



**KWANZAAFEST 2010
The Venue Had Value –
AGAIN!**

Sponsorship Report

KwanzaaFest Background



- Kwanzaafest Launched in 1991
- Healthfest Emerged in 1997
 - Integrated among core vendor booths
 - Health vendors on-site partial hours
- Healthfest Designated Area Structured in 1999
- Steady Integration of Health Services through 2004
- 2005
 - Base line for data collection of 3,337 screenings/encounters
 - Assessment of HealthFest 2005 resulted in
 - Identification of health service gaps
 - Recruitment of additional health vendors to address gap
 - Plan for additional sponsorship recruitment

Health Activities

2006 - 2007



- 2006
 - Increased screenings/encounters by 113% to 7,112
 - Baseline fund raising established at \$28,250
 - Increase community awareness (e.g. DART LED screens, flyers, list serves, newspapers, working with community-based organizations)
 - Integrated humanitarian outreach model
 - Aligned Healthfest vendor hours with festival hours increasing access to care
 - Created the District 3 Public Health Advisory Council
- 2007
 - Increased screenings/encounter by 168% to 19,035
 - Increased sponsorship support by 66% to \$47,210
 - Continued to develop expanded health connections to increase services offered

Health Activities

2008 - 2009



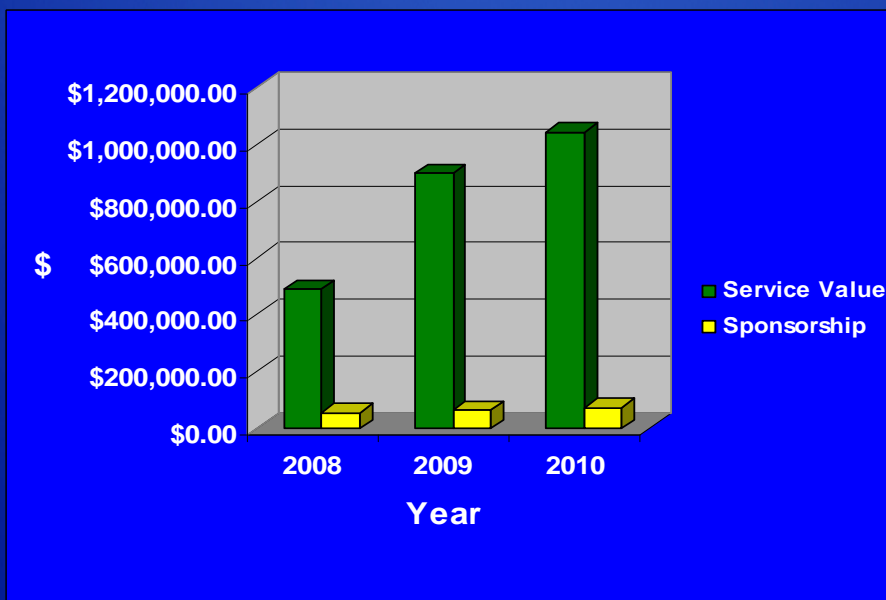
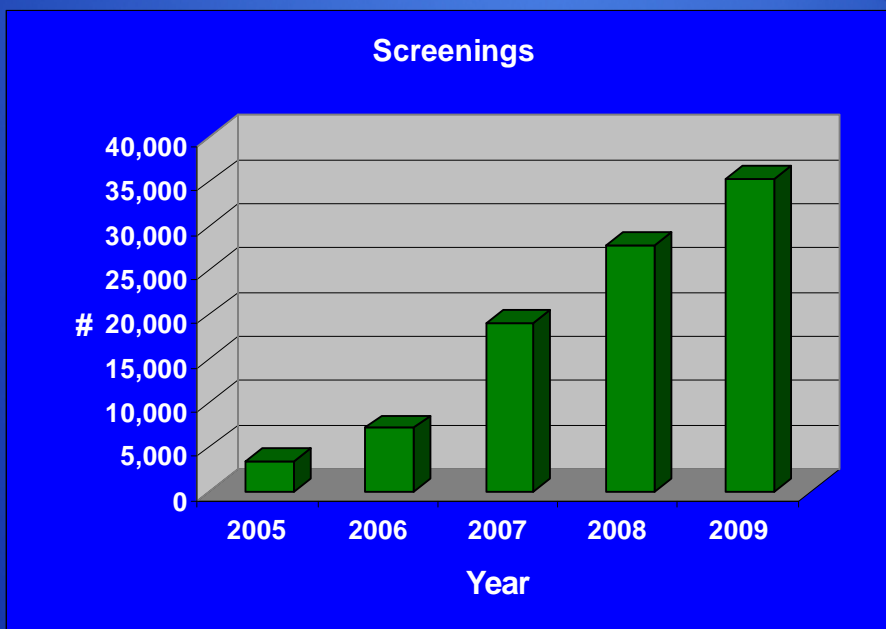
- 2008
 - Increased screenings/encounters by 46% to 27,858
 - Increased sponsorship support by 18% to \$55,516
 - Implemented tracking the valuation of free services
 - Baseline \$491,529
 - \$8.85 in care for every one dollar of Healthfest funding
 - Launched annual area of health focus format
 - 2008: HIV TESTING AND AWARENESS partnered with the Texas Department of State Health Services
- 2009
 - Increased screenings/encounters by 27% to 35,365
 - Increased sponsorship support by 15% to \$63,750
 - Provided \$898,253 in free health care
 - 83% increase in value provided
 - \$14.09 of free care provided for every one dollar of support – a 59% increase in leverage for sponsor dollars
 - 2009 health focus: KIDNEY DISEASE partnered with the National Kidney Foundation
 - Provided full, comprehensive kidney disease evaluations
 - Diagnosed several stage one, two and three Kidney Disease with linkage to care

2010 HealthFest Outcomes



- 2010
 - Increased screenings/encounters by 33% to 46,856
 - Increased sponsorship support by 17% to \$74,300
 - Retained the return per dollar of sponsor support
 - \$14.04 of free care provided for every one dollar of support
 - Increased free health care provided by 16% to \$1,043,090
 - Health focus: SMOKING CESSATION partnered with the Texas Department of State Health Services
 - Provided over 1,100 people with smoking cessation education
 - 68 individuals signed up at the event for free tobacco cessation counseling & free nicotine replacement therapy

Screening Profile



5K Walk/Run & 1K Kids Walk/Run

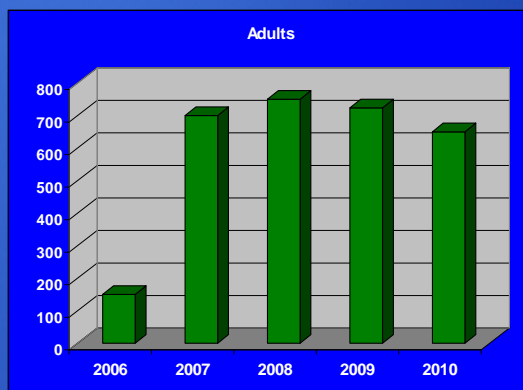


- The Beat Obesity Walk/Run emerged in 2006
- 2007 Added 1K Kids Walk/Run
 - Works with community-based programs addressing childhood obesity
 - Created to raise awareness of children's health risk related to weight
- Fitness Experts Onsite to Work with Participants
- Encourages Family, Corporate and Faith-based Teams
- EMT Unit On-site
- Supported by Community Volunteers (Cheer Leaders, Bands, Drill Teams)
- Competitive Event with Electronic Tag Timing
- Trophies for Category Winners with Prizes
- Social Marketing Outreach Year Round – Postings on Face Book with Vital Health Information and Healthy Life Style Choices

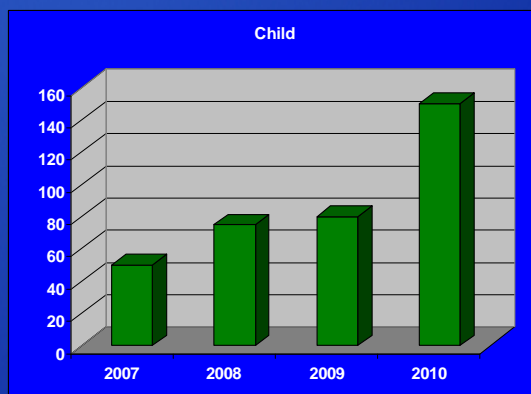
Participant History



- 5K Beat Obesity Walk/Run Participation
 - 2006 – Participation of 150
 - 2007 – Participation of 700
 - 2008 – Participation of 750
 - 2009 – Participation of 725
 - 2010 – Participation of 650



- 1K Kid's Walk/Run Participation
 - 2007 – Participation of 50
 - 2008 – Participation of 75
 - 2009 – Participation of 80
 - 2010 – Participation of 150



- Major Emphasis Placed on Collaborating with Programs Focused on Reduction of Childhood Obesity

District 3 Public Health Advisory Council



- Formed in 2006 by Commissioner John Wiley Price
- Goal
 - To keep a consistent focus on reduction of health disparities year round
- Charge
 - Increase the level of support for health related initiatives
 - Serve as a conduit for health information and resources
 - Evaluate and improve the overall outcomes of Kwanzaafest Healthfest
- Seated by Key Health Stakeholders
 - Hospital administrators, school district clinical staff, federal and local public health departments, health organizations, university programs, medical school staff, oral health entities, community-based and non-profit organizations, clinicians, and evaluators

Accomplishments



- **Recognition:** Dallas County Commissioners Court Recognition for National Public Health Week
- **Beat Obesity 5K Walk/Run:** Health Emphasis to Raise Awareness of Obesity
- **Health Watch:** Weekly Radio Health Updates
- **Town Hall Meetings:** Hosted by Commissioner Price, Senator West, and Dallas County Health & Human Services Director Zachary S. Thompson
- **Forums & Lectures:** Educational Outreach Targeting Clinicians
- **Co-sponsorship:** Symposiums on Various Health Topics (e.g. Mental Health Policy, Addiction, and Health Disparities)
- **Partnerships:** Collaborations to Support Community Health Activities (e.g. CHIPS Coalition Outreach Events, Prevention and Early Detection Project)
- **KwanzaaFest Health Activities:** HealthFest and 5K Beat Obesity and 1K Kids Walk/Run – annual outreach events

KwanzaaFest 2011



- 21 Years of Service to the Community
- 2011 Health Focus – TBD
 - 2010 Smoking Cessation
 - 2009 Kidney Disease
 - 2008 HIV/AIDS
- 2011 Partnerships - *I'm Proud of My Protection Campaign* (Stomp Out Syphilis)
- 2011 Improvements
 - Embed *Health Ambassadors* on the floor of the event
 - Assist with participant flow
 - Connect participants with providers
 - Answer questions
 - Increase connections with community organizations to improve public access to health services
 - African American Churches/Pastors
 - Jiao Sheng Community Center
 - Housing Programs

Reasons to Support



- Embedded in
 - Federally Identified Primary Care and Dental Health Professional Shortage Area and Identified Medically Underserved Area
 - Immediate community has 60% uninsured rate
- Trusted Venue with a 20 Year History
- Focuses on:
 - Reduction of Obesity
 - Health Awareness
 - Linkage to Sustainable Health Care
- Collaboration of 60+ Health Vendors
- Continuous Attendance of over 50,000 people
- Direct Access to Tens of Thousands of Individuals
- Makes a Real Difference!
 - Patients in need of urgent help linked to care
 - Patient's become aware of critical health issues
 - Patients are empowered to be better stewards of their own health

Sponsor Benefits



- Effective Leveraging for Sponsor Dollars
 - Every \$1/Funding in 2008 = \$8.60 in free health care
 - Every \$1/Funding in 2009 = \$14.09 in free health care
 - Every \$1/Funding in 2010 = \$14.04 in free health care
- Access to Health Survey Outcomes
- KwanzaaFest, Inc. is a 501 (c) 3
- Promotion and Recognition
- Community Impact and Met Need
 - Unprecedented array of health screenings & health education
 - Linkages to sustainable health care (programs to assist uninsured populations)
 - Improvement in knowledge of how to access care
 - Immediate links with health programs, health education & health status

HealthFest 2011

Goals



- \$1,000,000 of Free Health Services
- 48,000 Health Screenings/Encounters
- 1,000 STI Screenings (HIV, Syphilis, Gonorrhea and Chlamydia)
- \$80,000 Sponsor Goal
- 1,200 Adult Participants for 5K Beat Obesity Walk/Run
- 300 Child Participants for the 5K Beat Obesity Walk/Run

THANK YOU!



KwanzaaFest, Inc.
THANKS you for your
continued support!

Your sponsorship will
ensure

*THE VENUE WILL HAVE
VALUE* again in 2011!