

STAND UP SACRAMENTO 2024 RECAP

12th Annual Hope Cooperative Comedy Fundraiser a Smiling Success



What happens when more than 200 community supporters get together to enjoy an evening of laughter, delicious local food, and the company of others to help the homeless? The result is a memorable and successful night where generous sponsors and donors contribute to the long-term future of individuals and families in Sacramento and Yolo counties.

Over \$100,000 in proceeds was raised for Hope Cooperative as a result of the many businesses, private entities, public agencies, and individuals who attended the lively “Stand Up Sacramento” comedy fundraiser. Held on Friday, October 18, 2024, attendees had the opportunity to learn from each other, laugh with each other, and lend a financial hand to the invaluable nonprofit.

Nationally recognized comedians, Ron Josol and DJ Sandhu, entertained guests with their hilarious and quick-witted humor touching on everything from urban life in Sacramento to their own heritage.



The main stage at The Sofia, Home of B Street Theatre has hosted Stand Up Sacramento for the last three years.



Hope Cooperative staff, Marlyn Sepulveda and Jennifer Johnson checking in guests with a smile.

The show was hosted at The Sofia, home of the B Street Theater.

Bullard Construction, Inc. generously contributed as the evening’s key “Champion of Hope” sponsor, donating \$15,000 to Hope Cooperative. The company has built affordable housing for the past 25 years across the country in 10 different states.

They were the first to deliver a project in Sacramento County to convert hotels into homes for the unsheltered, and they are currently developing an affordable housing project with Hope Cooperative.

“This is such a fun and meaningful evening,” said Justin Iodence, Vice President of Preconstruction for Bullard Construction, Inc. “We attended last year, had a great time, and wanted to step up our contribution this year. This is also very relevant to me personally, because I had a lot of housing insecurity growing up. And as a veteran, I understand the importance of housing, social services, and the ability to thrive and get ahead in life.”



Off the Vine Catering Company provided the mouth-watering food, while Blue Note Brewery and Andis Wines donated all of the beverages.

Hope patrons, Michael Bloss and Jessica Heiser, shared their reasons for attending the event. “I like to support our local non-profits and Hope’s mission,” said Bloss. Heiser echoed his remarks. “This is a great cause, and it’s exciting to support our community.”



Hope’s Board President, Dr. Christina Y. Bilyeu introducing Champion of Hope sponsor, Bullard Construction’s Marshall Hendon, President and Justin Iodence, VP of Preconstruction.

In addition to the comedy show, participants had the chance to bid on an array of incredible experience packages, including a San Francisco 49ers game weekend, 7-night stay in San Diego, an Adrian Blanco shopping spree, and an exclusive Sacramento Kings VIP evening donated by Western Health Advantage. All of the live auction items were donated, with proceeds providing instrumental funds to the nonprofit in maintaining and expanding its services.

Board of Directors President and Chief of Mental Health Services at Kaiser Permanente, Dr. Christina Y. Bilyeu, welcomed guests thanking them for their dedication to the mission of Hope. “Whether you are already donating your time, treasure, or talent, or this is your first time being with us, thank you.” She also recognized the evening’s sponsors and board members. Several current and former Hope Board of Directors members were in attendance.

Many of the fundraiser’s guests expressed their admiration for Hope’s employees and the work they

accomplish, including the ability to provide wrap-around services, assist both individuals and families and sometimes just simply to sit and listen to the needs of those in crisis.

“There are so many people who are struggling” said patron, Heather Taylor. “It is important to be able to pull together to help.”

Expressing her deepest gratitude, Hope Cooperative’s CEO, April Ludwig, shared how the financial contributions made by donors and sponsors play an important part in helping the nonprofit thrive. Many individuals gave generously. “Our work would not be possible without the community,” said Ludwig. “Each person may have different reasons for sharing their support, and that’s what makes their giving so special.”

Summing up the entire evening, contributor Shawn Carrington said, “I love everything about tonight. This environment is fun, and you can’t help but wait to hear what Hope Cooperative is going to do next.”

“Stand Up Sacramento” will again be held at The Sophia in Fall 2025. To learn more about Hope Cooperative, stories of Hope, and how you may contribute, please visit their website at: <https://hopecoop.org>.



Hope Cooperative’s CEO, April Ludwig



Guest Brian Randlett donating to Hope during the Fund-A-Need.



Hope Cooperative’s Board of Directors at the event.

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- HEATHER TAYLOR

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