 400+ visitors to the chapter booth at the main event, plus thousands more who see ABC7's live coverage, learn about CAI and community associations through the lens of community service rather than regulatory enforcement.

Creating Sustained Cultural Impact:

Perhaps most significantly, the Toy Drive's multi-year growth demonstrates that community service is becoming embedded in chapter culture, not just an annual one-off event. This cultural shift—from viewing CAI primarily as a professional development organization to seeing it as a values-driven community that uses its collective power for good—strengthens member engagement, attracts values-aligned new members, and positions the chapter as a positive force in the broader Los Angeles community.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

The Spark of Love Toy Drive has delivered significant, measurable impact across multiple dimensions of chapter success.

Direct Community Impact:

The most fundamental measure of success is toys delivered to children in need:

- 2023: Five truckloads of toys collected and delivered
- 2024: Eight truckloads collected—60% increase year-over-year
- 2025: Multiple buses filled with donations—continued substantial growth
- Hundreds of children throughout Los Angeles County received holiday gifts as a direct result of CAI-GLAC member generosity

While exact toy counts are difficult to quantify given varied collection methods, the physical volume growth from five trucks to multiple buses represents potentially thousands of additional toys year over year. Each toy represents a child who experienced holiday joy thanks to the collective effort of CAI-GLAC members and the communities they serve.

Member Engagement and Participation Growth:

The program has achieved exceptional and growing member participation:

- Organizing Committee Expansion: The Community Outreach Committee grew to 36 active members by 2025, making it the chapter's largest and most active volunteer committee.
- Distributed Collection Network: Beyond the core organizing committee, hundreds of members participated by placing collection boxes at their management offices, making direct donations, encouraging resident participation, or volunteering at events.
- Cross-Constituency Participation: The program successfully engages all member types—community managers, business partners, board members, and chapter leaders.
- Technology-Enabled Coordination: The use of WhatsApp for committee coordination (2025) enabled real-time communication, rapid problem-solving, and sustained engagement throughout the collection period. Committee members reported feeling more connected and responsive than in previous years.

Public Awareness and Media Impact:

The program generates exceptional media visibility and public awareness for CAI-GLAC:

- ABC7 Live Coverage: The chapter has received live television coverage on ABC7 News, one of Southern California's most-watched news stations, in multiple years.
- Interactive Booth Engagement: The chapter booth at the main events has welcomed over 400 visitors in a single day (2024 Rose Bowl event). Many visitors are homeowners, potential board members, or community residents who left with improved understanding and appreciation of community association professionals.
- Enhanced Social Media Reach: The program's earlier and more consistent social media promotion throughout the collection period (implemented in 2024-2025) increased engagement and expanded reach beyond the chapter's immediate membership.
- Year-Round Awareness: While the collection happens in November-December, promotion begins earlier and recognition extends into the new year.

Strengthened Chapter-Member Relationships:

The Toy Drive has measurably strengthened relationships between the chapter and its members:

- Expanded Definition of Chapter Value: Members see the chapter as providing value beyond traditional professional development. The Toy Drive demonstrates that CAI-GLAC creates opportunities for community impact, values expression, and meaningful service—not just education and networking.
- Deeper Volunteer Pipeline: The 36-member organizing committee creates a deep bench of engaged volunteers. Many of these committee members go on to serve in other chapter leadership roles.
- Values-Based Belonging: Members who participate in the Toy Drive experience the chapter as a community bound by shared values, not just professional interests.
- Positive Chapter Culture: The program contributes to a chapter culture characterized by generosity, collaboration, and community service.

Financial Sustainability and Efficiency:

The program operates with exceptional financial efficiency:

- Zero chapter budget expenditure—the program is 100% sponsored by business partners and management companies
- All financial support comes from voluntary member contributions and sponsorships
- The program delivers significant member engagement value and public visibility without depleting chapter resources
- Sponsor support has proven sustainable year over year, with fundraising for 2026 already underway

This financial model demonstrates that high-impact programming doesn't require large budget allocations—strategic partnerships, volunteer coordination, and member generosity can achieve extraordinary results.

Strategic Partnership Development:

The program has created valuable strategic partnerships:

- Los Angeles County Fire Department: The partnership with the Fire Department creates an ongoing relationship with a respected public safety agency.
- ABC7 News: The media partnership with ABC7 provides television coverage and promotional support that would cost tens of thousands of dollars if purchased as advertising.
- CAI-CI Chapter: The collaboration with CAI's Channel Islands chapter (2025) demonstrates inter-chapter cooperation and expands collection reach.
- Community Business Support: Unexpected donations like the 50 teddy bears from Jared's Jewelry demonstrate growing community awareness and support.

Operational Learning and Continuous Improvement:

The program has demonstrated strong continuous improvement:

- Extended collection period based on analysis of what drives participation
- Earlier and more consistent promotional communications implemented after identifying this as key to increased donations
- WhatsApp coordination group created to improve real-time committee communication
- Committee size strategically expanded to distribute workload and create more collection champions
- Partnership development with other chapters and community organizations to expand reach

This data-driven improvement demonstrates organizational maturity and commitment to maximizing impact.

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

Year-Over-Year Growth in Collections:

- 2023: 5 truckloads of toys collected
- 2024: 8 truckloads collected (60% increase over 2023)
- 2025: Multiple buses filled with toys (continued substantial growth)
- Three-year trajectory: Consistent year-over-year growth in collection volume

Why This Matters: Sustained year-over-year growth demonstrates that this isn't a one-time success or anomaly—it's a program with genuine momentum and member buy-in. The 60% increase from 2023 to 2024 alone is exceptional, but the continued growth in 2025 (to multiple buses) proves the program's sustainability and scalability. This growth trajectory indicates that member engagement is deepening, not plateauing.

Committee Growth and Volunteer Engagement:

- 36 active Community Outreach Committee members coordinating 2025 efforts
- Real-time coordination via WhatsApp group enabling rapid communication and problem-solving
- Distributed network of collection champions throughout LA County
- Cross-constituency participation: managers, business partners, board members, chapter leaders

Why This Matters: A 36-member organizing committee represents extraordinary volunteer engagement for a single initiative. For context, many chapters struggle to fill 10-15 member committees for core functions like education or marketing. That 36 members are willing to dedicate time and energy to the Toy Drive demonstrates the program's resonance and the depth of member commitment to community service values. The WhatsApp coordination demonstrates adoption of effective communication technology to support volunteer engagement.

Public Engagement and Visibility:

- 400+ visitors to chapter booth at main event (2024 Rose Bowl)
- Live ABC7 News television coverage in multiple years
- ABC7 reach: Hundreds of thousands of Southern California viewers
- Booth locations: Dodger Stadium (2023), Rose Bowl (2024), Cerritos Center (2025)
- First-time booth invitation earned through exceptional collection volume in 2023

Why This Matters: 400 booth visitors in a single day represents extraordinary public engagement. These aren't casual passers-by—they're people who stopped specifically to learn about CAI and community associations. Each conversation is an opportunity to educate the public about the value of professional community association management and the important work CAI members do. The ABC7 coverage reaches an audience the chapter could never access through traditional marketing or advertising, creating awareness among hundreds of thousands of potential members, clients, and community stakeholders.

Operational Efficiency:

- Zero chapter budget expenditure across all three years
- 100% volunteer-coordinated logistics and collection
- Staff support limited to communications and marketing coordination
- Sponsor-funded model proven sustainable with fundraising for 2026 already underway

Why This Matters: The program delivers exceptional member engagement, significant community impact, and valuable media exposure while consuming zero chapter budget resources. This efficiency is remarkable—most programs of this scale and visibility require substantial financial investment. The sponsor-funded model proves that strategic partnership development can create programming that simultaneously serves members, benefits the community, and operates sustainably without depleting chapter resources.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

The Spark of Love Toy Drive has proven its value, sustainability, and member appeal. Our strategy for maintaining and enhancing momentum focuses on operational excellence, expanded reach, deeper member engagement, and strategic partnership development.

Sustain and Enhance Core Operations:

- Formalize Best Practices
- Maintain Extended Collection Period
- Optimize Committee Structure
- Leverage Technology for Coordination

Expand Geographic Reach and Participation:

- Develop Regional Collection Networks
- Target First-Time Participant Recruitment

Enhance Media Relations and Public Awareness:

- Deepen ABC7 Partnership
- Develop Compelling Storytelling
- Maximize Social Media Impact
- Pursue Additional Media Opportunities

Deepen Member Engagement Experience:

- Create Recognition Programs
- Facilitate Resident Engagement
- Organize Collection Events

Long-Term Vision:

Our long-term vision is for the Spark of Love Toy Drive to become:

- A signature CAI-GLAC program that members anticipate and plan for each year as enthusiastically as they do major educational events
- One of the largest single-organization contributors to the Los Angeles County Spark of Love campaign
- A model that inspires community service programming in CAI chapters nationwide
- A program that helps reframe public perception of community associations from restrictive rule-enforcers to community-minded organizations committed to serving families and children
- A tradition that strengthens chapter culture around values of generosity, service, and collective impact

The Spark of Love Toy Drive has proven that community service programming can deliver exceptional member engagement, significant community impact, valuable media visibility, and deep values alignment—all while operating with zero chapter budget expenditure. By maintaining operational excellence while strategically expanding reach, participation, and impact, we will ensure this program continues growing and serving both our members and the broader Los Angeles community for years to come.

