



“The Paradise Chocolate Fest is dedicated to benefit non-profit organizations which provide educational, enrichment, recreational and leadership opportunities to youth on the Paradise Ridge. This annual celebration raises vital funds and awareness through a series of fun, community supported and environmentally conscious events.”

Background:

Since 2006, the sweet, magical power of chocolate has inspired our generous community to honor and celebrate youth through the thriving annual Paradise Chocolate Fest, held each May in our spectacular mountain home.

The Chocolate Fest is ‘choc-full’ of events, activities, contests and fun and of course, all things chocolate related! At the Chocolate Fest, you can wow your taste buds with artisan-produced chocolate delights and rub shoulders with multi-award winning Chocolatiers. Tap your toes to musical entertainment while you savor an ice cream sundae or visit the Chocolate Cuisine Challenge. Dive into the chocolate pie eating contest, or take a walk through the park and enjoy fine art and crafts booths, delicious food, giant inflatables, costumed characters and so much more.

The Paradise Chocolate Fest was founded by Bill and Pam Hartley, owners of Joy Lyn’s Candies with the support of a multitude of community volunteers to benefit the Boys & Girls Club of Paradise Ridge.

As the Chocolate Fest continued to grow in size and community support, it became evident that it was moving beyond the scope of the Boys & Girls Club to effectively manage and produce on an annual basis.

With tremendous support, and in agreement with the Boys & Girls Club, community members who had served on the Fest steering committee moved to formally incorporate the Paradise Chocolate Fest as its own non-profit organization.

Achievements:

Starting in August 2009, Paradise Ridge community members –

- Formed a Board of Directors, By-Laws and Corporation, Paradise Chocolate Fest, Inc.
- Trademarked the now-famous Strawberry Chocolate Logo.
- Applied for, and were granted Non-Profit status by the Internal Revenue Service and the Franchise Tax Board.
- 2010 and 2011 Chocolate Fest organizers developed and produced –
 - The 5th & 6th Annual Paradise Chocolate Fests
 - Chocolate Queen’s Contest & Coronation celebrations
 - Evening of Wine & Chocolate
 - Chocolate Thunder Motorcycle Run
 - Chocolate Cuisine Challenge
 - Chocolate Chase Fun Run/Walk
- Distributed over \$35,000.00 to a broad-range of youth organizations through the Fest Volunteer Equity Fund and the Chocolate Fest Grant Awards.
- Over 2,680 volunteer hours from community supporters have been recorded – countless hours not recorded.

- With a long-range goal to build a financially sustainable organization, the Chocolate Fest Board of Directors has also developed an Operational Account and a Foundation Account.
- In collaboration with Northern Recycling and Waste Services, over the past 2 years the Chocolate Fest developed the structure for a Zero Waste event. We are proud to announce the achievement of the Chocolate Fest's commitment to our environment - Material generated 1,382 lbs • Material recycled or composted: 1,370 lbs • Material land-filled: 12 lbs • Diversion Rate: 98.5%
- Since its inception, the Paradise Chocolate Fest has been the recipient of two international awards at the Retail Confectioners International Chocolatiers Convention and Expo held in Hershey, Pennsylvania. Additionally, the Paradise Chocolate Fest Cookbook gained national recognition by Morris Press Publishing Company as the First Place Winner, Community Cookbooks and Tabasco Company's Western Regional cookbook winner.

Today, the Paradise Chocolate Fest is poised to grow, attract visitors from outside of the region, and to offer a dazzling extravagance of chocoliciously delightful and delicious family fun for all. Bolstering civic pride, in the months leading up to the Festival, ongoing pre-events like the "Chocolate Royale" Queen & King competition and children's coloring contest provide an opportunity for all ages to get involved and earn recognition for putting forth their best efforts.

Most importantly, proceeds raised from the Chocolate Fest provide crucial funds for qualified organizations serving youth in our community.

Sometimes the best representatives of our success are the beneficiaries themselves:

"This year alone we were able to offer six scholarships to young students that would otherwise not be able to dance and perform with our company and would not have been able to participate in our intensive summer program." Trudi Angel, Artistic Director, **Northern California Ballet**

"Paradise High School and Paradise Intermediate School Choral Music Programs both performed and had a booth (Chocolate Waffles) at the 2011 Paradise Chocolate Festival. Both students and parents got involved in the process. The event was run very well and had a positive financial impact on the music programs. At a time when financial cutbacks are a dominant feature in education, the benefits from involvement in the 2011 Paradise Chocolate Festival were welcomed with open arms. The funding has already allowed us to provide performance outfits for several students who could not afford to purchase them, as well as transportation so groups can go to schools and perform for other students. The music students thank the leadership of the Paradise Chocolate Festival for their community vision and energy." Sam Gronseth, Choral Director, **Paradise Unified School District**

"We at Strings in Schools are very appreciative of what the Chocolate Fest has provided to our program as well as other youth organizations in the community. Strings in Schools is an after school program that provides violin and cello lessons to all students in the community whether or not they can afford it. The recent school budget cuts have taken music out the elementary schools and we want to be able to fill that need in our community. Each year the Chocolate Fest has donated money based on the number of volunteer hours that we have put in, which enables us to either purchase violins, cellos or sponsor a student who has applied for a scholarship. Thank you Chocolate Fest!" Carla Shyrock, Director, **Strings in Schools**

"Performing in a performing arts center is an invaluable experience for students, but is an extremely costly experience for a school to provide. Achieve Charter School aims to perform two shows a year, but due to a significant decrease in state funding, last year we were only able to afford one show at the Paradise Performing Arts Center. This year, we will be able to perform both a winter and spring performance because of the Chocolate Fest funding. Funding from the Chocolate Fest is critical for our performing arts program. At the same time, it promotes parent and community involvement, buy-in, and support. Thank you Paradise Chocolate Fest for supporting the youth of Paradise and promoting family and community involvement." Casey Taylor, Superintendent/Principal, **Achieve Charter School**

2011 Beneficiaries include –

- **Achieve Charter School**
- **Boy Scouts**
- **Boys and Girls Club**
- **Calvary Chapel of Paradise Young Life**
- **Cub Scouts**
- **Girl Scouts**
- **Northern California Ballet**
- **Paradise High School Football**
- **Paradise Rotary Interact**
- **Paradise Schools Music Program**
- **Paradise Symphony Strings In Schools**
- **Project Vision**
- **St. Thomas More youth program**
- **Youth for Change**

Chocolate Fest Founders

Bill & Pam Hartley, owners, Joy Lyn's Candies

Paradise Chocolate Fest Executive Director

Debbie LaPlant Moseley

2011 Paradise Chocolate Fest Board of Directors

- **President, Sherry Swim, owner PIP Printing & Marketing Services**
- **Vice President, Sue Mawer-Seufert, Century 21 Select Real Estate**
- **Secretary, Frankie Rutledge, Former Mayor of Paradise, Retired Town Clerk**
- **Treasurer, Jackie Gitman, owner Gitman & Associates and Paradise Homemakers**
- **Directors**
 - John Jans, Retired Engineer**
 - Ed Lewandowski, owner Darlene's Fine Chocolates & Ice Cream**
 - Carol Peterson, retired Publisher Paradise Post Newspaper**

2011 Paradise Chocolate Fest Advisory Committee

- **Fred Aldred, owner Bourbon Hill Sign Co.**
- **Jennifer Arbuckle, Northern Recycling & Waste Services**
- **Clarice Armstrong, owner Coco Amatrice Artisan Chocolates & Tasting Salon**
- **Tom Baker, Attorney at Law**
- **Sandy Cens, retired AT&T**
- **Mark DiDuca**
- **Nancy Eaton, owner Third Age Solutions**
- **Dean Fender, owner Paradise Direct Web Services**
- **Mica Gilkey**
- **Chris Hoffman, owner Alpine Electric**
- **Diane Lewandowski, Ray Morgan Company**
- **Jeri Luce, Paradise Post Newspaper**
- **Bruce & Corinne McCourt, owners McCourt Construction**
- **Bruce Murray, owner Technigraphics**
- **Arthur Pollock, Attorney at Law**
- **Tammy Riotto, Youth For Change**
- **Mark Seufert, owner Mark C. Seufert Construction**
- **Barbara Skotvold**
- **John Touchette, Beyond Fitness**
- **Bill Vickers, retired Cal Water Company**

Plans & Goals for 2012 and beyond:

- The development of a long-range plan articulating the 5-year vision and goals for the Chocolate Fest, defining the strategies to achieve the 5-year vision, and developing action plans for each strategy.
- The development of a Chocolate Fest Annual Report to be distributed January 2012.
- Deepen Our Impact –
 - Increase the number of youth organizations receiving funds.
 - Continue to build a financially sustainable organization in order to deliver on our mission.
 - Net goal for Chocolate Fest 2012, is \$50,000 - \$55,000 to be distributed to the 4 fund “pools” – Volunteer Equity, Grant, Foundation and Operations.
 - In collaboration with Northern Recycling and Waste Service, the Chocolate Fest “Green Scene” will continue to be developed as an outdoor classroom to include a wide variety of learning stations and components providing hands-on activities and educational opportunities.
- Deepen Community Engagement –
 - Develop Chocolate Fest Youth Advisory Committee made up of constituent representatives.
 - Increase local and regional support of the Fest thru corporate and individual sponsorships.
 - Increase volunteer assistance.
 - Further development and nurturing of collaborations and partnerships thru community outreach.
 - Identify and promote the public value of the Paradise Chocolate Fest to the community, focusing on Relationships – building partnerships and collaborations; Relevance – to beneficiaries and the community; and Return on Investment – promoting the Chocolate Fest’s public value and economic impact to the community.

Chocolate is a happy food and it is associated with joyous occasions. We believe the Paradise Chocolate Fest is a joyous occasion worthy of the name and it has certainly given all of us great joy to continue this amazing tradition, especially in light of its great mission. We believe – and therefore have acted on that belief – that we can, should, and indeed must take responsibility for our own community and its needs and this Chocolate Fest is just one way that this group has done so this year and plans to do so in years to come.

Since 2006, “A small group of people with huge hearts” have tackled the challenge (with passion!), committed time, talent and treasures – and raised money and awareness on behalf of hundreds of youth on the Ridge.

The Paradise Chocolate Fest would not be possible without the continued support and enthusiasm from individuals in our community, service organizations, corporate sponsors, media sponsors and wonderful friends of the Fest who all share in the common vision of benefiting youth in our community. Together, we all have to be very, very proud of the difference we are making.