

A black and white photograph of two children walking away from the camera on a dirt path. The child on the left is wearing a light-colored jacket and dark pants, while the child on the right is wearing a patterned sweater and dark pants. The path leads into a hazy, wooded area. The image is overlaid with a large, thin blue circle and a smaller blue circle that partially overlaps a blue rectangular box on the right.

FOOTPRINT FOUNDATION

SPONSORSHIP DECK

ABOUT US

THE FOOTPRINT FOUNDATION

...a charitable collective with the mission to serve and empower at-risk youth living in orphanages, in group homes and on the streets.

Who are we?

We are a Latino-founded and run organization helping youth of all backgrounds with having a chance at a better life.

What do we do?

Our focus is on nonprofit organizations that provides support to youth in under-served communities. We provide these organizations that are in dire need of funding with the necessary resources to improve the lives of children and orphans everywhere. We plant the seed to grow a strong and sustainable future not only for the organization, but for each child.

How can you get involved?

We will be holding the First Annual Footprint Arts Gala which will be an evening of art, music, spoken word and more!

Proceeds from the gala will go to support multiple organizations supporting at-risk youth in the U.S. and abroad.



Footprint Foundation and the upcoming art gala is the brainchild of designers Frank and Angela Rodriguez of celebrity-favorite fashion line V22LA and their friend, Antonio Jaramillo from the FX hit show *Mayans M.C.*

The trio met during the filming of *Mayans M.C.* , which is the long-anticipated spinoff to *Sons Of Anarchy* both of which were supplied key wardrobe and jewelry pieces from the V22LA Fashion House collection.



Frank and Antonio became fast friends during a visit to the V22LA Fashion House, and before long, they'd discovered a shared passion for charitable causes fueled by a mutual source of pain.

Before he set foot on his first film set, before his Hollywood-fairytale discovery while working as a waiter, Jaramillo had spent his youth in an orphanage and later spent time on the streets.

It was a story Frank Rodriguez was all too familiar with – his wife, Angela, had been abandoned to the streets at the age of twelve.

	V22 LA FASHION HOUSE PRESENTS		
	<small>the 1st ANNUAL FOOTPRINT FOUNDATION</small> GALA <small>HELPING ORPHANS</small> A WORLDWIDE		
	DEC 6th <small>7PM-12AM</small> 1500 S. LOS ANGELES ST.		
	HOSTED BY RICHARD MONTOYA AND THE CAST OF THE MAYANS <small>MC</small> WITH SPECIAL GUESTS		
CONSTITUENCY		VISIT FOOTPRINT-FOUNDATION.ORG FOR TICKETS	
	INFRASTRUCTURE <small>works by</small> JOSE 'PRIME' REZA ALEX SHAEFER SANDY RODRIGUEZ <small>CURATED BY RODRIGO RIBERA D'EBRE</small>	ORIGINAL EDITIONS FROM MODERN MULTIPLES SHEPARD FAIREY RICHARD DUARDO ERNESTO YERENA <small>CURATED BY MONTANA MILLS</small>	
	SPOKEN WORD BY RICHARD CABRAL PERFORMANCE ART BY ALYSSA GRIEGO DJ LIZ.O	INTRODUCING WORKS BY JIMMY DANKO AND RICHARD "HARE" DEALBA	

In subsequent conversations about what could be done to prevent others from experiencing life on the streets, an idea began to take shape – one which will see its grand public unveiling at the first annual Footprint Foundation Gala.

Jaramillo and the Rodriguezes hope to harness the talent and generosity of their extensive, celebrated social network through their umbrella foundation, which will distribute all proceeds equally amongst a select group of direct-action charities.

ANGELA SMITH-RODRIGUEZ, Co-Founder



About Angela

Angela Smith Rodriguez has firsthand knowledge and experience on being a homeless child.

Left at her elderly grandparents' doorstep at 3 years old by her alcoholic mother, Angela lived with her grandparents until at the age of 9 they became sick and incapable of caring for her. Not knowing what else to do, they made her a ward of the court at which point she was thrust into orphanages and bounced around from group homes to foster home after foster home, by the age of 12, she was homeless, on the streets, alone.

Her experiences as a child living through such traumatic experiences has made her into an incredible advocate for the tens of thousands of children who are in similar and even more dire situations.

Angela believes, now, that no matter what cards life has dealt her, it has transformed her into a strong, caring and capable woman, not in spite of her experience, but because of them.

Angela has risen out of the mire, to become a prolific photographer, fashion designer and gives of herself in her community.

She is sober and mentors numerous women, helping them to achieve and maintain sobriety, she volunteers time working with the homeless, and is an advocate for animals.

**Angie's personal endeavor is to help,
one child at a time.**

FRANK RODRIGUEZ, Co-Founder



About Frank

Frank Rodriguez got a start as a designer in the 1980s designing leather jackets and selling to stores on Melrose Avenue in Los Angeles.

Being a lifelong rider and builder of bikes and cars, Rodriguez gained notoriety for his luxe custom bikes as owner and operator of Excalibur Choppers. After leaving the world of custom bike building, Rodriguez started V22LA, along with his wife Angela Smith-Rodriguez, out of a small Hollywood apartment .

V22LA clothing line has been featured in numerous publications and art magazines, including: *Vanity Fair Italy*, *Sense Japan*, *Dark Beauty*, *Rolling Stone*, *Sorbet*, *Basic*, *Astonish*, *Inked*, *Easyriders*, *Biker* and many more.

The apparel line has gained the attention of rock stars and musicians, including: Florida Georgia Line (FGL), Vin Diesel, Sylvester Stallone, Robert Trujillo of Metallica, Usher, Chris Brown, Future, Nicole Murphy, Steve Vai and RJ Mitte; just to name a few.

The hit TV series *Sons of Anarchy* and its spinoff series *Mayans M.C.* reached out to V22LA to get some of their clothing and jewelry for their shows which is how Frank met Antonio. V22LA works with Claire's Place Foundation, a cystic fibrosis organization, and hosted the 2014 Boot Campaign Boot Bash which supports the veterans.

With the First Annual Footprint Foundation Arts Gala, Frank is hoping to truly make a difference for youth that are too easily forgotten.

ANTONIO JARAMILLO, Gala Co-Host



About Antonio

Antonio Jaramillo did not know he would become an actor. Born in Tijuana, Mexico, he spent most of his childhood in an orphanage at [Niños de Rancho Nazareth](#) (Nazareth Orphanage).

Antonio is now a successful actor. However, the title he's most proud of is father. He has 2 children, a daughter and a young boy with Autism. His children are his whole world and his life's mission is to give other children a chance at a better life.

Professionally, Antonio has managed to move with ease from stage to television to film. Currently Antonio is filming Kurt Sutter's *Sons Of Anarchy* spinoff pilot *Mayans M.C.* for FX network in which he plays one of the lead characters, Michael 'Riz' Ariza. ([Antonio Jaramillo – IMDb](#))

Jaramillo could have easily chosen the wrong path in life but instead is blessed to have fate intervene and award him with a career in the arts and a family that brings out the best in him.

Activism is dear to Antonio; doing just about anything to prevent kids from ending up homeless or in prison.



V22LA Fashion House designers Frank and Angela Rodriguez along with Antonio Jaramillo from FX's *Mayans M.C.* invite you to participate in our fundraising gala in order to help many deserving nonprofit organizations.

Proceeds raised from the upcoming arts gala will support the following charities:

Arts for a Better Tomorrow, a 501c3 nonprofit based out of Los Angeles, CA whose vision is to create a world where youth from diverse, disadvantaged communities have support and equitable access to a bright future. -

<http://artsbt.org/>

Casa Estrella Foundation, whose mission is to provide a Christian home, family and education to the impoverished youth in our communities. -

<http://casaestrellafoundation.com/>

Colette's Children's Home, a California-based organization whose mission is to provide homeless single women and mothers with children a safe home and nurturing environment. - <http://www.coletteschildrenshome.com/>

Leja Bulela, a 501c3 nonprofit providing health care, educational opportunities, and advocacy and championing the rights of refugees in Congo - www.lejabulela.org

ARTS FOR A BETTER TOMORROW



Mission

To support organizations focused on helping at-risk youth and providing them with the means to a brighter future.

One of the recipients of funds from our foundation will be Arts for a Better Tomorrow (ABT).

ABT was founded in 2012 by award-winning actor, José Yenque ([IMDb](#)).

ABT provides an educational, therapeutic, and social integration platform, so that its student participants acquire both personal and occupational skills.

"We use the arts to help disadvantaged youth transition into adulthood. We provide the tools to help them overcome trauma and learning barriers in order for them to be better prepared for life."

– José Yenque, Founder and Mentor,
Arts for a Better Tomorrow



CASA ESTRELLA



Mission

To provide a Christian home, family and education to the impoverished youth in our communities.

The second recipient of funds from our foundation will be Casa Estrella.

After a shocking visit to an orphanage in Tijuana in 2003 with their church from San Diego, Joe and Esther Valenzuela decided that they couldn't ignore the devastating situation of abandoned children in Mexico. They promptly sold their business in San Diego and in 2006 they began Casa Estrella Foundation. It started with Casa Hogar Estrella: a Christian home, located in Rosarito, Mexico, for girls who have been separated from their families.

In 2013 the foundation's model expanded with the inclusion of an aquaponics system, which provides 100% organic food for the girls as well as for others in the community.

"We are not an orphanage; we are a home
and a family." - Joe and Esther Valenzuela



COLETTE'S CHILDREN'S HOME



Colette's Children's Home
Healing Homelessness

Mission

Our mission at Colette's Children's Home (CCH) is to provide homeless single women and homeless mothers with children a safe home and nurturing environment where they obtain compassionate support and services needed to achieve self-sufficiency.

The third recipient of funds from our foundation will be Colette's Children's Home

CCH began renting a two-bedroom apartment in the city of Huntington Beach in 1998, housing up to 6 homeless women and children each night. The agency now owns and operates 16 Homeless Shelter Program and permanent housing sites. As of January 2017, they have the capacity to serve up to 300 homeless women and children in their shelters at any given point in time. Their shelters are located in the cities of Huntington Beach, Fountain Valley, Anaheim, and Placentia.

Colette's Children's Home values are compassion for those in need, commitment to each other and those we serve, confidentiality to maintain anonymity and dignity, physical and emotional safety to protect our women and children, dedication to service, agency integrity, and program excellence.



LEJA BULELA



Mission

Leja Bulela exists to secure justice, fair treatment, and economic growth for under-served communities and children in the Democratic Republic of Congo.

The fourth recipient of funds from our foundation will be Leja Bulela

Leja Bulela was founded in 1993 as a reaction to the expulsion of an estimated 500,000 natives of the Democratic Republic of Congo in the early 90s. This forced migration disrupted families and placed a tremendous burden on the provinces inheriting the displaced.

Without adequate healthcare facilities, proper nutrition, and social services, many of the displaced died in transit or upon arrival. As such, Leja Bulela's primary focus has been to support internally displaced persons with initiatives that promote adequate healthcare, educational opportunities, agricultural opportunities, and a chance at a brighter future.

The phrase "Leja Bulela" means "show that you care"



Join us

We invite you to participate in an exclusive event for
a great cause

FOOTPRINT FOUNDATION FIRST ANNUAL ARTS GALA

Thursday, December 6, 2018
Gala Event – 7:00 p.m. to 11:00 p.m.
V22LA Fashion House
1500 S. Los Angeles Street
Los Angeles, CA 90015

Be a part of an inaugural event that will combine art, fashion, and improving the
lives of thousands of children.

ABOUT THE GALA

Here are 5 quick reasons why you should participate in our first annual arts gala

1

Co-Hosted by the cast of the FX hit show, *Mayans M.C.*

2

Spoken word by Richard Cabral

3

Richard Montoya as MC

4

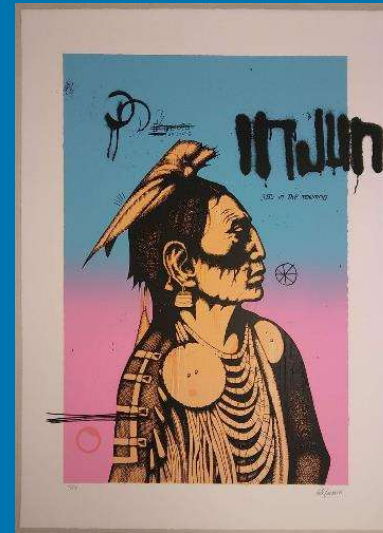
Exhibition curated by Rodrigo Ribera d'Ebra plus curation by Modern Multiples, featuring timeless works by many acclaimed artists

5

Other celebrities that will probably be in attendance include:

Rosario Dawson,
Charlie Hunnam,
George Lopez

These are some of the artists
whose notable works will be
featured



GALA

SPONSORSHIP LEVELS | **Bronze to Diamond**

We have various sponsorship levels and incentives for your involvement.

In-kind donations are also accepted.



Sponsorship Levels

BRONZE — \$1,000

SILVER — \$5,000

GOLD — \$10,000

PLATINUM — \$25,000

DIAMOND — \$50,000

Your participation in our first annual arts gala will make a world of a difference to children who never knew the world of opportunities that existed for them.

Thank you for your support!

BRONZE

As a Bronze sponsor you will get the following with a donation of

\$1,000

- 4 Tickets to the Arts Gala
- Sponsor name featured on invitation and collateral
- VIP pre-gala cocktail reception, meet and greet with stars and red carpet photos





SILVER

As a Silver sponsor you will get the following with a donation of

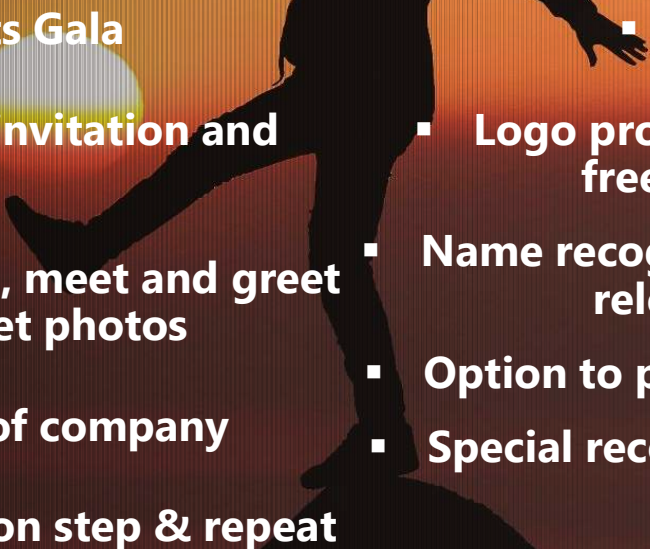
\$5,000

- 10 Tickets to the Arts Gala
 - Sponsor name featured on invitation and collateral
- VIP pre-gala cocktail reception, meet and greet with stars and red carpet photos
 - Social media promotion of company
 - Placement of logo on step & repeat
 - Signage at the event
- Logo projected on building (visible from freeway) and inside the venue
 - Option to provide a product in guest gift bag

GOLD

As a Gold sponsor you will
get the following with a
donation of

\$10,000

- 
- 15 Tickets to the Arts Gala
 - Sponsor name featured on invitation and collateral
 - VIP pre-gala cocktail reception, meet and greet with stars and red carpet photos
 - Social media promotion of company
 - Prominent Placement of logo on step & repeat
 - Signage at the event
 - Logo projected on building (visible from freeway) and inside the venue
 - Name recognition at event and in event press release, media and post alert
 - Option to provide a product in guest gift bag
 - Special recognition announcement by emcee at the event

PLATINUM

\$25,000

- **20** Tickets to the Arts Gala
- Sponsor name featured on invitation and collateral
- VIP pre-gala cocktail reception, meet and greet with stars and red carpet photos
- Social media promotion of company
- Placement of logo on step & repeat
- Signage at the event
- Logo projected on building (visible from freeway) and inside the venue
- Name recognition at event and in event press release, media and post alert
- Sponsorship of VIP pre-gala reception
- Prominent placement of logo on step & repeat
- Opportunity to display your product inside the venue
- Personal introduction to celebrity guest
- Option to provide a product in guest gift bag
- Special recognition announcement by emcee at the event
- Opportunity to give a 5 minute presentation on your company





DIAMOND

\$50,000

- **20** Tickets to the Arts Gala
- Sponsor name featured on invitation and collateral
 - VIP pre-gala cocktail reception, meet and greet with stars and red carpet photos
- Social media promotion of company
- Placement of logo on step & repeat
 - Signage at the event
- Logo projected on building (visible from freeway) and inside the venue
- Name recognition at event and in event press release, media and post alert
- Opportunity to display your product inside the venue
- Personal introduction to celebrity guest
- Option to provide a product in guest gift bag
 - Special recognition announcement by emcee at the event
- Opportunity to give a 5 minute presentation on your company
- Company recognized as title sponsor

DO SOMETHING GREAT



FOOTPRINT FOUNDATION

THANK YOU



"CHILDREN ARE LIKELY TO LIVE UP TO
WHAT YOU BELIEVE OF THEM."

—LADY BIRD JOHNSON,
FORMER FIRST LADY OF THE UNITED STATES



FOOTPRINT FOUNDATION

THANK YOU