

YOUTH COMMISSION AGENDA

**Wednesday, January 8, 2014
7:00 P.M.**

Operation Service Center – 3333 Busch Road

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of December 11, 2013.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Presentation on Commissioner's Application Review Using Zoomgrants: An Online Grant Application Software Program.
5. Review FY 2012/13 Community Grand Midterm Reports

COMMUNICATIONS

COMMISSION REPORTS

6. Committee Meetings:
 - A. Bicycle, Pedestrian, and Trails Committee
 - B. Cultural Arts Master Plan Steering Committee
 - C. Parks and Recreation Master Plan Steering Committee
 - D. Youth in Government Day Committee
 - E. Teen Job Fair Committee

7. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

COMMISSION COMMENTS

STAFF COMMENTS

8. Community Services Update
9. Library Liaison Update
10. Police Liaison Update

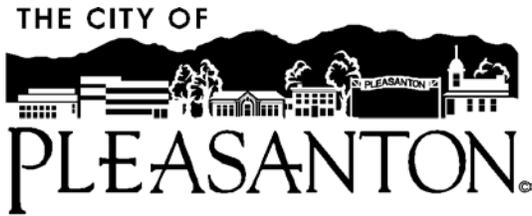
ADJOURNMENT

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

Accessible Public Meetings

The City of Pleasanton will provide special assistance for citizens with disabilities to participate in public meetings upon advance notice. If you need an auxiliary hearing aid or sign language assistance at least two working days advanced notice is necessary. Please contact the Community Services Department, PO Box 520, Pleasanton, CA 94566 or (925) 931-5340.



Youth Commission Minutes

**Operations Service Center – 3333 Busch Road, Pleasanton, CA
December 11, 2013 - 7:00 p.m.**

CALL TO ORDER

The meeting was called to order at 7:04 p.m. by Vice Chairperson Katie Olmo.

Pledge of Allegiance

The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Russell Ambrosiewicz, Lori Franklin, Saira Grewal, Diane Hadley, Michael Liamos, Neha Nirkondar, Meghna Sinha, and Vice Chairperson Katie Olmo.

Commissioners Absent: Jonathan Pearce, Taylor Sowers, Erica Utikal, Yandi Wu, and Chairperson Kaitlyn Mallie.

Staff Present: Becky Hopkins, Recreation Supervisor; Teresa Parham, Teen Librarian; Lt. Jeff Bretzing, Police Representative; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

Ms. Hopkins advised of the following changes to the agenda:

Item 2 - include introductions of new Commissioners.

- postponement of Youth Master Plan Goal #6 Presentation

Item 5 - communications from Axis Community Health and Multnomah Youth Commission in Oregon

MINUTES

1. Approve regular meeting minutes of November 13, 2013

A motion was made by Chairperson Hadley, seconded by Commissioner Nirkondar, to approve the November 13, 2013 meeting minutes. **The motion was approved.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

- New Commissioners Ambrosiewicz and Grewal were introduced. Commissioner Ambrosiewicz advised that he is a student at Hart Middle School, and Commissioner Grewal advised that she is a student at Amador Valley High School.
- Teen Poet Laureate, Diana Fu, provided information about her position and duties as one of two Teen Poet Laureates for the City of Pleasanton. She read to the Commission her recent poem entitled "Diamonds"
"She had a heart made of diamond
Pristine and permanent,
Pretty and powerful.
But nothing is harder, nothing is colder,
Nothing is more unbreakable.
With its many facets,
It was easy to be blinded
By its reflections.
Easy to be lost
In its perfection.
She kept it in a place
Inside her chest,
Locked under the heavy chains
Of scar tissue.
And, like all things precious,
It was stolen many times,
But never given over.
But diamond is not different
From carbon graphite,
Easily erased and changed.
Sooner or later
All thieves discover
Her heart is nothing, but
Black, greasy filth."
- Alameda County Public Health Department – Project Teen Friendly – Janice Louie, Tobacco Control Program

With the assistance of Lauren, a student at UC Berkeley, Ms. Louie reviewed with the Commission a PowerPoint presentation showing highlights from the 2012 US Surgeon General's Report on Preventing Tobacco Use Among Youth.

They discussed reasons not to smoke, why people use tobacco, how the tobacco industry is attracting young people to smoke, smoking products and the nicotine they contain, and steps that can be taken to prevent young people from smoking.

Ms. Louie provided information about how the Youth Commission in Union City had been able to work on a project for preventing tobacco use by youth that had resulted in their City Council approving an Ordinance regarding the sale of cigars and other tobacco products to young people.

- Youth Master Plan Presentation – Goal #5, Taylor Sowers, Yandi Wu

Presentation postponed.

3. Public Comment from audience regarding items not listed on the agenda

There were none.

MATTERS BEFORE THE COMMISSION

4. Approve Participation in Alameda County Project Teen Friendly

The Commission was advised by Ms. Hopkins that the Alameda County Public Health Department has created Project Teen Friendly to address concerns regarding the sale of tobacco products that are designed to appeal to teens, and are being made readily available throughout Alameda County.

Ms. Hopkins and Ms. Louie advised that the aims of the program is to: 1) assess, through store surveys, the kinds of teen friendly products available in each community within Alameda County; 2) create visual aids for documenting the flavor, cost and types of products; and 3) to educate members of the community and public officials about these products.

To assist with this project, the Alameda County Public Health Department is seeking participation from the City of Pleasanton's Youth Commission and members of the Police Explorers program.

Lt. Bretzing and Ms. Hopkins advised that this would be a partnership project between the County and the City of Pleasanton Police Department. Information regarding Commission participation in the project was discussed.

Ms. Hopkins advised that should participation in the project be approved by the Commission it would be necessary for them to select four (4) Commissioners to participate. She also noted that it would involve spending approximately four (4) hours on a selected Saturday, sometime in January or February 2014, to partner with UC Berkeley college students to conduct store observation surveys.

Commissioners had questions concerning how store surveys were to be conducted, who would be responsible for completing Store Observation forms, whether parental permission would be required, and who would be responsible driving Commissioners to the various retail store

locations in Pleasanton. Answers to these questions were provided by Lt. Bretzing, Ms. Hopkins, and Ms. Louie.

Ms. Hopkins advised Commissioners that participation in this project would address Goals 2 and 3 of the Youth Master Plan.

A motion was made by Commissioner Nirkondar, seconded by Commissioner Sinha, approving participation by the Youth Commission in the Alameda County Public Health Department's "Project Teen Friendly".

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Liamos, Nirkondar, Sinha, and Vice Chairperson Olmo.

NOES: None

ABSENT: Commissioners Pearce, Sowers, Utikal, Wu, and Chairperson Mallie.

ABSTAIN: None

Vice Chairperson Olmo asked for volunteers from the Commission to participate in this project. Ms. Hopkins advised that city vehicles would be used for the project and city staff members would drive Commissioners to all locations. Commissioners participating in the project will be briefed on what they will be required to do when conducting the Observation Survey, and a city staff member and UC Berkeley grad student will participate with Commissioners.

Ms. Louie advised that as part of the project, a community survey should also be conducted, and this could be done by collecting information at the Saturday Farmer's Market. Results of this survey and the Observation Survey would ultimately be presented to City Council.

Commissioners Sinha, Nirkondar, Olmo, Grewal, and Ambrosiewicz agreed to participate in this Observation Survey project.

A motion was made by Commissioner Hadley, seconded by Commissioner Liamos, to nominate and elect Commissioners Ambrosiewicz, Grewal, Nirkondar, Olmo, and Sinha, to participate in the Alameda County Public Health Department's Project Teen Friendly Observation Survey.

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Liamos, Nirkondar, Sinha, and Vice Chairperson Olmo.

NOES: None

ABSENT: Commissioners Pearce, Sowers, Utikal, Wu, and Chairperson Mallie.

ABSTAIN: None

Ms. Hopkins advised that she would contact Ms. Louie and advise her of the selected date in January or February 2014 to conduct the Store Observation survey.

COMMUNICATIONS

5. Clean Water Project Status Report – Email from Eric Arellano

An email from Eric Arellano advising that to better encompass and engage the local community in their water project, they have agreed to having 50% of donations go towards Bay Area wetland/creek restoration, and 50% to charity for water projects.

Axis Community Health

A letter was received from Axis Community Health CEO, Sue Compton, advising that Axis has been able to obtain funding for their HPV vaccination service through other sources, and is returning to the City of Pleasanton the \$7,500 that was granted to them for this service for the FY 13/14 grant period. She thanked the Commission for generously granting funds for this project.

Ms. Hopkins advised that the returned funds would be not be received in time to be included in the current grant cycle period, but would be added to funds for the following year.

Multnomah Youth Commission, Portland, Oregon

Ms. Hopkins advised that information has been received from the Multnomah Youth Commission with information about an Action Plan To Stop Violence. Staff will email copies of this correspondence to all Commissioners for their review, and to consider if it is something they would like to place on a future meeting agenda for discussion.

COMMISSION REPORTS

6. Committee Meetings

A. Bicycle, Pedestrian, and Trails Committee

No report.

B. Cultural Arts Master Plan Steering Committee

No report.

C. Parks and Recreation Master Plan Steering Committee

No report.

D. Youth in Government Day Committee

Commissioner Nirkondar advised that the Committee had spent time reviewing the agenda for the Youth in Government Day event. She noted that an Amador Valley High School student is needed to participate on this Committee and asked Commissioners to inquire of their Amador Valley High School friends if they would like to participate, and notify Ms. Hopkins of their

names. Commissioner Nirkondar informed Ms. Hopkins that she and Commissioner Sowers would be providing an overview of the Youth Master Plan to attendees at this event.

E. Teen Job Fair Committee

Commissioner Hadley advised that the Committee had reviewed plans for this event and at the January 2014 Commission meeting would be asking members of the Commission to consider volunteering to assist at this Job Fair.

7. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members

There were none.

COMMISSION COMMENTS

None.

STAFF COMMENTS

8. Community Services Update

Ms. Hopkins provided the following:

- a. Information about the "Holiday Peeps". She requested Commissioners take photos with the Peeps and post them to Facebook and Instagram, as a way of promoting PtownLife.org.
- b. The Joint Advisory Committee held a meeting. An Annual Work Plan presented to members of the Pleasanton Unified School District was very well received. Ms. Hopkins noted that a Work Plan was something that needed to be provided annually, and that next year a Committee would need to be put in place to work on a pilot project.

9. Library Liaison Update

Ms. Parham provided the following:

- a. The library is very busy with students studying.
- b. The recent 25th Anniversary Celebration of the library building was well attended. Funds were raised at this event to purchase new children's books for the library.
- c. Library student groups are doing presentations at the library for younger students. One entrepreneurial group, calls themselves "The Shrimp Tank".

10. Police Liaison Update

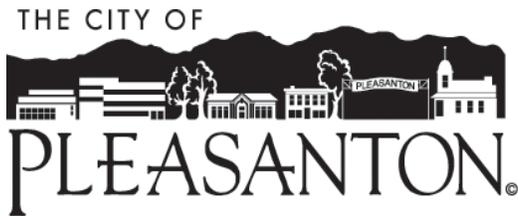
Lt. Bretzing provided the following:

- a. Crime is up during the holiday season, everyone should be mindful of where they are keeping packages after shopping, and
- b. Drinking and DUI's are on the rise also because of the season.

Lt. Bretzing thanked Commissioners and members of the Explorer group for attending this meeting. He suggested Commissioners and Explorers try to attend the meetings of each group.

ADJOURNMENT

There being no further business, a motion was made to adjourn the meeting at 8:10 p.m.



Youth Commission Agenda Report

January 8, 2014
Item 4

**SUBJECT: PRESENTATION ON COMMISSIONER'S APPLICATION REVIEW USING
ZOOMGRANTS: AN ONLINE GRANT APPLICATION SOFTWARE PROGRAM**

SUMMARY

The City of Pleasanton recently acquired ZoomGrants, an online grant application software program that allows agencies to submit the FY 2014/15 Community Grant and Housing and Human Services Grant (HHSG) applications online. The software also allows for online review and evaluation of grant applications. Commissioners will receive a tutorial on how to review and evaluate the FY 2014/15 grant applications.

RECOMMENDATION

It is recommended that the Commission receive staff's presentation on ZoomGrants.

FINANCIAL STATEMENT

There is none.

BACKGROUND

The City of Pleasanton purchased ZoomGrants, an online grant application software program that allows organizations to complete the Community Grant and Housing and Human Services Grant (HHSG) applications via the internet. The program was initially introduced at the Grant Workshops held in December 2010 and was only available for the (HHSG) program. ZoomGrants became available for the FY 2012/13 Community Grant Program.

Although the primary purpose of ZoomGrants is to allow agencies to submit their applications electronically online, an additional benefit of the software is the ability for staff and commissioners to review and evaluate the grants online.

ALTERNATIVE ACTION

Any other action as determined by the Youth Commission.

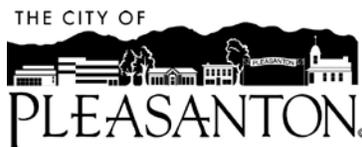
Submitted by,

/s/

Mike Patrick
Community Services Analyst

Attachments:

1. Commissioner's Criteria for Reviewing Grants



**Evaluation Criteria for
FY 14/15 Community Grant Program
(Civic Arts and Youth Categories)**

1. Need

1. Does the project meet a demonstrated, clearly identified community need?
2. Does the proposed project provide a realistic and effective scope of services that is clearly stated and realistic for Pleasanton?
3. Does the project meet the needs of an underserved segment of the community?

2. Benefit

1. Would funding the activity/program benefit lower to moderate-income residents?
2. Does the agency provide culturally appropriate services?
3. Would the project offer an opportunity for residents to experience/receive services not otherwise available in the community?

3. Funding

1. Is the project budget reasonable for the scope of the activity/service?
2. Are the funds requested appropriate for the number of Pleasanton residents to be served?
3. If a regional activity/service, are requested funds proportionate to Pleasanton residents to be served?
4. Do the items and services requested for funding violate Community Grant rules and guidelines?
5. Does it appear that the request will not supplant other funding, but enhance an existing activity/service?

4. Alternative Funding Sources

1. Has the agency/organization sought and obtained other funding sources for its activities/services?
2. Would the requested dollars be the sole source of funding for the proposed project?
3. Does the agency charge an appropriate fee, as applicable, to support the activity/service as another source of funding?
4. Does the project proposal identify a sustainability plan?

5. Eligibility

1. Are the agency/organization staff/volunteers qualified and have the capacity to provide the activity/service?
2. Does the agency/organization appear to be able to achieve the stated goals and outcomes?
3. Does the request provide a new service in Pleasanton?
4. Are the project outcomes and evaluation process identified and reasonable?

6. Community Support and Collaboration

1. Does the agency/organization collaborate with other agencies/organizations beyond referrals?
2. Does the agency/organization have a Pleasanton-based office/operation and if not, does it define how it meets the needs of Pleasanton residents?
3. Does the agency/organization demonstrate it has community support through participation, alternative funding sources, or in-kind services?

7. Civic Arts Commission Priorities

1. In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that incorporate outreach to new and diverse participants and/or new audience members for the arts in Pleasanton. Projects that involve coproduction and/or collaboration with other local organizations are encouraged.

8. Youth Commission Priorities

1. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton youth community. Applicants should include within their application information on how the project will meet goals and strategies outlined in the youth master plan and how they will accomplish these goals.

HOW THE CRITERIA APPEAR ON THE ZOOMGRANTS WEBSITE:

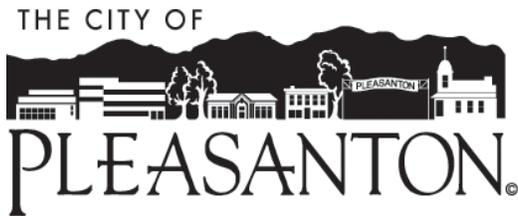
Instructions:

Enter a score from 0 to 10 for each of the nine (9) questions below (0 = low, negative, disagree, etc.; 10 = high, positive, agree, etc.). The Total Score will be figured automatically. *(Please note: That question 9 only pertains to the Civic Arts Commission and question 10 only pertains to the Youth Commission.)*

1. NEED – Rank the need for this project/program. [Considerations: need has been clearly identified; information supplied by the agency shows how project will address the need/issue/service gap; the project addresses and identified problem (Cultural Arts Master Plan and Youth Master Plan)]
2. BENEFIT – Rank the benefit to Pleasanton Residents. [Considerations: clearly demonstrates number of unduplicated Pleasanton residents who will benefit in relation to funding requested.]
3. ORGANIZATION – Rank the applicant’s organizational strength and capacity. [Considerations: track record, accountability; realistic/achievable goals; consistent philosophy; collaboration; staffing; completeness of application.]
4. FUNDING – Rank the applicant’s request for funding. [Considerations: cost-effective; provides lasting improvements; maintains existing services in jeopardy; achieves impact on need; goals are achievable and measurable.]
5. FUNDING ALTERNATIVES – Rank the proposal regarding funding alternatives. [Considerations: funding from other sources; agency contributions to or generates income to support this project/program, etc.]
6. CITY FUNDING – Rank the proposal regarding the necessity of City Funding. [Considerations: City funds are critical to the project; appropriateness for City funding; no alternative funding sources, etc.]
7. ELIGIBILITY – Rank the applicant’s eligibility based on the “Funding Requirements and Limitations” on pages 4-5 of the Grant Application Packet. (The Application Packet is available online at www.cityofpleasanton.com/community/grants/city-grants.html)
8. COMMUNITY SUPPORT AND COLLABORATION – Rank the applicant on its community involvement and how it defines meeting the needs of Pleasanton residents. [Considerations: Is the organization providing its project/program in Pleasanton; does it demonstrate community support through alterative funding sources; or in-kind services.]
9. CIVIC ARTS COMMISSION PRIORITY – Rank the proposal regarding the extent to which it addresses outreach to new and diverse participants and/or new audience members for the arts in Pleasanton.
10. YOUTH COMMISSION PRIORITY - Rank the proposal regarding the extent to which it addresses programs designed to encourage and promote services that benefit the Pleasanton youth community, with added emphasis on projects that address the Goals and Strategies that are outlined in the Youth Master Plan.

TIPS FOR REVIEWING GRANT APPLICATIONS

- Go with your gut and follow your intuition while reading the application.
- Remember to separate your passion for an issue (such as visual versus performing arts) from the specific application you are reading.
- Do not read all the applications in one day, use all the time that is allotted for your review. One approach is to read all of the proposals at least twice. Read them all through once, make notes on the first page of each scoring sheet, and give each application a preliminary score. Then wait a few days, re-read the proposals and score them again. Depending upon the proposal, you may want to read it one more time before coming to a final score.
- If possible, refresh your memory by reviewing the application the day before or day of the Commission meeting.
- Do not try to be an expert, but utilize your strengths to evaluate each proposal. Each of you has a unique perspective, background, and strengths that you bring to this process.
- Focus your assessment on the area where you feel most confident. For example, if you have a financial background, it is okay to focus more on the financial piece of the proposal.
- Limit the time you spend reading each application. If it is unclear and difficult to understand, then maybe that is your assessment. Each application must stand on its merits as it was submitted to the City.
- If the application does not address a criterion, do not make an assumption or read something else into the narrative. If the agency did not explain a specific point or points, it did not meet your standard. We should not lower our standards. The agency must meet the established standard in order to be eligible to receive funding.
- Focus on the merits of the application. Did the agency make a compelling argument for funding? Did the application address all established criteria?
- Refer to the points outlined within each section to determine if the application discusses all of the criteria you decided were important.



Youth Commission Agenda Report

January 8, 2014
Item 5

SUBJECT: REVIEW FY 2013/14 COMMUNITY GRANT MIDTERM REPORTS

SUMMARY

Included for the Youth Commission's review is the Community Grant Program Project Performance Review spreadsheet and grant recipients Midterm Reports.

RECOMMENDATION

It is recommended that the Commission review the FY 2013/14 Community Grant Midterm Reports and Compliance Summary Report-Midterm.

FINANCIAL STATEMENT

Of the \$70,120 grant funds awarded to the eleven (11) agencies, \$19,365 has been expended thus far, leaving a balance of \$50,755 for the remainder of the fiscal year.

BACKGROUND

As required by the Community Grant Program; each agency must meet the Program's requirements including submitting a signed Agreement, a certificate of insurance and their business license number. Additionally, agencies are required to submit a Midterm Report for each project they receive funding for by the due date. In the Youth category, ten (10) agencies received funding for eleven (11) different projects. The Midterm Reports allows for the agencies to provide a brief update on their projects including; status of their goals, if they are experiencing any challenges and share the number of clients they have served and how much funding they have expended.

Organizational Highlights

Axis Community Health

A letter was received from Axis Community Health on November 21, thanking the City for allocating \$7,500 in support of HPV vaccines for low-income Pleasanton teens, but that the funds were no longer needed, as the HPV vaccination service was being covered through other sources. The \$7,500 unspent funds will be rolled into the 2014-15 Youth Grant allocation. As a result, instead of a budget of \$40,000 for 2014-15, the budget will be just under \$48,000 (as there is also unspent funds of \$377.37 that will be carried over from 2012-13).

Child Care Links

No activity to report.

Community Resources for Independent Living

No activity to report.

Partners for Golf, Inc.

A total of \$2,400 was budgeted and expended introducing the sport of golf and golf etiquette to Pleasanton youth. According to Partners Fore Golf, 2013 was the most successful year in their nine-year history. Their core programs served an average of 136 participants per season compared to an average of 113 participants per season in 2012. Including their 'in school' and outreach programs, a total of 11,640 unique participants were reached this year comprising over 97,000 participation hours. Moreover, the organization requested parents to take surveys which assessed the effectiveness of their programs. They received unanimously positive feedback and a long list of testimonials about the quality of their programs, their curriculum, and the coaches that bring the game and its etiquette to life. This project is complete.

Rotary Club of Pleasanton (partnering with Abbie 4-H)

A total of \$27,007 (including carryover funds from 2012-13 of \$24,463) has been budgeted for this project and to date, \$3,460 has been expended on the design for a Community Farm in Pleasanton. Rotary Club members, Abbie 4-H volunteers, and interested community members have completed a comprehensive set of design parameters for the designated site on the Bernal property. The design parameters have been sent to the landscape architect consultant and the first iteration of design reviews were anticipated to occur in December.

The Gatehouse Academy

A total of \$3,500 has been budgeted and expended for the purchase of four (4) Apple MacBook Air laptops to be used in the following classes: Level 1: Introduction to Digital Arts and Animation and Computers, and Level 2: Introduction to Basic Programming Languages. The Summer Enrichment Camp 2013 was very successful, as evidenced by the increase in the number of participants from 124 in 2012 to 261 in 2013. This project is complete.

Tri-Valley Haven

A total of \$4,000 has been budgeted and to date, \$1,173 expended in implementing Tri-Valley Haven's Healthy Relationship trainings in the Pleasanton Public Schools. Instructor appointments have been scheduled at Amador or Foothill High Schools on December 9th, 10th, 11th, 16th, 17th, and 19th, and on January 6th, 7th, 8th, 13th, and 14th. These training will be 2-day primary prevention, healthy relationship trainings for each Pleasanton teen in the classroom. In addition to each student receiving healthy relationship training, they will also learn and practice bystander strategies for safely intervening in situations that could be potentially unhealthy or abusive.

Tri-Valley YMCA- Special Needs Thrive @ Camp

A total of \$6,500 has been budgeted and expended to date, to hire professional/trained staff to work with the special needs children at camp. The additional staffing afforded by this Grant, allowed for lower staff to camper ratios. In addition, Tri-Valley YMCA was able to implement developmentally appropriate curriculum modifications to meet the specific needs of the campers. This project is complete.

Tri-Valley YMCA-Build Assets/Reduce Bullying

No activity to report.

Valley Humane Society

A total of \$4,300 has been budgeted and \$2,332 expended to date to launch a Teen Marketing Development Program designed to provide High School students with an opportunity to learn real world marketing techniques. The first session of Teen Marketing with 20 students serving 20 hours each was recently completed. There are two sessions remaining and both are at or near capacity. Students in the first session created successful marketing campaigns that launched and ran through December

Valley Children's Museum

No activity to report.

ALTERNATIVE ACTION

Any other action as determined by the Youth Commission.

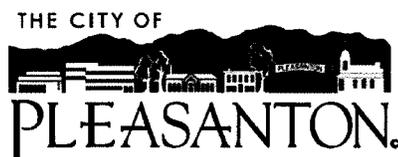
Submitted by:

/s/

Mike Patrick
Management Analyst

Attachments:

1. Midterm Reports (10) (available online only)
2. Compliance Summary Report



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Child Care Links Youth Education and Services

Child Care Links
 6601 Owens Dr.
 Ste 100
 Pleasanton, CA 94588
 United States

Tel: (925) 417-8733
 Fax: (925) 730-4942
 Web: www.childcarelinks.org
 EIN: 94-2379571
 DUNS:

Project Contact
 Carol Thompson
cthompson@childcarelinks.org
 Tel: (925) 417-8733

\$7,500 Requested

Submitted: 1/3/2013 2:29:17 PM
 (Pacific)

Additional Contacts
vdilks@childcarelinks.org

Executive Director
 Carol Thompson
cthompson@childcarelinks.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

This project will focus on the underserved youth population. The objective of this project is to implement and foster quality programs and events that meet the emerging needs of this age group in the Pleasanton community.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

Child Care Links will offer four professional development workshops for parents and providers serving youth on the topics of health and safety, social-emotional development, and serving children with special needs. In addition, Child Care Links will create and offer the "Move It" curriculum for youth programs. "Move-It," an initiative created by First Lady Michelle Obama, is aimed at solving the challenge of obesity in children and strategies for positive and healthy futures. Child Care Links will offer the program to youth and include hands-on nutrition activities and facilitated exercises. Staff will educate youth and program leaders on the importance of health, nutrition and how to effectively foster environments to support healthy choices.

This project was identified as a need in the Pleasanton community due to parents increasingly turning to family child care and child care centers for before/after school programs, due to limited spaces available and affordability of onsite school care. By maintaining quality professional development opportunities to providers serving youth, parents will have the opportunity to select a quality program that best meets their needs. This will result in allowing parents to maintain stable and continuous employment, knowing their child is in safe and reliable care.

By offering providers working with youth the opportunity to build and expand on their current child care before/after school programs it will better meet the needs of the Pleasanton youth population they are serving. This will be seen through providers offering appropriate skills, education and safe and healthy environments to youth they are serving in their programs. The above proposed projects will be addressing Goal 1: Prepared Youth, Goal 2: Healthy and Safe Youth and Goal 4: Youth Friendly Environments of the Youth Master Plan.

3 Please describe your agency and its mission.

For over 35 years, Child Care Links has remained committed to improving children's services in the Tri-Valley community. The agency's dedication to its mission statement of providing support and resources to the Tri-Valley community is consistently seen in its growing and innovative efforts to provide services to the community. Child Care Links serves a diverse population and has built a strong foundation to serve children and families in the community. This project will assist with further diversification of agency services.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

Child Care Links is a "one-stop-shop" for parents and child care professionals. The agency offers referrals to families seeking child care in the Tri-Valley; subsidized child care to income eligible families and parent and provider education workshops and training opportunities. These topics include, but are not limited to, CPR/First Aid, Health and Safety, Nutrition, Business

Practices, Car Seat Safety, Positive Discipline, Communication, Inclusion of Children with Special Needs, and building developmentally appropriate curriculums. Child Care Links provides extensive professional development opportunities to existing child care providers, as well as support and technical assistance to aspiring and new providers. Additionally, Child Care Links offers tools for providers to implement in their programs once completion of the training has occurred. Through child care referrals parents are given the resources to find quality, reliable child care, allowing them to maintain steady employment.

Child Care Links is dedicated to providing efficient resources and support services for the community. Through involvement in local community events, committees and collaborations, the agency is able to report on child care issues, and provide outreach to underserved populations to inform them of available services.

5 Explain how this project will be implemented, administered and operated.

One Child Care Links staff member will coordinate and manage all youth related trainings and support to parents and providers of the Pleasanton community. All trainings, aside from the "Move-It" program, will be offered on site at Child Care Links offices. The "Move-It" Program will be available on school sites. Outreach for trainings will be administered through mailings, email blasts, distribution of flyers to the community, online event calendars and Child Care Links' agency website. Registration and sign-in sheets will be completed at all workshops and events to measure attendance and city of residence information. Staff will also ensure training content is appropriate for the target audience and that curriculum is adapted/translated as needed for cultural appropriateness. Child Care Links will also ensure trainings maintain quality standards by providing feedback and technical assistance to trainers hired to facilitate workshops and trainings.

An assigned staff member will also be actively involved in the community and collect data on Pleasanton residents receiving services. This will allow Child Care Links to meet the needs and provide the most innovative and current information as well as maintain communication with the city on local and state child care issues. Residential data will also be collected through tally forms and quarterly reports. In conjunction, Resource and Referral staff will also generate an annual child care supply and demand report, and an annual rate survey. This will allow the agency and the City of Pleasanton to collect up-to-date information on services provided and the needs and gaps in the community.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

Child Care Links works in collaboration with many agencies, such as the Valley Family Child Care Association, School of Imagination, Tri-Valley YMCA and First 5 of Alameda County. This allows Child Care Links to increase visibility, outreach and work with agencies that have similar missions and objectives. Creating and maintaining these relationships allows Child Care Links to leverage funds from multiple sources in order to serve a greater number of residents. At this time, Child Care Links is in the process of discussing possible collaborations with neighboring agencies.

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
 Spectators (event)
 Participants
 Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

No less than 100 Pleasanton residents will be served by this project.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Child Care Links will serve families, youth and child care providers in the Tri-Valley. With ongoing professional development, training opportunities to youth and providers serving youth, parents will have the opportunity to select a quality program as well as knowing their child is in a safe environment at all times. This will allow the parent to maintain stable and continuous employment, knowing their child is in a safe and reliable environment. School aged providers in the city of Pleasanton will benefit from the free professional development opportunities by maintaining and striving to provide quality and up to date youth programs without the financial burden. Low income families, specifically, will also receive Child Care Links' services through their connection with the agency's subsidized child care program. Many low income families are served by Child Care Links and need the assistance with finding quality care so they are able gain employment and achieve self sufficiency.

10 What type of community grant is your agency applying for?

- Seed
 Capital
 Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

This funding will be used to:

- Provide trainings to Family Child Care Providers, Center based staff and parents of the Tri-Valley community on the topic of youth. This will be accomplished through technical assistance and trainings on the topics facing youth today such as cyber

bullying, stress, peer and parental pressure and youth with special needs.

- Implement "Move It" curriculum, which includes a hands-on nutrition activity for youth and facilitated exercise. Staff will educate youth program leaders on the importance of health, nutrition and how to effectively foster environments to support healthy choices.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

Child Care Links does not anticipate having any unspent grant funds at the end of the fiscal year. Funding will cover operating expenses such as fees associated with trainings and events, program materials, printing, and outreach. A portion will also go towards staff salary.

Due to inadequate youth programs or available opportunities, parents are being forced to either abandon work to care for their child or place their child in programs where quality is not highly rated, putting the youth in the community at risk. With Child Care Links providing quality training programs, free resources and support, an increase in the supply of quality programs in the community increases and allows parents to feel comfortable their children are in safe environments. As a result, families are working and able to maintain stable employment and have the ability to financially contribute to the city's economy.

Child Care Providers will also have an increased amount of opportunities to receive continuing education. In programs such as Las Positas Community College and the Amador Valley Adult School, educational opportunities are becoming less affordable and available due to budget cuts and increase in tuition and student fees. With Pleasanton funding, Child Care Links will offer free trainings to providers serving the youth of Pleasanton.

13 If this project does not receive funding, what will be the effect on this project?

Should Child Care Links not receive the funding as requested from the city of Pleasanton; the agency will be unable to provide the programs and additional services indicated in the preceding pages. Due to decreased funding over the years, Child Care Links does not have sufficient resources to maintain existing programs and/or implement new services for the Pleasanton community. The city of Pleasanton's consideration of this request is greatly appreciated.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

Projects funded over the years have been related to the Early Childhood Education field and providing services for children and their families in the early years of development. These projects included: workshops for parents and child care providers, Preschool Fairs, Health and Safety Fairs, child care referrals, family events, assistance to individuals in becoming a state licensed child care provider, support groups, and children with special needs.

In the last 5 years Child Care Links has received the below funding from the city of Pleasanton:

- FY' 07-08 - \$44,600
- FY' 08-09 - \$36,371
- FY' 09-10 - \$36,012
- FY' 10-11 - \$24,516
- FY' 11-12 - \$0
- FY' 12 13 - \$0

15 Please indicate your City of Pleasanton Business License No.
0200181

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
N/A		
Total	\$0.00	\$0.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs		\$0.00
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	\$1,730.00	\$1,730.00
Program Staff Benefits	\$588.00	\$588.00
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion	\$225.00	\$225.00
Printing/Publication	\$163.00	\$163.00
Supplies/Material	\$1,450.00	\$1,450.00
Other (define below)		
Events/Workshops	\$3,050.00	\$3,050.00
Postages	\$185.00	\$185.00
Telephone	\$109.00	\$109.00
Total	\$7,500.00	\$7,500.00

Budget Narrative

Staff Salary: 1730.00 have been budgeted for one staff salary resulting in 2.5% staff's annual salary. The proposed program will be funded by the Community Grant. Due to decreased funding Child Care Links does not have sufficient resources to implement new services.

Documents

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	Agency Annual Budget
Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)	<input type="checkbox"/>	
Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	Board of Directors
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Authorization to Request Funding
Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.) download template	<input type="checkbox"/>	
Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.) download template	<input type="checkbox"/>	
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	Most Recent Agency Audit or Tax Return
Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)	<input type="checkbox"/>	
Personnel Information	<input checked="" type="checkbox"/>	Personnel Information

Report 1 due 11/25/2013 (submitted 11/21/2013)

1 Name of Person Completing Report:
Donnamarie Fuller

2 Title:
Project Specialist

3 Telephone:
(925) 249-3923

4 Email:

dfuller@childcarelinks.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Child Care Links' Community Grants program is well underway. A variety of trainings were implemented between July 2013 and November 25, 2013. Additional trainings are in the planning stage including a risk management and a special needs training. School age care programs are currently being contacted for their opinion about gaps in training opportunities. This allows Child Care Links to choose topics that address the greatest un-met training needs as identified by those who care for school age children. Child Care Links' "Move It" program is currently being marketed to school age programs and will be implemented in 2014. These activities will be included in the final report.

6 Describe any significant actions taken during the reporting period.

Topics that took place between July and November, 2013 include CPR, First Aid and Preventative Health trainings. These trainings are EMSA (Emergency Medical Services Authority) approved and meet the State of California's guidelines for initial and renewal certification training. Attendance is mandatory as child care providers learn the skills necessary to save a life (infant, child and adult) in emergency situations. Participants also learn how to identify and respond to illness and injury and how to set-up a safe and healthy environment. Additional training topics have included Emergency Preparedness, a variety of health and safety related practices and Communication Strategies. Examples of the information presented included; working in collaboration with local school districts during emergency evacuation and reunification of families, proper environmental cleaning & disinfecting, identifying and responding to communicable disease and handling difficult conversations between staff, children and families.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

There are no modifications to request, or delays to report, at this time.

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

1 total to date

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Costs incurred for this project include salary, benefits, postage and telephone charges. An invoice for July – December, 2013, will be submitted to the City of Pleasanton in January of 2014. An invoice for January – June of 2014 will be submitted to the City of Pleasanton in July of 2014.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

Spectators (events)

Participants

1 total to date

Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

100	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	100 total to date
-----	--	-------------------

29	B) Total number of people served by THIS PROJECT:	29 total to date
----	---	------------------

12 What method do you use to track your participant data for this project?

Database

Ticket sales

Sign-in sheet

1 total to date

Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

N/A

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Funding from the City of Pleasanton is helping Child Care Links serve a target audience of parents and child care providers who focus on caring for school age children. A majority of funders focus on services for children ages newborn through 5 years. Parents and child care providers caring for school age children have been left with few learning and support opportunities. This community grant has begun and will continue to provide much needed training and technical assistance focusing on school age children. Though this grant doesn't specifically fund technical assistance, trainers allow time for questions and group problem solving as part of the training experience which allows participants to learn and feel supported by their peers. A provider

included on her evaluation form, "Child Care Links always seem to offer pertinent topics – Thanks." Pleasanton funding has helped make these trainings possible. Thank you.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:
-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.
-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)
-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?
-no answer-

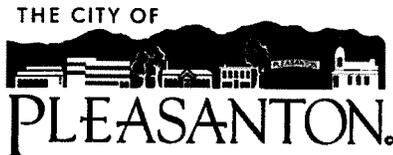
19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.
-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.
-no answer-

** ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 14450

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Community Resources for Independent Living
**Disability Action Network for Youth - Tri-Valley Leadership
 Academy**

Community Resources for Independent Living
 439 A Street
 Hayward, CA 94541
 United States

Tel: (510) 881-5743
 Fax: (510) 881-1593
 Web: www.crilhayward.org
 EIN: 94-2598873
 DUNS: 037321957

Project Contact
 Sheri Burns
Programs@crilhayward.org
 Tel: 510 881 5743 x5930

\$7,000 Requested

Submitted: 1/21/2013 4:42:29 PM
 (Pacific)

Additional Contacts
 Michael.Galvan@cril-online.org,
 Sheri.Burns@crilhayward.org

Executive Director
 Sheri Burns
Sheri.Burns@crilhayward.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The project includes building a Disability Action Network for Youth (DANY- CRIL's youth advocacy, leadership, and mentoring group) chapter in Pleasanton for transition-aged youth and young adults with any and all disabilities (including autism spectrum disorders and learning disabilities). This peer support network (run by youth with disabilities- many of color and low-income), will focus on youth-led advocacy issues and civic leadership skills and will train and empower youth with disabilities to address the issues relevant and important to them and will educate them to advocate for change. One such issue may be to work collaboratively with the City staff and Youth Commission to identify a suitable, accessible site for a teen facility and help create a partnership with local businesses to support its development.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

The City of Pleasanton's Youth Master Plan indicates that the city finds it challenging to provide nurturing environments and healthy activities to meet the needs of children and youth. The current recession, coupled with the significant State budget cuts to basic survival benefits for persons with disabilities, makes the need for self-advocacy stronger than ever. Evolving economics and changing demographics in the last decade have compounded this problem. The Plan also indicates that "transportation is limited" and many youth find existing services "unaffordable". Adult and youth participants in the strategy session for the Youth master Plan also identified that there were "limited opportunities for informal or un-programmed activities" in Pleasanton. The Plan articulates a commitment to "Youth-Friendly Environments". The Plan states a commitment that: "Children and youth have safe access to and benefit from a variety of youth-oriented activities and spaces, where they can recreate, gather, and learn" and articulates a commitment to partner with "Local non-profit and youth-serving organizations" to address growing needs for nurturing environments for city youth. CRIL's project will enable the creation of a Community Leadership Academy (CLA) in Pleasanton whose goal will be to encourage youth with disabilities to express their gifts and talents in the decision-making processes that affect their lives. The project will thus alleviate the concerns of the limitations of "youth- friendly safe environments" by partnering with the Pleasanton Youth Commission to identify a suitable, accessible teen facility site where youth with disabilities can gather to address their needs.

3 Please describe your agency and its mission.

CRIL was founded in 1979 as a peer-based & governed disability resource & advocacy agency for southern & eastern Alameda County residents with any type of disability or functional limitation. CRIL's mission is to provide advocacy & resources to people with disabilities to improve their lives & make communities fully accessible. CRIL's range of self-sufficiency services, coupled with peer support & self-advocacy training, facilitate vulnerable & under-represented members of the community to take control of their lives & gain or maintain the ability to live as independently as desired. CRIL's services include: Information & Referral; ADA & disability education; Peer support; Housing counseling & assistance; Personal Assistant referral, training & matching;

Independent living skills training & healthy living workshops; Disaster preparedness workshops & advocacy; Assistive technology referral & loan program; Pre-employment counseling; Ticket to Work employment benefits counseling & Plans to Achieve Self-Support assistance; Disability benefits counseling; Long-term services & supports and Managed care counseling; Tax preparation assistance/Earn It Keep It Save It (EKS) program; Individual advocacy training; Systems advocacy/community organizing & Voter registration & civic engagement education. CRIL operates 3 full-service offices in Livermore, Fremont & Hayward & serves Tri-Valley cities (including Pleasanton) as well as the residents of San Ramon & Walnut Creek in Contra Costa County. CRIL is unique as a non-profit agency as a majority of service providers & board members are both people with disabilities & professionals who possess disability & social service experience/expertise. Historically 96% of consumers served are of very low income as defined by HUD standards. CRIL streamlines its operations by applying agency resources efficiently, by utilizing volunteers & peer advocates to support staff in service delivery, & by collaborating with other county non-profits.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

CRIL is a well-established ILC with extensive experience working with youth with disabilities. CRIL's staff have taught disability history since 2010 & the project has been in 25 classrooms, educated more than 1000 students, & developed 20 DANY members as leaders of the campaign, & as educators and leaders on disability history. Furthermore, CRIL's youth advocacy, leadership, & mentoring group, Disability Action Network for Youth (DANY) is already established & has successfully trained & empowered youth with disabilities to advocate for change. CRIL workshops & presentations are structured so that youth can continue to be empowered in their life after high-school. The goals are realistic & appropriate: by peers inspiring peers, the "at risk", are motivated through self-direction, to mature into responsible, productive adults. Students have already been connecting with adults with disabilities & have learned to speak to legislators & school boards. Through leadership development & advocacy training youth have been able to educate their community to break social norms & stereotypes about people with disabilities & it is therefore expected that program participants will be successful in securing an accessible, affordable site. By coming together, youth with disabilities will learn about their history & grow to feel an inclusive part of a strong community & the project will strengthen personal pride & encourage school participation & ensure the valuable results of "Increased School Attendance" & "Reduced Youth Violence". 93% of CRIL's consumers consistently self-report that they have benefited from services received & 74% have state they have achieved greater levels of independence. CRIL also streamlines its operations by applying agency resources efficiently & by utilizing volunteers & peer advocates to support staff in service delivery. CRIL's capacity to be successful is assured.

5 Explain how this project will be implemented, administered and operated.

CRIL will focus on creating a Tri-Valley chapter of DANY for transition-aged youth & young adults with disabilities to develop a peer support network, implement youth-led advocacy issues, & hone civic leadership skills. In the first 6 months, CRIL staff & peers from established DANY chapters in Hayward & Fremont will conduct outreach & build connections to gather youth with all types of disabilities (including autism spectrum disorders & learning disabilities) to build the DANY chapter in Pleasanton for the Tri-Valley area. In addition, CRIL's bilingual Community Organizer will provide mentoring & training & facilitate the implementation of the DANY chapter. In the first 6 months these DANY Youth will be introduced to CRIL's Leadership Academy. Youth who are interested will be enrolled in the free 5 week comprehensive training which will be hosted in Pleasanton. Youth will have the opportunity to hear from leaders in the Pleasanton Youth Commission & other civic boards, councils & commissions, & will be invited to apply to open seats. Administration goals include the following: 1. Identify 6 to 12 Tri-Valley youth/young adults to create a new DANY chapter (50% of these students will participate in CRIL's Leadership Academy); 2. Identify 2 youth to work with the Pleasanton Youth Commission to identify a suitable, accessible teen facility site; 3. Identify 1 to 2 youth who will apply to serve on the Youth Commission or other local board, council or commission; 4. Identify 1 to 2 youth who will apply to the Annual CA Youth Leadership Forum (YLF- a 5-day no cost leadership program for students with disabilities) or assist with the Pleasanton Transition Fair; 5. Sponsor 2 to 6 youth who will attend and participate in the May 2014 Disability Capitol Action Day, a disability empowerment and legislative advocacy day, at the Capitol in Sacramento, CA. CRIL currently has the largest contingent of consumers & advocates from any ILC in California: 80 participants.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

The project is developed exclusively by CRIL staff with consumers & volunteer disability advocates who are supported by CRIL. Collaboration efforts are specifically with project outreach activities. Methods for outreach will include: 1. Connecting with & presenting to the Pleasanton Unified School District, Livermore Valley Joint Unified School District, Livermore Valley Special Education, Dublin Unified School District, non-mainstream continuation & adult schools, & City of Pleasanton Teen Services to discuss the benefits of DANY with students with disabilities, their parents & teachers. 2. Connecting with & presenting to the DSPS at Los Positas College. 3. Connecting with & presenting to City officials, especially those in the Pleasanton Youth Commission & the City's ADA services, to identify local programs that serve youth. 4. Obtaining released names of students in the Tri-Valley area who have applied to YLF. 5. Connecting with & presenting to the youth program leadership in Pleasanton & other Tri-Valley libraries, parks & recreation services, & the Area 5 Board of the Development Disabilities Council (transition fairs).

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

12 unduplicated youth with disabilities.

The new project will also increase the number of Pleasanton youth attending Disability Capitol Action Day and participating in

civic leadership positions.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

100% of the project population are youth with disabilities. More than 95% of these youth are very low income. The project will help youth with disabilities find their inner strength & build self-confidence. Through leadership development & advocacy training these youth will educate their community to break social norms & stereotypes about people with disabilities. It is expected that program participants will learn to become youth advocates; stimulate other youth with disabilities to build leadership for the future; remove disability stigma in school & workplace; educate & inform peers about school integration; learn about disability philosophy, culture & advocacy; & become model citizens in the community in activity, attitude & spirit. In addition, project workshops & presentations will be structured so that youth can continue to be empowered in their life after high-school. Many youth gain leadership & advocacy skills by being part of the Disability Action Network for Youth. And, CRIL's Community Leadership Academy reinforces empowerment since the intended outcome of CLA is to encourage participants to express their gifts & talents in the decision-making processes that affect their lives. The 2009 Federal Employment Report by the National Council on Disability documented that only .045% of government leadership roles (managerial, supervisory & policy making positions) are held by people with disabilities. As a result, most decision-making bodies usually lack meaningful input from the disability community. The absence of this input is evident in inaccessibility issues with public transportation, public facilities, housing, communications, education, etc.- social systems that create environmental barriers to full inclusion. People with disabilities, however, are capable of accommodating their particular personal challenges. Thus, there is a huge need to encourage & support the active involvement of the disability community in society's decision-making bodies.

10 What type of community grant is your agency applying for?

- Seed
 Capital
 Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

The Community Grant funding request of \$7000 will cover a percentage of FTE (inc. benefits) for CRIL's Lead Community Organizer who is the lead staff on the project. It will also include a stipend for a volunteer peer youth advocate/mentor at \$100/mo. (\$1200), travel assistance for DANY advocates to attend community meetings, hearings and Disability Capitol Action Day, and a small portion of CRIL's operating costs per the center's federally approved cost allocation plan. CRIL's Lead Community Organizer will work closely with the selected Youth Advocate Intern – possibly a young Pleasanton resident who is a Youth Leadership Forum graduate – to conduct DANY outreach and recruitment activities at Pleasanton secondary schools and other Tri-Valley high schools, as well as Los Positas College and Tri-Valley area youth organizations. They will set up regular meetings with the invited students to discuss their social justice concerns and Pleasanton's Youth Master Plan. Utilizing the "Personal Leadership Plan" model of California's Youth Leadership Forum, DANY's Pleasanton chapter youth will learn how to develop a plan of action using the Logic Model. They will learn how to employ key activities with target dates to meet their goals and effect outcomes. With each success, the youth will become empowered to create more positive changes in their community. They will also learn how to harness their newly learned leadership skills to feel confident and capable of assuming civic leadership roles in government, private and non-profit businesses, and with religious or philanthropic organizations. Pleasanton Youth Commission's Community grant funding will lay the foundation for long-term sustainability of a DANY chapter in the Tri-Valley area and will increase employment and independent living outcomes of youth with disabilities transitioning from high school.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

This request to the Pleasanton Youth Commission is \$7,000 which is a fraction of the program budget and a portion of the project expense. The balance will be covered by CLA grant funding through Catholic Charities of the East Bay and by Livermore Rotarian grant funds. The project will help young people with disabilities to develop leadership & eventually employability skills & is therefore a good use of grant funds. People with disabilities continue to face higher rates of unemployment, lower educational attainment, & earn less income when compared to the non-disabled population. The current recession, coupled with the significant State budget cuts to basic survival benefits for persons with disabilities, makes the need for self-advocacy stronger than ever. 92% of CRIL consumers have very low incomes. CRIL's service area of Southern & Eastern Alameda County has 3 accessible offices: Hayward, Fremont & Livermore. With the proposed Pleasanton Chapter, CRIL's reach is extensive. CRIL has a proven record of success & is assured of achieving established goals. The programmatic changes are inclusive of the current needs of people with disabilities, & thus keep services relevant & of long-term value. In the past 3 years, CRIL has added 5 new services, including DANY, originating each with seed funding from one or more sources. All have been maintained & are fully stable. CRIL is financially solvent with a history of long-standing federal, state & city funding, corporate & private foundation grants, fee-for-service contracts, private donations & annual fundraising events. CRIL's funding is diverse & government grants are usually multi-year, renewable grants. CRIL services are part of the developmental asset of an "Engaged Community" & as the premier disability organization in the county with a history of coalition building to affect change is assured of support for programs that benefit the disenfranchised.

13 If this project does not receive funding, what will be the effect on this project?

CRIL's Plan to establish a Pleasanton Chapter of DANY & facilitate the creation of a safe & accessible space to gather will be adversely affected if funds are not received. Youth Commission funds will increase the funded time for the Lead Community Organizer to establish the new chapter and help CRIL leverage additional funding. Most funders prefer supporting previously endorsed projects. However, even one time funding is useful. CRIL facilitates an Annual Public Board Meeting in the spring that includes an opportunity for consumers, advocates, community colleagues & the general public to provide input & suggestions on addressing emerging needs for Alameda County residents with disabilities. By sharing the success of the project, CRIL

hopes to validate the ongoing need for program funding.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

2012/2013-CDBG-\$15,000-Housing and Independent Living Services for People with Disabilities
 2011/2012-CDBG- \$15,000-Housing and Independent Living Services for People with Disabilities
 2010/2011-CDBG \$20,000-Independent Housing Services for the Disabled
 2009/2010-City Grant Grant- 5,000 Healthy Living Education & Advocacy for People w/ Dsbilts
 2009/2010-CDBG Grant-\$14,939-Housing Assistance for Disabled
 2008/2009-City Grant-\$6,000 Healthy Living Education and Advocacy Program
 2008/2009-CDBG Grant-\$14,504-Housing Assistance for Disabled

15 Please indicate your City of Pleasanton Business License No.
 200463

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Department of Rehabilitation	\$29,130.00	\$0.00
Rotarian Foundation of Livermore	\$10,000.00	\$7,635.00
Catholic Campaign for Human Development	\$5,000.00	\$2,591.00
City of Pleasanton	\$7,000.00	\$7,000.00
Total	\$51,130.00	\$17,226.00

Funding Uses/Expenses	Total Program Budget Amount Requested	
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	\$32,609.00	\$9,810.00
Program Staff Benefits	\$9,272.00	\$2,788.00
Non-Personnel Costs		
Professional Fees	\$3,546.00	\$1,934.00
Equipment Rental/Maintenance	\$215.00	\$67.00
Outreach/Promotion	\$42.00	\$0.00
Printing/Publication	\$238.00	\$74.00
Supplies/Material	\$1,146.00	\$636.00
Other (define below)		
occupancy Costs- Utilites, Rent/Other, Telephone, Building Repairs/maintenance	\$2,957.00	\$929.00
Dues, Books and Publications	\$170.00	\$53.00
Meeting Costs-refreshments	\$297.00	\$297.00
Travel	\$638.00	\$638.00
Total	\$51,130.00	\$17,226.00

Budget Narrative

Program Staff/Salaries:
 Lead Community Organzier-13% (40% Project funding)
 Executive Director-Less than 1%
 Finance Director-Less than 1%

Documents

Documents Requested ***Required? Attached Documents ***

Current annual budget for the entire agency, including revenue.



2013 2014 budget

Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)



Current agency org chart

Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.



Current list of Board of Directors

Board of Directors' authorization to request funding.



BOD to Authorization to request funding

Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.)



[download template](#)

Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.)



[download template](#)

Most Recent Agency Audit or Tax Return



2011-2012 audit

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)



Personnel Information



Personnel informaton

Report 1 due 11/25/2013 (submitted 11/22/2013)**1 Name of Person Completing Report:**

Michael Galvan

2 Title:

Program Director

3 Telephone:

510.881-5743 x5931

4 Email:

Michael.Galvan@crilhayward.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Activity underway:

CRIL has worked closely with one Pleasanton youth, who has graduated from CRIL's Community Leadership Academy "Leaders Without Limits" class, joined the Pleasanton Human Services Commission and received a 2013 Youth in Action Award from the City of Oakland.

CRIL's Community Organizer participated in the Pleasanton Transition Faire on October 2, 2013. She distributed CRIL and Disability Action Network for Youth (DANY) materials to 50 people (youth, family members, faculty and staff).

6 Describe any significant actions taken during the reporting period.

Alison Boswell, one of our youth graduates of the Community Leadership Academy, has become a member of the Pleasanton Human Services Commission.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

The second half of the project year will focus on development of a DANY chapter in the Tri-Valley area, continued engagement of youth and young adults from the Pleasanton area schools and encouraging Pleasanton youth to participate in Disability Capitol Action Day (DCAD) in May 2014.

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

No

1 total to date

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

No funds were expended this period as there were other funds in place to cover our initial project expenses, such as the Community Leadership Academy. Invoicing will occur next reporting period.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

 Audience (performance) Spectators (events) Participants

1 total to date

 Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

6	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	6 total to date
---	--	-----------------

1	B) Total number of people served by THIS PROJECT:	1 total to date
---	---	-----------------

12 What method do you use to track your participant data for this project?

 Database

1 total to date

 Ticket sales Sign-in sheet Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

N/A

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Disability Capitol Action Day (DCAD) is May 21, 2014. Involvement of Pleasanton youth for DCAD will be the primary focus for the next six months.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

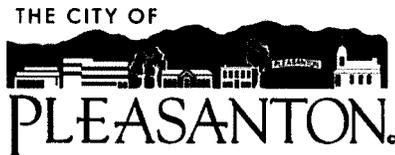
-no answer-

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 15518

Become a fan of ZoomGrants™ on Facebook
 Problems? Contact us at Questions@ZoomGrants.com
 ©2007-2013 GrantAnalyst.com. All rights reserved.

"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Partners Fore Golf Inc.
Life Skills Experience

Partners Fore Golf Inc.
 2843 Hopyard Rd.
 Ste. 143
 Pleasanton, CA 94588
 United States

Tel: (925) 462-7201
 Fax: (925) 461-1013
 Web: thefirstteetrivalley.org
 EIN: 20-2189915
 DUNS:

Project Contact
 Daniel McKegey
thefirstteetvdan@yahoo.com
 Tel: 925-462-7201

\$4,994 Requested

Submitted: 1/21/2013 4:32:48 PM
 (Pacific)

Additional Contacts
 none entered

Executive Director
 Dan McKegey
thefirstteetvdan@yahoo.com

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The First Tee Tri-Valley's core programs are the Life Skills Experience classes and camps. This program introduces the sport of golf and uses its etiquette to frame The First Tee core values and life skills character education curriculum. We plan to offer this program free of charge to 200 participants on scholarship residing in Pleasanton, and request the City to support costs associated with our outreach to these families.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

The children in our community need guidance and instruction as they take on the world they live in, and will one day lead. Children are dealing with very complicated issues on a daily basis such as peer pressure, school challenges, family financial burdens, low self-esteem and quite often, a lack of role models to shine a light in the right direction. The First Tee uses time-tested programs and the inherent qualities of golf and its etiquette to bring much-needed mentors, direction, encouragement and a guide for making good life choices to as many young lives as possible.

Our organization is so fortunate to have a founding partner in the Pleasanton Golf Center. This facility is centrally located for Pleasanton residents and is the most ideal golf facility for beginners in the area. We are the only junior golf program offering a "pay what you can policy" in the Tri-Valley area, making golf an affordable for families that otherwise couldn't play the sport. Our program requires High School-aged participants to volunteer with our programs or other local Non-Profits. These experiences instill a commitment to community in the young people that will become future leaders.

These community challenges addressed by our organization since our founding in 2005, are so important to the health of Pleasanton. Within the Youth Master Plan, The First Tee assists with Goal 1 Prepared Youth, Goal 3 Contributing Youth & Goal 4 Youth Friendly Environments. We hope to expand our reach and beneficial programs to the greatest number of youth in Pleasanton possible.

3 Please describe your agency and its mission.

The First Tee is a World Golf Foundation initiative and international organization founded in 1997 to grow the game of golf. The first 100 chapters were located in inner-city areas and included introductory golf instruction. Immediately the founders of The First Tee learned two important lessons: 1. This was an outstanding opportunity, while new golfers are engaged in this new sport, to create a character education curriculum using the rules and etiquette of the game. 2. This curriculum will inevitably benefit youth from all demographics. Our organization founding was part of the second phase of chapters established outside of inner-city areas.

The First Tee Tri-Valley reaches nearly 650 young people annually through our core programs at the Pleasanton Golf Center. We are unique among other The First Tee organizations due to our outreach programs where we partner with special needs groups and other youth-serving organizations; this equates to about 250 participants a year. Beginning in 2011 our organization began installing an in-school component of our golf and life skills program called the National Schools Program. This program provides equipment, lesson plans, training and in-person coaching support for P.E. teachers to administer The First Tee

programs in elementary school PE classes. We currently have 14 elementary school partners among the Pleasanton, Livermore, Dublin and San Ramon School Districts which has amounted to over 4,000 students reached to date through this in-school component of our program.

These beneficial programs and our growth pattern have allowed our organization to to adequately fulfill the following mission:

The First Tee Mission is to impact the lives of young people (ages 5-17) by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

The First Tee Tri-Valley is a self-sustaining Non-Profit Organization successfully impacting the local golf and youth development community since 2005. Over that time the Board has grown from 10 to 26 members and the staff has grown from three to nine accomplished organization leaders. Our chapter has proven it can flourish without the support of our National The First Tee Home Office. This is due to the dedication of the staff, the board and their networks to successful annual fundraising initiatives which has supported our growing programs.

Our chapter leadership is dedicated to gradually growing our core programs and aggressively installing "The National School Program" in many local elementary schools. We will be joining over 100 other chapters who partner with local school districts on this initiative nation-wide. We are fortunate to draw on the best-practices produced through a history of success with the National School Program. One of the best parts of the program is that it includes one-time costs that will benefit the elementary school student body for years to come. Our chapter has raised a substantial amount of support to cover these up-front costs associated with this program. We seek support from the City of Pleasanton to assist with scholarships for participants who experienced the program in school and want to transition to our on-course program.

Our confidence in this new part of our program comes from our Program Director Joe Meunier and Program Coach John Taylor. These two individuals work full time within the Pleasanton school district as PE teachers at Alisal and Walnut Grove elementary schools respectively. These individuals not only put on the program at their schools but have been able to teach other PE the best ways to administer the curriculum for varying classes sizes and grade levels.

5 Explain how this project will be implemented, administered and operated.

Our The First Tee Life Skills Experience Classes take place year-round for four, eight week seasons beginning in January, April, July & September. In addition, The First Tee Life Skills Experience Summer Camps take place for eight, week-long programs held during June, July and August.

The programs are taught by experienced golf instructors who have also been trained through The First Tee Coach Training Program. This required, three-part training program teaches the most effective ways to seamlessly introduce life skills and core values within a golf program. Our coaches not only are strong golf teachers, but more importantly work well with young people and are exquisite role models for the young people in our programs.

I explained The First Tee National School Program earlier in the application because it is integral to the success of our chapter recruiting all participants to the sport. Too often, low income families believe that sports like golf are out of consideration due to financial limitations. We have proved that partnership with the PE teachers at elementary schools is an effective way to refer specific participant families to our program because of the "Pay What You Can" policy.

We will see 4,000 students go through The First Tee National School Program in Pleasanton schools alone over the next school year. We have empowered all PE teachers to identify specific students who they know may not be able to afford the game of golf otherwise or specific students who could benefit the most from our character-educating programs to personally invite those families to play golf. All partner schools will have multiple "Give Golf A Shot" free clinics held at the Pleasanton Golf Center to invite their students to, in the hopes that they will enjoy their first experience with our organization. We see this as a very important bridge to our traditional golf programs.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

This recruitment initiative has been successful to date, due to the approval and trust the Pleasanton Unified School District has in our Non-Profit Organization.

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We will serve 4,000 students in-school in Pleasanton during the 2013-2014 school year.

We will serve another 650 Pleasanton residents in core and outreach programs.

As it relates to this application specifically, we plan to offer this program free of charge to 200 participants on scholarship residing in Pleasanton. This is the group that we are requesting support of a portion of the costs associated with putting these participants on scholarship.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Although we do have programs serving individuals with disabilities, this application is seeking support for our core programs.

As explained in Question 5, we have empowered the Physical Education teachers at Pleasanton Elementary Schools to refer participants to our programs which will be offered scholarships. Our goal through this relationship is to increase the number of low-income families we have associated with our programs.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

Support from the City of Pleasanton will assist our organization with instruction and golf facility access costs associated with increasing our participant reach by 200 Pleasanton area youth who could otherwise not afford our program fees. These 200 participants will be enrolled in one of our two most impactful programs, the seasonal Life Skills Experience Classes and the Life Skills Experience Summer Camps. Our core program expenses are instruction and access which we request support through this grant. I have attached a Request Itemization which details how we arrived at our request amount and the intended use of potential City of Pleasanton support.

It is important that our request be a respectful amount. We also understand that we cannot rely on the City of Pleasanton to support our scholarship participants each year as we will need to become self-sustainable supporting this program and other community outreach. In that same vein, we were purposeful about taking a year off from requesting funds from the City of Pleasanton. Also, in 2011 we requested one third of costs associated with this group of scholarship participants, this time we are requesting one quarter of core expenses associated with this outreach. A request itemization is included in a worksheet with the Budget attachment.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

We are fortunate for the partnership of our facility partner Jetter Golf and its Pleasanton Golf Center business. This business provides our organization administrative staff, inexpensive office space, financial support and most importantly low access fees compared to rates offered by other facilities. We are located at the most ideal, junior-friendly golf facility in the area which is charging our Non-Profit the lowest rate they can. We would not be a self-sustainable organization making such a significant impact without the support and partnership of Jetter Golf and the Pleasanton Golf Center.

13 If this project does not receive funding, what will be the effect on this project?

Our leadership team has committed to our growth plans and specifically to increasing the number of scholarship-ed participants we reach annually. If the City of Pleasanton was unable to support this project, we would honor our "Pay What You Can" policy and provide scholarships to all families that asked. As it will do regardless, our leadership team will be reaching out to many Corporations and Local Businesses to solicit support of our program.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

In the 2011-2012 Grants Cycle, our organization applied for and received a \$4,580 grant from the City of Pleasanton. That project was very similar to this one but supported fewer participants and covered a larger share of the associated costs. This funding was received as an expense reimbursement and was donated in 2012.

15 Please indicate your City of Pleasanton Business License No.
200522

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Program Revenues	\$97,912.00	\$5,000.00
Fundraising Events Revenues	\$145,250.00	\$3,000.00
Foundation / Grants Revenues	\$71,800.00	\$39,000.00
Individual Donations Revenues	\$17,800.00	\$0.00
Corporate Donation Revenues	\$26,000.00	\$0.00
Total	\$358,762.00	\$47,000.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Access Costs	\$66,200.00	\$2,600.00
Instruction Costs	\$68,596.00	\$2,394.00
Other Program Costs	\$25,240.00	
Fundraising Expenses	\$35,800.00	
Marketing Expenses	\$7,700.00	
Administrative Staff Salaries	\$120,100.00	
Other Administrative Costs	\$22,300.00	
Total	\$345,936.00	\$4,994.00

Budget Narrative

Budget Narrative related to this project and the requested funds is included in the attached: TFTTV_Budget&RequestItemization.

The total amount of requested funds which will support a portion of staff costs (instruction) is 2394. This represents eight percent of our Lead Coach's salary.

Documents

Documents Requested *

Required? Attached Documents *

Current annual budget for the entire agency, including revenue.

[TFTTV_Budget&RequestItemization](#)

Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)

[TFTTV_OrganizationChart](#)

Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.

[TFTTV_BoardMembership](#)

Board of Directors' authorization to request funding.

[TFTTV_BofDAuthorization](#)

Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.)

[TFTTV_CommunityCharacterDeclaration](#)

[download template](#)

Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.)

[download template](#)

Most Recent Agency Audit or Tax Return

[TFTTV_2011Form990](#)

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)

Personnel Information

[TFTTV_PersonnelInformation](#)

Report 1 due 11/25/2013 (submitted 12/3/2013)

1 Name of Person Completing Report:
Dan McKegney

2 Title:
Executive Director

3 Telephone:
925-462-7201

4 Email:
thefirstteetvdan@yahoo.com

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

2013 has been the most successful year in our organization's nine year history! Our core programs have grown to serve an average of 136 participants per season, compared to an average of 113 participant per season in 2012. This core program introduces both golf and life skills challenging young people in unique ways to influence a generation of young adults mature beyond their years. If you account for our in school and outreach programs, a total of 11,640 unique participants were reached this year comprising over 97,000 total participant hours.

Since this grant period began in May 2013, we have held a successful eight-week class season in the Summer and Fall and seven four-day summer camp weeks this Summer.

6 Describe any significant actions taken during the reporting period.

In addition to the administration of the core programs outlined above, our organization requested parents to take surveys which assessed the effectiveness of our programs. We received unanimously positive feedback and a long list of testimonials about the quality of our programs, their curriculum and the coaches that bring the game and its etiquette to life!

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

No modifications or delays.

8 Were any costs incurred for this project (from any source) during this reporting period?

- Yes 1 total to date
- No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.
N/A

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants 1 total to date
- Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

200	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	200 total to date
220	B) Total number of people served by THIS PROJECT:	220 total to date

12 What method do you use to track your participant data for this project?

- Database 1 total to date
- Ticket sales
- Sign-in sheet
- Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.
-no answer-

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

The above value is simply the number of participants on scholarship. We have reached 771 total participants this year through core programs exceeding our goal of 650 set out in this application.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

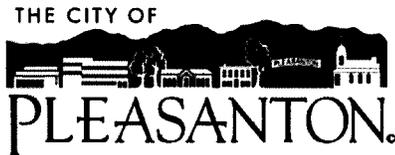
20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 15515

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Rotary Club of Pleasanton

Pleasanton Community Farm - Phase I (Site Design)

Rotary Club of Pleasanton
 P.O. Box 352
 Pleasanton, CA 94566

Tel: N/A
 Fax: N/A
 Web: www.pleasantonrotary.org
 EIN: 94-6122496
 DUNS:

Project Contact
 Bob Brown
bob.l.brown@comcast.net
 Tel: 510.506.5389

Additional Contacts
steve@brozosky.com, kweirbrown@comcast.net,
jbclan6@gmail.com, dianahock@yahoo.com, cacheymom@comcast.net,
munro821@aol.com

President
 Bob Brown
bob@rlbrownadvisors.com

\$31,950 Requested

Submitted: 1/20/2013
 10:45:39 PM (Pacific)

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The Rotary Club of Pleasanton is seeking funding to complete the site design for a prospective community farm on the Bernal Property (land designated in the Bernal Property Phase II Specific Plan as "agriculture" and "agriculture club"). The site design will be consistent with the requirements and guidelines contained in the Bernal Property Phase II Specific Plan and will include provisions for 4-H animal and horticulture projects, community gardens, outdoor activities and indoor meeting space.

To complete this project, the Rotary Club of Pleasanton will be partnering with Abbie 4-H to incorporate their needs in the site design and to expose its youth members to the city planning process.

Although the long-term vision is to have a fully operational community farm, the scope of this phase of the project is limited to the completion of a site design only (i.e., development of a proposed design, planning commission approval of the proposed design, and final city council approval).

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

According to the City of Pleasanton Youth Master Plan, the following are problem(s), need(s), issue(s) or service gap(s) facing youth in Pleasanton:

- Children 7 to 12 years of age are seeking opportunities and safe places to hang out, but such opportunities are limited
- Many parents are uncertain about how to spend unprogrammed time with their children or how to have experiences that include children of different ages
- Many youth believe "there is nothing to do" in Pleasanton outside of programmed sports and activities
- Youth have expressed concerns about sexual activity and drug/alcohol abuse among their peers

Animal and agriculture projects available on a community farm can help address the needs in each of these areas. Although Abbie 4-H currently provides some support and infrastructure for these types of projects, their ability to support additional members is constrained by the increasingly limited locations (specifically land and boarding facilities) available to raise animals, grow crops, and provide for other agriculture/horticulture projects. Without access to such facilities, it will be difficult to attract many Pleasanton youth who may otherwise be interested in the learning and leadership opportunities that both a community farm and 4-H can offer.

3 Please describe your agency and its mission.

The Rotary Club of Pleasanton (founded July 17, 1965) is a local chapter of the Rotary International - an organization of business and professional persons united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace throughout the world. The international Rotary motto - "Service Above Self" - provides members with a constant and visible reminder of Rotary's focus on local, national and international humanitarian

efforts. In addition, Rotary's 4-Way Test (1. Is it the TRUTH? 2. Is it FAIR to all concerned? 3. Will it build GOODWILL and BETTER FRIENDSHIPS? 4. Will it be BENEFICIAL to all concerned?) sets appropriate expectations for the club as a whole, as well as for its individual members.

Typical service projects for the Rotary Club of Pleasanton include: (1) providing support for Pleasanton's seniors (e.g., Senior Holiday Dinner, Rotary Gives Thanks workday), (2) delivering wheelchairs to international recipients (primarily in Mexico and Central/South America), and (3) recognizing/supporting/developing Pleasanton's youth (e.g., Student of the Month awards, Rotary Scholarships, Sponsorship of AVHS Interact Club, Sponsorship of Boy Scout troop 941).

Abbie 4-H is a Pleasanton-based chapter of 4-H, one of the oldest, largest, and most well-known youth development organizations in America. The national 4-H cooperative was established more than 100 years ago with a simple mission: help young people acquire the skills necessary to drive innovation in a challenging economy and support their development into thoughtful and proactive community leaders.

Abbie 4-H implements the national mission at the local level. Youth members from five to 19 years of age perform service activities throughout the Tri-Valley area and build knowledge, expertise and self-confidence through hands-on participation in projects ranging from agriculture (4-H's traditional emphasis) to robotics, computer science and more.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

The Rotary Club of Pleasanton has over 90 members from a wide variety of vocations. Several of our members are, or were: (1) architects, (2) land use attorneys, (3) on the City of Pleasanton Planning Commission, (4) on the Alameda County Fair Board, and (5) on the Pleasanton City Council. In addition, many members have had extensive experience with design, development and construction projects within Pleasanton and therefore are very familiar with the City's requirements and expectations in these areas.

Within Abbie 4-H, a committee of 12 parent volunteers (the "Farm Committee") has been assembled to support this project. Over the past 24 months, the Farm Committee has met on a periodic basis and has invested a considerable amount of time gathering information about similar properties in the region. Such activities have included: (1) a fact-finding trip to the Emma Prush farm in San Jose, (2) in-depth discussion sessions with Mike Fotheringham (principal at MD Fotheringham, Inc., the landscape architecture firm that prepared the Bernal Property Phase II Specific Plan), and (3) a fact-finding trip to the FFA farm in Livermore. Through these efforts, the Farm Committee has gained a realistic understanding of what would be required to successfully complete the design phase of the project.

5 Explain how this project will be implemented, administered and operated.

This project will be implemented, administered and operated by the Rotary Club of Pleasanton. The club will form a committee that will be responsible for the day-to-day administrative and financial activities associated with the project.

The committee from the Rotary Club of Pleasanton will partner with Abbie 4-H's Farm Committee and the Abbie 4-H leadership (all youth members) to implement the project (i.e., identify requirements, solicit community input, work directly with the landscape architect, etc) and to procure final approval from the Planning Commission and the City Council.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

For this project, the Rotary Club of Pleasanton will be partnering with Abbie 4-H

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

When fully operational, we estimate the community farm will directly serve approximately 150 youth 4-H members who are Pleasanton residents. These individuals will primarily house animals at the farm, participate in agricultural and horticultural projects on land within the farm's boundaries, and/or use the indoor facilities for project meetings and events sponsored by Abbie 4-H. Because this will be a working farm, there is also an opportunity to serve Pleasanton's approximately 9,400 (2009-2010 data) elementary and middle school students through on-site tours and agricultural education programs. Similarly, there is an opportunity to serve other Pleasanton-based youth organizations through sharing of the indoor facilities.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

When fully operational, the community farm will primarily benefit Pleasanton youth and their families, but it will also benefit youth from other cities in the east bay as well. The creation of a physical location for agricultural and livestock projects will stimulate curiosity and interest, and provide a way to "reintroduce" the concept of a 4-H club and its activities to the community.

Membership in 4-H offers an attractive alternative to traditional sports and school-sponsored activities. It addresses a service gap issue raised in the Youth Master Plan, thus providing an additional outlet for those who feel that "there is nothing to do in Pleasanton". 4-H also provides opportunities for adult volunteers to get involved as well, helping to strengthen the relationship between parents and their children who are members.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

The Community Grant funds will be used to pay landscape architecture/consulting fees for preparation of a design for a comprehensive farm complex on the southern edge of the Bernal property. The project will include two alternative site designs and landscape architect support through approval by the Planning Department and the City Council.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

This project is cost-effective because the land - typically the most expensive part of any land use project - has already been allocated by the City of Pleasanton and is available for development and use, subject to an acceptable site design approved by the Planning Department and the City Council.

The landscape architecture fees to complete the site design are cost effective because the firm the we intend to use is the same firm that prepared the Bernal Property Phase II Specific Plan. Since this firm has extensive knowledge of the City's vision for the property, we expect that the approval process will require fewer iterations and will experience few, if any, significant roadblocks (this lowering the total expected cost of the design phase).

The projected budget is based on a cost estimate previously received from MD Fotheringham, Inc. We believe the cost estimate is reasonable given MD Fotheringham's experience, its familiarity with city land use and planning requirements in general, and its familiarity with the Bernal Property design requirements in particular.

13 If this project does not receive funding, what will be the effect on this project?

The practical impact is that the start of the project would be delayed. This would continue to inhibit Abbie 4-H's ability to house animals for members who do not have the ability to do so on property zoned for agricultural use (either the member's own property or the property of someone such member knows).

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

The Rotary Club of Pleasanton has not received funding, but Abbie 4-H received funding for this project in the amount of \$24,463 during the 2012-2013 grant year. Unfortunately, due to University of California (the administrative/oversight organization for 4-H in California) restrictions on grants for local 4-H clubs, Abbie 4-H was not able to accept or use any of the previously awarded grant funds.

To enable this project to move forward, the Rotary Club of Pleasanton will take the lead in administering the project and will partner with Abbie 4-H for additional support and youth involvement. The total amount requested for the 2013-2014 grant year includes the previously approved, but unused, funds awarded to Abbie 4-H (\$24,463) during the 2012-2013 grant year as well as \$7,487 in new funds for the 2013-2014 grant year.

15 Please indicate your City of Pleasanton Business License No.

200582

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Community Grant Program	\$31,950.00	\$31,950.00
	\$0.00	\$0.00
Total	\$31,950.00	\$31,950.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries		
Program Staff Benefits		
Non-Personnel Costs		
Professional Fees	\$30,000.00	\$30,000.00
Equipment Rental/Maintenance		
Outreach/Promotion	\$1,950.00	\$1,950.00
Printing/Publication		
Supplies/Material		
Other (define below)		
Total	\$31,950.00	\$31,950.00

Budget Narrative

The budget for professional fees is based on project specifications and estimated costs from M.D. Fotheringham Landscape Architects Inc.

Budgeted Outreach/Promotion expenses will be used for meetings to gather community input and feedback throughout the design development and approval processes.

Documents

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	2012-2013 Rotary Club Budget
Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)	<input type="checkbox"/>	Rotary Club Organization Chart
Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	Rotary Club Board of Directors
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Board Authorization
Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.) download template	<input type="checkbox"/>	Community of Character Declaration
Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.) download template	<input type="checkbox"/>	Collaboration Agency Affidavit Form
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	2011-2012 Rotary Club Tax Return
Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)	<input type="checkbox"/>	Rotary Club Bylaws
Personnel Information	<input checked="" type="checkbox"/>	Rotary Club Personnel Information

Report 1 due 11/25/2013 (submitted 12/2/2013)

1 Name of Person Completing Report:

Bob Brown

2 Title:

President, Rotary Club of Pleasanton 2013 - 2014

3 Telephone:

925.425.9610

4 Email:

bob@rlbrownadvisors.com

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

We are currently in the planning process. Our focus is on finalizing a site design that we can submit to the Planning Department to begin the approval phase of the project.

6 Describe any significant actions taken during the reporting period.

Our joint committee of Rotary Club members, 4-H volunteers and interested community members have met several times and have completed a comprehensive set of design parameters for the designated site on the Bernal property. We have sent the design parameters to our landscape architecture consultant and are expecting the first iteration of design reviews during the first week of December.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

None.

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

1 total to date

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

We have submitted an invoice in the amount of \$3460 and have received reimbursement for that amount. We have incurred additional expenses of approximately \$2500 and will be submitting an invoice for reimbursement during the first week of December.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

Spectators (events)

Participants

1 total to date

Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

150 direct	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
None yet	B) Total number of people served by THIS PROJECT:

12 What method do you use to track your participant data for this project?

Database

Ticket sales

Sign-in sheet

1 total to date

Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

N/A

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Our project is on track and we're excited about having the opportunity to review the first iteration of designs during the week of December 2.

As additional clarification for question 11, note that the 150 number is only the estimated number of 4-H members and adult volunteers who will directly benefit from a fully functioning farm. We also estimated that there are approximately 9000+ school children who could benefit from increased educational opportunities. There have been no clients served during this reporting period because we are still in the design phase of the project.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide

detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

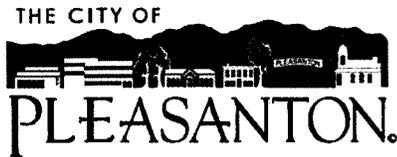
20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 15571

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

The Gatehouse Academy for Gifted Education, Inc.
enGAGE! Summer Enrichment Camp

The Gatehouse Academy for Gifted Education, Inc.
 860 Kolln Street
 Pleasanton
 CA, CA 94566

Tel: 925.577.6981
 Fax: 925.462.3716
 Web: www.engagethegifted.org
 EIN: 45-3773661
 DUNS:

Project Contact
 Lynn Gatehouse
info@engagethegifted.org
 Tel: 925.577.6981

\$7,500 Requested

Submitted: 1/20/2013 9:53:46 PM
 (Pacific)

Additional Contacts
 beth@bborchers.com,
 borchers.bob@gmail.com,
 engagethegifted@gmail.com

President and Program Director
 Lynn Gatehouse
info@engagethegifted.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

GAGE, Inc. is seeking to fund the purchase of Mac Air laptops, USB mice and SDK iPhone Development Kits to be used in technology courses offered at enGAGE! Summer Enrichment Camp. Courses include Digital Imaging and Web Page Development and Developing Object-Oriented Applications for the iPhone.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.
 (A) According to the Youth Master Plan, there is a need for programs that prepare youth in a youth-friendly environment. (B) enGAGE! Summer Enrichment Camp provides internships and mentoring, life skills training and project-based educational opportunities that prepare students for their future. enGAGE! Summer Enrichment Camp focuses upon learning and talent development rather than grades and the stress related to achievement that many of our Pleasanton students experience and that put them at-risk. In addition, parents are seeking local and affordable programs for their children. After a highly successful inaugural year, we need to expand enGAGE! Summer Enrichment Camp to meet the demand from both returning and new students and families by adding courses for middle school students in grades 7 and 8. Also, we have provided community service opportunities for middle and high school students to serve as teachers' assistants. (C) The enGAGE! Summer Enrichment Program provides services that are not offered by the Pleasanton Unified School District.

3 Please describe your agency and its mission.

GAGE, Inc. is a non-profit organization dedicated to providing project-based learning opportunities for upper elementary and middle school students that help them to develop their creativity, gifts and talents and to work with other students who share their interests.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

During a successful inaugural year in the summer of 2012, GAGE, Inc. was able to provide a quality and well-managed program that served over 130 children. President and Program Director Lynn Gatehouse is an educator with over 25 years of experience in education. She holds a BFA from Carnegie Mellon University and a Masters Degree in Gifted and Talented Education from the University of Connecticut. The enGAGE! faculty includes the best and brightest Pleasanton educators who developed innovative courses that are not available in other programs. The Board of Directors is comprised of a project manager, venture capitalist and a dedicated school volunteer who has planned and implemented many successful programs for children.

5 Explain how this project will be implemented, administered and operated.

The computers will be utilized in our technology courses this summer and in years to come as we expand the program.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A.

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

In 2012 the enGAGE! Summer Enrichment Camp served 108 unduplicated Pleasanton residents. We expect the number to increase during the summer of 2013 as the courses we offer are expanded.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

enGAGE! Summer Enrichment Camp serves youth entering grades 4 through 8, including low-income and disabled students. All participants will benefit from having the opportunity to develop technology skills that will prepare them for the present and future.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

Community Grant funds will be used for purchasing Mac Air laptops, USB mice, and site licenses for SDK iPhone Development Kits.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

The technology equipment purchase of Mac Air laptops, USB mice and SDK iPhone Development Kits that we are seeking to fund will be used by multiple classes of students over many years.

13 If this project does not receive funding, what will be the effect on this project?

Without funding for the purchase of technology equipment, including Mac Air laptops, USB mice and SDK iPhone Development Kits, we will be unable to offer the courses we need in order to expand our program for 7th & 8th graders or to meet the demand for courses for our returning students.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

N/A.

15 Please indicate your City of Pleasanton Business License No.

1000776

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
City of Pleasanton - Community Grant Program - Youth	\$7,500.00	\$7,500.00
City of Pleasanton - Community Grant - Civic Arts	\$2,938.00	\$2,938.00

GAGE, Inc. - Expected Revenue	\$29,940.00	\$29,940.00
Total	\$40,378.00	\$40,378.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs	\$150.00	
Admin Salaries* (see instructions)	\$4,000.00	
Benefits* (see instructions)	\$0.00	
	\$0.00	
Program Staff Salaries	\$10,750.00	
Program Staff Benefits	\$0.00	
	\$0.00	
Non-Personnel Costs	\$0.00	
Professional Fees	\$0.00	
Equipment Rental/Maintenance	\$0.00	
Outreach/Promotion	\$1,203.00	
Printing/Publication	\$153.00	
Supplies/Material	\$1,020.00	
Other (Legal/Licensing)	\$260.00	
Other (Insurance)	\$5,002.00	
Other (Facility Rental)	\$4,673.00	
Other (Computer Hardware)	\$4,995.00	\$4,995.00
Other (Computer Software)	\$2,574.00	\$2,505.00
Other (Art Equipment)	\$2,938.00	
Other (Tax Preparation)	\$1,000.00	
Total	\$38,718.00	\$7,500.00

Budget Narrative
N/A.

Documents

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	GAGE Annual Budget
Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)	<input type="checkbox"/>	GAGE Organization Chart
Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	GAGE Board of Directors
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	GAGE Authorization to Request Funding
Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.) download template	<input type="checkbox"/>	GAGE Community of Character Declaration
Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.) download template	<input type="checkbox"/>	
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	GAGE Tax Return Status GAGE 990-EZ Tax Return for Year Ending 09-30-12
Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)	<input type="checkbox"/>	GAGE Bylaws
Personnel Information	<input checked="" type="checkbox"/>	GAGE Personnel

Report 1 due 11/25/2013 (submitted 11/20/2013)

1 Name of Person Completing Report:
Robert Gatehouse

2 Title:
Treasurer

3 Telephone:
925.487.9380

4 Email:
info@engagethegifted.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

enGAGE! Summer Enrichment Camp 2013 was an overwhelming success. The total number of individual students (participants) increased from 124 in 2012 to 261 in 2013. GAGE, Inc. is currently planning for 2014, including which courses to offer again, what possibilities there are for new courses, what additional resources (teachers, hardware, etc.) will be needed, etc. We are talking with companies that offer online registration packages to hopefully streamline our registration and information distribution processes. We submitted a facilities usage request to the Pleasanton Unified School District for classroom and other space at Harvest Park Middle School, the site of the first two camps. The request has been approved.

6 Describe any significant actions taken during the reporting period.

enGAGE! Summer Enrichment Camp was able to expand from 6 to 12 classes and to more than double the number of unique students enrolled in the program.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

There have been no modifications to project goals, timelines, etc. An invoice has been submitted for expenses incurred that exceed the grant amount. The entire grant amount (\$3,500) has been paid to GAGE, Inc. The support of the City of Pleasanton is much appreciated. Our goal is to continue to offer non-traditional educational opportunities that are not typically offered by the Pleasanton Unified School District to Pleasanton students.

8 Were any costs incurred for this project (from any source) during this reporting period?

- Yes
 No

1 total to date

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Yes. Four Apple MacBook Air laptops were purchased for use during enGAGE! Summer Enrichment Camp 2013 technology courses. The laptops were used in the following classes: Computers - Level 1: Introduction to Digital Arts and Animation and Computers - Level 2: Introduction to Basic Programming Languages.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
 Spectators (events)
 Participants
 Clients

1 total to date

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

108	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	108 total to date
261	B) Total number of people served by THIS PROJECT:	261 total to date

12 What method do you use to track your participant data for this project?

- Database
 Ticket sales
 Sign-in sheet
 Other

1 total to date

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

The grant enabled us to upgrade the computer equipment utilized in our technology courses.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

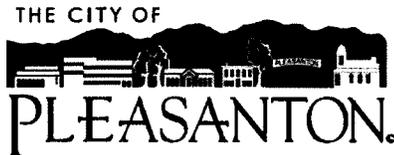
20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 15063

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Tri-Valley Haven Healthy Relationship Project

Tri-Valley Haven
 3663 Pacific Avenue
 Livermore, CA 94550
 United States

Tel: (925) 449-5845 x
 Fax: (925) 449-2684 x
 Web: www.trivalleyhaven.org
 EIN: 94-2462357
 DUNS: 834704538

Project Contact
 Irina Milinevskaya
irina@trivalleyhaven.org
 Tel: (925) 449-5845

\$7,500 Requested

Submitted: 1/17/2013 1:44:04 PM
 (Pacific)

Additional Contacts
none entered

Executive Director
 Ann King
ann@trivalleyhaven.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Tri-Valley Haven is seeking funding to offer the Pleasanton middle and high school youth and the Pleasanton community at large educational services focusing on learning healthy relationships, dating violence prevention, and date-rape awareness. By implementing this project Tri-Valley Haven can be instrumental in assisting with overall community safety, empathy and healthy sexual awareness.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.
 Education about healthy relationships and dating violence prevention for young people can offset unhealthy relationship norms and learned aggression, which has direct correlation to domestic violence. Prevention education can reduce violence in our communities. Tri-Valley Haven, the primary provider of domestic violence and sexual assault prevention services for the Pleasanton, Livermore and Dublin has a strong tradition of teaching healthy relationship classes in an age appropriate and engaging manner which resonates with adolescents in middle and high school.
 Tri-Valley Haven will provide education on healthy relationships and dating violence prevention. Unhealthy relationships and emotional, physical, and/ or sexual dating violence lead to anxiety and depression, and often participation in risky sexual activity, challenges outlined in the Pleasanton Youth Master Plan. Adults are often unaware that teens are experiencing dating violence. In a nationwide survey conducted by the Centers for Disease Control, 9.4 percent of high school students report being hit, slapped, or physically hurt on purpose by their boyfriend or girlfriend in the 12 months prior to the survey. (Centers for Disease Control and Prevention, 2011 Youth Risk Behavior Survey).

3 Please describe your agency and its mission.

Tri-Valley Haven is in its 36th year of services, having begun operating a crisis line and shelter out of a Board member's home in 1977. TVH provides domestic violence, homeless, sexual assault, and related services. The Tri-Valley Haven mission statement is that TVH

Creates homes safe from abuse

Contributes to a more peaceful society

One person, one family, one community at a time.

Together We Build A World Without Violence

Domestic Violence services include a 24-hour crisis line; Shiloh, a 30-bed confidential shelter; individual and group counseling, and restraining order assistance. Our Rape Crisis Center opened in 1981 and offers sexual assault services. Rape Crisis Center services include crisis response, advocacy, individual counseling, support groups, community outreach and education. Tri-Valley Haven Homeless Services began in 2002, and include Sojourner House, a 16-bed homeless shelter, and a Food Pantry and Mobile Food Van. Our Food Pantry is located in a low-income area of Livermore, and our Mobile Food Van takes food to two senior citizen housing complexes in Pleasanton. Tri-Valley Haven offers several other support services in order to provide a more comprehensive approach towards healing and self-sufficiency. A CalWORKs employability readiness program assists clients in preparing to enter or re-enter the workforce. Our Linkages program assists low-income clients with subsidized housing and case management.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

Tri-Valley Haven's major governing body is the Board of Directors. Each Board Member's term is two years. Our Management team consists of the Executive Director and six managers. Tri-Valley Haven has its own Finance and Compliance Department. All of our Direct Service staff such as Case Managers, Life Skills Instructors, Prevention Educator etc. are required to have a Bachelors Degree or equivalent life experience.

Also, Direct Staff, Counseling interns, and Volunteers are required to go through the State mandated 65-hour training in order to provide domestic violence and sexual assault related services.

5 Explain how this project will be implemented, administered and operated.

Our Community Education Program staff will increase its presence in schools throughout Pleasanton, in order to provide healthy relationship education to the Youth of Pleasanton. Tri-Valley Haven will build on its great relationship with teachers and school administrators in Pleasanton to present healthy relationship classes in appropriate classrooms and in after middle school programs. TVH currently provides these services to after school programs in conjunction with LARPD in Livermore. Programs will teach appropriate relationship behaviors, bystander intervention options, sexual safety, and where to seek help if you are experiencing interpersonal violence. This project will help to address the service gaps identified in the Youth Master Plan.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We estimate that for the initial year this program would serve at least 100 Pleasanton Youth.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Healthy Relationship project is designed to serve Pleasanton Youth. This program will target Pleasanton youth in middle and high school and the community as a whole. It will help to address the service gaps identified in the Youth Master Plan such as dealing with anxiety and depression, bullying and discrimination, child-adult communication etc.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

The Community Grant funds requested from Pleasanton will be used to pay part of the salary of Education and Communications Specialist and part of the salary of Prevention Educator. Both positions are directly implementing the project.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

The project is cost effective because the Haven already has existing relationships with the school administrators, teachers and youth groups in Pleasanton. It is one of our priorities to cross-utilize the already existing programs and services within TVH where possible in order to keep the costs down.

13 If this project does not receive funding, what will be the effect on this project?

If the project is not funded we can still provide this service but we would have to charge participants a fee.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

Fiscal Year 2012/2013:

Tri-Valley Haven's Anti-Bullying Project - \$7,500

Fiscal Year 2009/2010:

Counseling and Restraining Order Service - \$8,000

Food Pantry - \$9,000

Domestic Violence Services Program - \$10,000
 Homeless Services - \$7,000

Fiscal Year 2008/2009:
 Counseling and Restraining Order Service - \$15,000
 Food Pantry - \$15,000
 Domestic Violence Services Program - \$10,000
 Homeless Services - \$10,000

Fiscal Year 2007/2008:
 Counseling and Restraining Order Service - \$15,000
 Food Pantry - \$18,000
 Parents Creating Change Program - \$12,000
 Homeless Services - \$20,000

15 Please indicate your City of Pleasanton Business License No.
 0200461

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
California Department of Public Health Rape Prevention and Education Grant	\$43,543.00	
Pleasanton Community Grant Program (Healthy Relationship Project)	\$7,500.00	\$7,500.00
Pleasanton Community Grant Program (Anti-Bullying Project)	\$7,500.00	
Total	\$58,543.00	\$7,500.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	\$46,889.00	\$6,287.00
Program Staff Benefits	\$7,612.00	\$1,213.00
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication		
Supplies/Material		
Other (define below)		
Staff Training (Registration)	\$250.00	
Staff Mileage	\$1,615.00	
Indirect Costs	\$2,177.00	
Total	\$58,543.00	\$7,500.00

Budget Narrative

Revenues: The composition of revenues is our best estimate based on the previous years of operation and our estimated for the Fiscal Year 2013/2014.

Personnel costs requested from Pleasanton:
 Education and Communications Specialist = 10% of salary and 10% of bmrfts for this position would be paid with

Pleasanton Community Grant finds; cost to Pleasanton = 424.81/mo (5098/year)
 Prevention Educator = 6% of salary and 6% of benefits for this position would be paid with Pleasanton Community Grant funds; cost to Pleasanton = 200.16/mo (2402/year).

Documents

Documents Requested *

Current annual budget for the entire agency, including revenue.

Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)

Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.

Board of Directors' authorization to request funding.

Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.)
[download template](#)

Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.)
[download template](#)

Most Recent Agency Audit or Tax Return

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)

Personnel Information

Required? Attached Documents *



[Tri-Valley Haven's current annual budget](#)



[Tri-Valley Haven's Org Chart](#)



[Tri-Valley Haven's BoD List](#)



[Trivalley Haven's BoD Authorization](#)



[Tri-Valley Haven's Audit](#)



[Tri-Valley Haven's Personnel Information](#)

Report 1 due 11/25/2013 (submitted 11/25/2013)

1 Name of Person Completing Report:

Irina Milinevskaya

2 Title:

Contracts Manager

3 Telephone:

(925) 449-5845

4 Email:

irina@trivalleyhaven.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Tri-Valley Haven is well underway in implementing its Healthy Relationship Trainings in the Pleasanton Public Schools. In August and September, our Prevention Instructor sent out letters to the Pleasanton middle and high school health teachers, staff, and administrators. The Haven's Prevention Instructor is now scheduled to be at Amador or Foothill High Schools on December 9th, 10th, 11th, 16th, 17th and 19th, and on January 6th, 7th, 8th, 13th, and 14th. These trainings will be 2-day primary prevention, healthy relationship trainings for each Pleasanton teen in the classroom. This means each student will receive healthy relationship information in addition to learning and practicing bystander strategies for safely intervening in situations that could be potentially unhealthy or abusive.

6 Describe any significant actions taken during the reporting period.

In addition to contacting and collaborating with the Pleasanton public schools, Tri-Valley Haven sent our Prevention Instructor, Maureen, on a 2-day primary prevention; healthy relationship training called The DATE SAFE Project. While this nationally recognized training was paid for by a separate corporate grant, it added The Haven's ability to provide even more dynamic and relevant classes to Pleasanton youth. The DATE SAFE Project provides positive how-to skills and helpful insights for addressing verbal consent (asking first), respecting of relationship boundaries, healthy sexual decision-making, bystander intervention, and supporting survivors (opening the door for family and friends). The Haven's Prevention Instructor is now certified in the DATE SAFE curriculum which has added to her substantial expertise.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.
No modifications were made.

8 Were any costs incurred for this project (from any source) during this reporting period?

- Yes 1 total to date
 No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.
Yes, we have submitted 4 invoices so far in the total amount of \$1,172.53

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
 Spectators (events)
 Participants 1 total to date
 Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

100	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	100 total to date
0	B) Total number of people served by THIS PROJECT:	0 total to date

12 What method do you use to track your participant data for this project?

- Database
 Ticket sales
 Sign-in sheet 1 total to date
 Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Tri-Valley Haven also administers (anonymously) pre and post-tests to gauge what the Pleasanton students have learned through the educational sessions.

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Tri-Valley Haven (TVH) has not taught the Healthy Relationship Classes in the Pleasanton schools during the time period of July 2013 – October 2013. TVH teaches the Healthy Relationship trainings when it is convenient for the public school teachers and when it is timely, based on the school's curriculum. We have, as mentioned above, scheduled several days of 2-day Healthy Relationship Classes in the Pleasanton public schools for December 2013 and January 2014.

Thank you. We feel that our Healthy Relationship Classes are extremely important. Our pre and post testing shows that Tri-Valley Haven's Healthy relationship Program is not only raising awareness, but it is also changing behaviors which means that Pleasanton teens are safer.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:
-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.
-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)
-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?
-no answer-

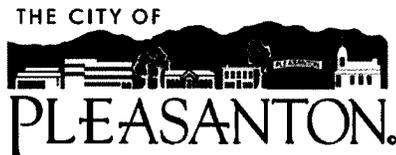
19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.
-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.
-no answer-

** ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 15384

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Tri-Valley YMCA

Allowing Kids with Special Needs to Thrive at Y Camp

Tri-Valley YMCA
 6693 Sierra Lane
 Suite F
 Dublin, CA 94568
 United States

Tel: (925) 263-4444
 Fax: (925) 263-4445
 Web: www.trivalleymca.org
 EIN: 94-1156317
 DUNS:

Project Contact
 Kenny Altenburg
kaltenburg@ymcaeastbay.org
 Tel: 9252634444

\$7,500 Requested

Submitted: 1/21/2013 1:17:21 PM
 (Pacific)

Additional Contacts
 none entered

Executive Director
 Kelly O'Lague Dulka
kdulka@ymcaeastbay.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Over the past five years, there has been a dramatic increase in the number of kids with special needs enrolling in summer day camps at the Tri-Valley YMCA. To effectively serve these children and their families, we must expand the services offered to include higher staffing ratios, more support for families and more intensive case management services. There are very few summer care options for families whose kids have special needs and the Y must continue to be a place where these families can turn for assistance.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

As noted throughout the 2010 Youth Master Plan, there is a tremendous need to provide opportunities and services for children with special needs. The kids to be served by this grant funding are kids for whom it can be very challenging to find services. There are few other day camps in the Tri-Valley area that intentionally seek to serve kids with emotional and behavioral challenges. The Tri-Valley Y's summer day camp staff have found that they must provide an array of services to kids and families beyond what the typical camp day would provide.

This grant addresses three of five specific goals articulated in the Youth Master Plan:

1. Prepared Youth

1.1 Build on and expand current programs and support services offered by the City, local youth-focused organizations, and schools and coordinate with classroom teachers to provide encouraging environments for children and youth.

The Tri-Valley Y's summer day camps provide an environment that encourages, supports and empowers kids with special needs to learn, grow and thrive.

2. Healthy and Safe Youth

2.3 Work with local agencies to improve services that address the safety and health needs of families, children and youth of all ages with special needs (such as developmental and physical disabilities, and severe allergies).

By providing summer services for kids with special needs, parents can go to work secure in the knowledge that their children will be safe and well cared for throughout the day while they are away.

5. Supportive Families and Community

5.4 Support opportunities for children and youth to develop positive experiences and qualities that help influence choices they make to become caring and responsible people.

5.5 Expand existing parent education and family support programs for children, youth, and adults.

Many of the children we serve have extreme emotional and behavioral issues. Families often experience high levels of stress and can benefit from support services which this grant will provide.

3 Please describe your agency and its mission.

At the Tri-Valley YMCA our commitment is to nurture the potential of kids, promote healthy living and foster a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors. That's why we focus our work in three areas:

Youth Development—Nurturing the potential of every child and teen.

Healthy Living—Improving the nation's health and well-being.

Social Responsibility—Giving back and providing support to our neighbors.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

The Tri-Valley YMCA is a branch of YMCA of the East Bay. The Y has been a presence in the East Bay since 1879 and the Tri-Valley branch has been offering high quality programs for children and their families since 1965. The Tri-Valley YMCA has an active and engaged Board of Managers made up of members, community leaders and business leaders who oversee the branch operations. An executive director and a branch operations director head up the management team and a staff of 40 provide the day to day services the Y provides. Both directors hold master's degrees and each has 20+ years of experience in the fields in which they provide direction. The Tri-Valley YMCA has an annual operating budget of \$1.7 million which is carefully managed to ensure that the branch remains in the black. Over the past five years, the diligent fundraising efforts of the board and staff have resulted in a significant increase in the number of low income and marginalized families we are able to serve.

5 Explain how this project will be implemented, administered and operated.

Y-Camp provides children with a community of caring adults, who nurture experiential education that results in self-respect and appreciation for human value. Over the years we have seen a dramatic increase in the number of children with special needs attending the Y summer day camp program (Y-Camp). We are very committed to doing whatever it takes to serve this population but it does require changes in how we staff our programs and how we develop and implement curriculum. We are seeking grant funding to allow us to hire additional trained staff to ensure that those with special needs get the care and attention they require.

All of our outcomes -- self-identity, self-worth, self-esteem, leadership, and self-respect -- build personal competencies. These personal competencies are reflected in the four "C's" of the Y-Camp community: compassion, contribution, commitment, and character!

For years, Y-Campers' parents have reported that when their children return home from camp they are more caring, understand the importance of giving, are more equipped to stand up for what they know is right, and are willing to be more responsible. These are the qualities that will help build a successful nation and a civil society.

Each summer the Y offers 10 weeks of summer day camp for children entering kindergarten through high school. The program includes recreational and educational activities that allow children to learn, grow and thrive in the summer months. Our staff work diligently to provide a positive, encouraging environment so that every child can reach his full potential.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We serve approximately 450 to 500 kids at camp each summer in 3200 camper weeks. The estimated total of Pleasanton children to be served is 270 to 300. In addition, we provide a wide array of support services for the families of these children making the number of Pleasanton residents even higher.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the

implementation of this project. (e.g. low income, youth, disabled, etc.)

The population we serve in Y-Camp is as diverse as the community in which we live. Approximately 60% of the campers at our Pleasanton camp are from Pleasanton, 20% are from Dublin, 10% are from Livermore and 10% are from outlying cities. The percentage of children from low income families is much higher than in any other Y programs. Approximately 25% of the kids we serve come from single family households with income below the poverty line. Another 18% come from families with combined household income of less than \$40,000 per year. To serve these families, the Y does extensive fundraising all year to be able to offer financial assistance to cover the cost of day camp.

In addition, a high percentage of the kids we serve have special needs. These range from ADHD to Aspergers Syndrome and other forms of Autism, to emotional and behavioral challenges.

10 What type of community grant is your agency applying for?

- Seed
 Capital
 Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

Grant funds will be used to hire professional, trained staff to work with the special needs children at camp. This additional staffing will allow for lower staff to camper ratios. In addition, we will be able to implement developmentally appropriate curriculum modifications to meet the specific needs of the campers. Additional staff will also allow for more intensive behavioral guidance for the special needs children which will include observations and behavior plans.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

We are able through fundraising and participant fees to provide a high quality day camp program. What we are seeking funds for is to expand the following services:

Parent education and support
 Behavioral assessments
 Developmental assessments
 Case management services
 Provide increased staffing ratios to better serve kid with special needs.

The cost of adding 2 staff for the 10 weeks of camp and one week of staff training is \$15,000. By increasing the staffing, we will be able to achieve the objectives stated to increase services to kids with special needs and provide additional support for their families.

13 If this project does not receive funding, what will be the effect on this project?

If this application does not receive funding we will continue to seek funding from other potential partners. It is critically important that someone in the community serve the needs of this population and it makes sense for it to be the Y.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

No funding for 2012-13

Youth Grants for Youth & Government for 2011-12 to encourage low income students to participate in this youth leadership development program. Funded at \$7,000.

Human Services grant in 2011-12 for Families in Transition, a program to support families through counseling and case management services while going through the various transitions families encounter. Funded at \$7,500

Civic Arts Grant for 2010-11 to incorporate a variety of arts experiences into our summer childcare and camp programs. Funded at \$4,000.

15 Please indicate your City of Pleasanton Business License No.
200462**16 Please confirm that you have uploaded the following in the "Documents" tab:**

- Current annual budget for the entire agency, including revenue
 Agency organization chart
 List of Board of Directors/Governing Board with their contact information
 Board of Directors' authorization to request funding
 Community of Character Declaration
 Collaboration Agency Affidavit Form

- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Camp Fees		\$156,000.00
Fundraising Donations		\$36,000.00
City of Pleasanton Grant	\$7,500.00	
Additional Grants	\$15,000.00	
Total	\$22,500.00	\$192,000.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs	\$128,000.00	\$7,500.00
Admin Salaries* (see instructions)		
Benefits* (see instructions)	\$35,600.00	
Accounting/Audit	\$4,500.00	
Rent & Utilites	\$14,000.00	
Telephone	\$960.00	
Postage	\$220.00	
Non-Personnel Costs		
Staff Training	\$4,000.00	
Bus Rental	\$14,000.00	
Entrance Fees	\$10,000.00	
Printing/Publication	\$1,200.00	
Supplies/Material	\$5,150.00	
Other (define below)		
Total	\$217,630.00	\$7,500.00

Budget Narrative

The primary cost involved in running day camps is staffing. We have approximately 18 part time staff one full time camp director and a senior program director who oversee our camping programs. Programmatic costs cover arts and crafts supplies sports equipment snacks and camp shirts. This summer our camps will be located at churches in Livermore and Pleasanton with our primary site at St. Elizabeth Seton Church which is part of Catholic Community of Pleasanton. We will pay approximately 14000 in rental costs for ten weeks of camp. Fieldtrips and swimming are budgeted at 14000 for bus transportation and 10000 in entrance fees for approximately 125 kids per week. Staff training costs are generally 200 per person and therefore we've budgeted 4000 to train 20 staff. There is a 4000 expense on the accounting/audit line. This is to cover consolidated services such as IT/HR provided by our corporate offices.

Documents

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	Budget
Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)	<input type="checkbox"/>	Org Chart
Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	Board roster
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Board authorization
Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.) download template	<input type="checkbox"/>	Comm of Character
Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.) download template	<input type="checkbox"/>	

Most Recent Agency Audit or Tax Return



Audit

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)



Articles of Incorporation

Personnel Information



Personnel Info

Report 1 due 11/25/2013 (submitted 10/23/2013)

1 Name of Person Completing Report:

Kris Farro

2 Title:

Branch Operations Director

3 Telephone:

925-263-4444

4 Email:

kfarro@ymcaeastbay.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Project has been completed.

6 Describe any significant actions taken during the reporting period.

Grant funds were used to hire professional, trained staff to work with the special needs children at camp. This additional staffing allowed for lower staff to camper ratios. In addition, we were able to implement developmentally appropriate curriculum modifications to meet the specific needs of the campers. Additional staff allowed for more intensive behavioral guidance for the special needs children which will include observations and behavior plans.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

n/a

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

1 total to date

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Yes - we have completed the project and have submitted the invoice.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

Spectators (events)

Participants

1 total to date

Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

270	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	270 total to date
-----	--	-------------------

472	B) Total number of people served by THIS PROJECT:	472 total to date
-----	---	-------------------

12 What method do you use to track your participant data for this project?

Database

Ticket sales

Sign-in sheet

1 total to date

Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

-no answer-

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

-no answer-

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

Report 2 due 7/22/2014 (not submitted)

1 Name of Person Completing Report:

Kris Farro

2 Title:

Branch Operations Director

3 Telephone:

925-263-4444

4 Email:

kfarro@ymcaeastbay.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

project completed - see report #1

6 Describe any significant actions taken during the reporting period.

project completed - see report #1

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

n/a

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

1 total to date

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

no - project was invoiced during first period

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

- Spectators (events)
- Participants 1 total to date
- Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

270	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	540 total to date
472	B) Total number of people served by THIS PROJECT:	944 total to date

12 What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet 2 total to date
- Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

-no answer-

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

-no answer-

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Kris Farro, Branch Operations Director

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Yes.

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Grant funds were used to hire professional, trained staff to work with the special needs children at camp. This additional staffing allowed for lower staff to camper ratios. In addition, we were able to implement developmentally appropriate curriculum modifications to meet the specific needs of the campers. Additional staff allowed for more intensive behavioral guidance for the special needs children which will included observations and behavior plans.

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Yes, the project was a success!

Y-Camp provided children with a community of caring adults, who nurture experiential education that results in self-respect and appreciation for human value. We have seen a dramatic increase in the number of children with special needs attending the Y summer day camp program (Y-Camp). This grant funding allowed us to hire additional trained staff to ensure that those with special needs received the care and attention they require.

All of our outcomes -- self-identity, self-worth, self-esteem, leadership, and self-respect -- built personal competencies in our campers.

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

n/a

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

n/a

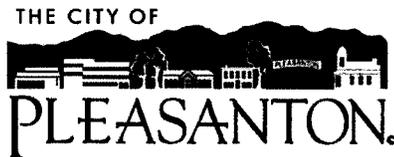
* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 15714

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.

"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.

[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Tri-Valley YMCA
Build Assets, Reduce Bullying

Tri-Valley YMCA
 6693 Sierra Lane
 Suite F
 Dublin, CA 94568
 United States

Tel: (925) 263-4444
 Fax: (925) 263-4445
 Web: www.trivalleyymca.org
 EIN: 94-1156317
 DUNS:

Project Contact
 Kenny Altenburg
kaltenburg@ymcaeastbay.org
 Tel: 9252634444

\$7,500 Requested

Submitted: 1/21/2013 1:16:51 PM
 (Pacific)

Additional Contacts
kdulka@ymcaeastbay.org

Executive Director
 Kelly O'Lague Dulka
kdulka@ymcaeastbay.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Recognizing that bullying is something most kids fear, the Tri-Valley YMCA will develop and implement a curriculum across all program areas to build assets while giving kids the tools they need to both refrain from engaging in bullying behavior and resist bullying from others. The program will be implemented in all childcare, camps, teen leadership development and family programs.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

The Youth Master Plan states that:

While Pleasanton is a safe place for children and youth, many outreach participants identified bullying as a major challenge for the City's young people. Pushing behavior is a form of harassment or bullying commonly used among elementary level youth and many participants reported bullying in middle school to be a prevalent problem.11 Bullying was identified as a major issue by male youth web survey participants ages 8 to 13 and youth participating in outreach focus groups. Some participants reported bullying in middle school to be a prevalent problem. A focus group including middle school youth confirmed this by citing bullying and harassment as the biggest issue they face.

This grant will seek to address the issue of how to reduce bullying. Utilizing the resources from the partnership between the YMCA and Harvard School of Public Health, the Tri-Valley YMCA will develop and implement a curriculum in all of our program areas that serves to build developmental assets while reducing bullying behaviors and impact.

The implementation of the curriculum will be consistent with the goal of ensuring that Pleasanton youth are healthy and safe and will integrate the stated strategies in Goal 2 of the 2010 Youth Master Plan:

2.4 Establish and support opportunities, programs, and support services for children and youth that reduce pressures related to peer relationships and social achievement.

2.5 Support the incorporation of external and internal assets (40 Developmental Assets) representing the relationships, opportunities, and personal qualities that young people need to avoid risks and thrive.

2.6 Create and support compelling educational programs

that will improve identification of potentially destructive and abusive behaviors and promote the availability of affordable substance abuse services and counseling for all children and youth.

3 Please describe your agency and its mission.

At the Tri-Valley YMCA our commitment is to nurture the potential of kids, promote healthy living and foster a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors. That's why we focus our work in three areas:

Youth Development—Nurturing the potential of every child and teen.

Healthy Living—Improving the nation's health and well-being.

Social Responsibility—Giving back and providing support to our neighbors.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

The Tri-Valley YMCA is a branch of YMCA of the East Bay. The Y has been a presence in the East Bay since 1879 and the Tri-Valley branch has been offering high quality programs for children and their families since 1965. The Tri-Valley YMCA has an active and engaged Board of Managers made up of members, community leaders and business leaders who oversee the branch operations. An executive director and a branch operations director head up the management team and a staff of 40 provide the day to day services the Y provides. Both directors hold master's degrees and each has 20+ years of experience in the fields in which they provide direction. The Tri-Valley YMCA has an annual operating budget of \$1.7 million which is carefully managed to ensure that the branch remains in the black. Over the past five years, the diligent fundraising efforts of the board and staff have resulted in a significant increase in the number of low income and marginalized families we are able to serve.

5 Explain how this project will be implemented, administered and operated.

The program we aim to implement will be a bullying prevention program that addresses the specific needs of children and families in recognizing, reporting and effectively dealing with bullying incidents. The most effective bullying prevention programs have Social-Emotional Learning (SEL) components embedded in them like the YMCA's Abundant Assets Program. A very strong approach would be to implement both types of programs. The Abundant Assets curriculum would be the foundation upon which the bullying specific content would be delivered.

The curriculum would teach youth the following skills:

1. Self-regulation (controlling impulses; focusing, sustaining and shifting attention; listening to and remembering information; empathy training)
2. Perspective taking (appreciating similarities and differences; recognizing and identifying feelings of others; understanding that feelings can change and are complex)
3. Emotion management (recognizing and identifying one's own feelings; learning strategies for calming down strong emotions; managing stress/anxiety)
4. Problem-solving (learning a process for solving problems; goal setting)
5. Communication skills (being assertive; being respectful; negotiating and compromising)
6. Friendship skills (cooperation, including others, joining in with others)

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

n/a

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

Kindergarten Readiness Program: 24 Pleasanton residents

Y-Kids Sites: 195 Pleasanton residents

Y-Zone Sites: 54 Pleasanton residents

Summer Camps: 225 Pleasanton residents not counted elsewhere

Y-Guides and Y-Princesses: 225 Pleasanton residents not counted elsewhere

Y&G and other Teen Leadership Development Programs: 126 Pleasanton residents

Total number of unduplicated Pleasanton residents: 849

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

The project will be implemented in all of our programs in which Pleasanton youth participate at least weekly. The populations we serve in each of these programs are very diverse, both ethnically and socio-economically. They cross all demographics of the community that include families with children and mirror the demographic makeup of Pleasanton.

10 What type of community grant is your agency applying for?

- Seed
 Capital
 Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

The grant funding will be used to develop and implement a curriculum that will address two goals: strengthening kids' internal and external assets to help them minimize bullying behavior and to help them resist the impact if negative peer influences including but not limited to bullying. Helping kids make good choices begins with developing the internal and external assets that lead to success.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

Research on bullying prevention and intervention programs is very active and more information on evidence-based anti-bullying programs will become available as studies are completed.

The bullying prevention program with the most extensive research support at this time in the United States is Steps to Respect (<http://www.cfchildren.org/steps-to-respect.aspx>), a curriculum developed by the Seattle-based Committee for Children. Rigorous evaluation has shown that the Steps to Respect program successfully increased positive bystander behaviors in youth, and decreased physical bullying by children according to teacher reports.

The successful implementation of such a program and the resulting reduction in negative behaviors has a positive impact on individual children and on the community at large.

This project will reach a large number of youth within existing programs minimizing the cost of implementation and maximizing the outcomes. It is both cost effective and results driven.

13 If this project does not receive funding, what will be the effect on this project?

We will not be able to implement the curriculum without funding from City of Pleasanton and other potential funders. We will continue to seek funding because of the importance of this issue in the work we do each day.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

No funding for 2012-13

Youth Grants for Youth & Government for 2011-12 to encourage low income students to participate in this youth leadership development program. Funded at \$7,000.

Human Services grant in 2011-12 for Families in Transition, a program to support families through counseling and case management services while going through the various transitions families encounter. Funded at \$7,500

Civic Arts Grant for 2010-11 to incorporate a variety of arts experiences into our summer childcare and camp programs. Funded at \$4,000.

15 Please indicate your City of Pleasanton Business License No.

200462

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
 Agency organization chart
 List of Board of Directors/Governing Board with their contact information
 Board of Directors' authorization to request funding

- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Grant funds	\$7,500.00	\$0.00
Fundraising	\$7,500.00	\$7,500.00
	\$0.00	
Total	\$15,000.00	\$7,500.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs	\$0.00	\$0.00
Admin Salaries* (see instructions)	\$0.00	
Benefits* (see instructions)	\$0.00	
Program Staff Salaries	\$10,000.00	\$7,500.00
Program Staff Benefits	\$2,000.00	\$0.00
Non-Personnel Costs	\$0.00	
Professional Fees	\$0.00	
Equipment Rental/Maintenance	\$0.00	
Outreach/Promotion	\$0.00	
Printing/Publication	\$2,000.00	
Supplies/Material	\$1,000.00	
Other (define below)	\$0.00	
Total	\$15,000.00	\$7,500.00

Budget Narrative

The program would require one staff member at .20 FTE for the year to develop and implement the curriculum effectively. The staff person would work with our Community Programs and Childcare staff to teach them how to use the curriculum throughout our program areas.

Documents

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	Budget
Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)	<input type="checkbox"/>	Org Chart
Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	Board roster
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Board authorization
Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.) download template	<input type="checkbox"/>	Comm of Character
Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.) download template	<input type="checkbox"/>	
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	Audit
Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)	<input type="checkbox"/>	Articles of Incorporation

Personnel Information



Personnel Info

Report 1 due 11/25/2013 (submitted 11/21/2013)

1 Name of Person Completing Report:

Kris Farro

2 Title:

Branch Operations Director

3 Telephone:

925-263-4444

4 Email:

kfarro@ymcaeastbay.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

We have hired a staff person to work on this project.

6 Describe any significant actions taken during the reporting period.

We have hired a staff person to work on this project.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Recruitment for staff took longer than expected. We now have a staff person who will be working on this project.

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

No. We will be submitting invoices as the new staff person attends trainings and begins to implement the curriculum.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

Spectators (events)

Participants

Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

849	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	849 total to date
0	B) Total number of people served by THIS PROJECT:	0 total to date

12 What method do you use to track your participant data for this project?

Database

Ticket sales

Sign-in sheet

1 total to date

Other

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

-no answer-

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

-no answer-

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

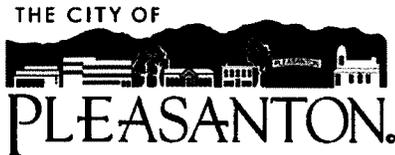
20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

** ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 15717

Become a fan of ZoomGrants™ on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Valley Children's Museum Mission Experience Field Trip

Valley Children's Museum
 P.O. Box 2102
 Dublin, CA 94568
 United States

Tel: (000) 000-0000
 Fax: (000) 000-0000
 Web: www.valleychildrensmuseum.org
 EIN: 94-3340530
 DUNS:

Project Contact
 Linda Spencer
mslindaspencer@aol.com
 Tel: 925 828 2892

\$2,625 Requested

Submitted: 1/21/2013 2:34:38 PM
 (Pacific)

Additional Contacts
none entered

n/a
 n/a n/a
info@valleychildrensmuseum.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Hands-on activity field trips at the mobile museum for classes studying California Mission curriculum, including workbooks, pre- and post-field trip activity, and creative learning activities at Valley Children's Museum's mobile museum, providing standards-based lessons and experiences to supplement the teachers' classroom instruction. Field trips will be offered to all Pleasanton Unified School District fourth grade classes as well as private, home school and charter school students, offering an affordable and local exemplary field trip experience.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

Challenges to students and educators for effective learning tools include pressures of economy, time, diverse learning capabilities and demands of California state standards.

From the teacher's perspective, learning and standards must be met with limited funds and time to spend outside the classroom. They also face the reality that individual students "learn" in different ways, but the creative learning tools available are restricted by the need to accomplish a required curriculum in a limited time.

Field trips are a time-tested method of reinforcing classroom instruction with a fresh, non-classroom environment opportunity which can make a deep and lasting impression on the students.

Current budget restrictions and need for efficient time management have curtailed much field trip experience, reducing the teachers' tools.

VCM's Mission Experience field trip supplements the mandated study of the California Mission era. It is an exhibit and a series of activities designed by museum and education professionals, housed in a mobile trailer that can accommodate classroom groups. The trailer and exhibit are handicapped accessible, and it is situated in Dublin, with accessible parking, restrooms and park facilities.

The two-hour program is completely interactive, with six hands-on activities for students to complete, and the accompanying full-color workbook offers additional home or excursion activities.

Its advantages and desirability are: its proximity to Pleasanton (not a two-hour-plus drive, with missed school hours and expensive transportation), its creativity (hands-on activity engaging the students in the learning experience), and affordability (minimal fee of \$5)

This program addresses the Youth Master Plan goals for Prepared Youth (age-appropriate education skills and tools), Youth-Friendly Environments (safe access to and benefit from activities and spaces where they can recreate, gather and learn), and Informed Youth and Adults (awareness of programs).

3 Please describe your agency and its mission.

VCM's mission is to spark the adventure of lifelong learning in children and their grown-ups through hands-on creative activity and education programs.

Free craft activity for Tri-Valley children under 10 years is offered every Thursday between April and September, and on second Saturdays year-round, as well as at festivals and fairs in Tri-Valley cities.

Curriculum-based field trips, designed by museum program professionals, pilot tested and vetted by local educators, are offered to all Tri-Valley fourth grade teachers and home school organizations to enhance their required study of California missions.

The Mobile Museum in Emerald Glen Park serves as the temporary location, while a permanent building is being planned.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

Valley Children's Museum has a solid history of leadership, with a Board of Directors, Advisory Board and cadre of project volunteers. Since its beginnings, traveling exhibits have been designed, finances managed, studies conducted, fundraising events and outreach undertaken, and website developed, all the while with the goal of building a permanent facility. In 2009 a part-time administrator with 35 years senior non-profit management experience was re-engaged.

Collectively, the Board of Directors includes professional experience in banking, accounting and auditing, building and construction, marketing, land management, land development, non-profit management and public services. Finances are audited by the firm Armanino McKenna LLP.

Past volunteers with renewed interest and new ones recruited since 2011 participate in education and activity development and staffing.

With seed grant support from the City of Dublin, former Board member Helga Glasson was engaged as education coordinator. She has three children going through the public school system and is actively involved in the network of Tri-Valley schools. She put together a committee of educators to create a relevant local Mission Experience field trip, gathered the mailing lists of fourth grade teachers throughout the Tri-Valley, helped create the promotional material and workbook, managing supplies and is coordinating and staffing the field trips.

A professional website administrator, Daphne Leonard, with experience managing websites and intranet for large and small businesses, as well as non-profits, was contracted to update the VCM website, creating a special interactive section for the Mission Experience with program description and where educators may book field trips.

One Pleasanton school successfully participated in the 2012 pilot program, and four classes are registered for the 2013 inaugural year field trip experience.

5 Explain how this project will be implemented, administered and operated.

VCM's Mobile Museum is a 52 ft. x 14 ft. trailer that is outfitted as a classroom with tables and work stations for students, containing an exhibit designed by the Autry Museum on the California Mission era. The local California Mission studies field trip for fourth grade students will be offered to supplement teachers' state-mandated lessons on the California Mission era. All activities are staffed by volunteers and require minimal cost for consumable materials.

The part-time Education Coordinator will develop and maintain mailing lists for all elementary schools and home school associations, create both e-mail and postcard announcement of the program's availability, monitor scheduling and staffing via the VCM website, develop pre- and post-event evaluation forms, provide for the necessary supplies, staffs and train volunteers to staff the classroom visits. Field trips are available T-Th November – March, and by special arrangement.

The Education Coordinator will ensure the workbook continues to meet state standards, will create and organize the activity materials and full-sized workbooks, will oversee volunteer staff and parent/chaperones for the activities.

Expanded weekend activities based on the California Mission field trip will be developed for those who want a more in-depth experience after their school field trip. Activities will emphasize dance, music, crafts and food.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

1,200 children and adults.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

The population served by this field trip program is the entire fourth grade student population of the Pleasanton Unified School District, plus private schools and home school associations. The number of fourth grade students in public schools alone is

approximately 1,200.

The age of the youngsters will average 9 years, however non-public school students and siblings of fourth graders may be younger or older. The economic and ethnic diversity spans the same demographics as the City of Pleasanton. Adult teachers and chaperones also will benefit by participation, averaging six adults per field trip.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

Grant funds will be used to cover portions of the following expenses:

- 1) purchase consumable materials for field trip activity,
- 2) contract fee for a part-time Education Coordinator,
- 3) contract fee for a part-time website specialist to manage VCM's web presence and electronic promotion and coordination.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

Costs for Valley Children's Museum's field trip activity are minimal. Staffing is provided by volunteers, materials such as yarn, glue, shells, feathers, etc. are purchased in bulk and with discounts. Printing needs for promotional flyers are budgeted economically, taking advantage of donated and discounted services.

At this embryonic stage of the organization's development, professional staff is contracted on a part-time, hourly basis, and paid for hours worked.

The Pleasanton grant share of expenses, as represented in the proposal budget, is very low at 41 cents per child which will cover the difference between requested program fee of \$5 per child with a 10% cushion to allow for students who may not be able to afford the fee.

13 If this project does not receive funding, what will be the effect on this project?

This grant from the City of Pleasanton is being counted on to give this program a foothold in the city's schools, similar to the City of Dublin's first-year funding in 2012-13. The per student fee of \$5 is not sufficient to cover the expenses of the program, thus the grant will enable us to keep the fee at a reasonable level and even allow for certain situations in which it is not possible to collect a fee at all. Being able to conduct a full schedule of the field trip activity will give it viability in the community and will serve as an effective incentive for local Pleasanton businesses and organizations to provide funding for future programs. If funding at the requested amount is not granted, it may not be possible to offer the program to Pleasanton students at the \$5 fee without alternative private funding, and the incentive for that private funding partnership would be diminished.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

N/A

15 Please indicate your City of Pleasanton Business License No.

200474

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Pleasanton grant	\$2,625.00	\$0.00

Program fees	\$4,860.00	\$0.00
Total	\$7,485.00	\$0.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs	\$1,025.00	\$125.00
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	\$2,850.00	\$1,500.00
Program Staff Benefits		
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication	\$2,400.00	
Supplies/Material	\$1,200.00	\$1,000.00
Other (define below)		
Total	\$7,475.00	\$2,625.00

Budget Narrative

Program Staff: Education Coordinator @ 18% of annual contract (53% of allocation for Pleasanton schools)
 Personnel: Website manager @ 25% of annual contract.

Documents

Documents Requested *

Current annual budget for the entire agency, including revenue.

Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)

Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.

Board of Directors' authorization to request funding.

Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.)

[download template](#)

Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.)

[download template](#)

Most Recent Agency Audit or Tax Return

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)

Personnel Information

Required? Attached Documents *

[Budget 2012-13](#)

[Chart of Organization](#)

[Board of Directors listing](#)

[Authorization to Submit](#)

[Declaration of Community Character](#)

[IRS Tax return](#)

[By-Laws](#)

[Personnel Information](#)

Report 1 due 11/25/2013 (submitted 12/9/2013)

1 Name of Person Completing Report:

Linda Spencer

2 Title:

Grant writer

3 Telephone:

925 828 2892

4 Email:

linda@valleychildrensmuseum.org

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

The Mission Experience Field Trip program is underway, with classroom visits beginning in October. No Pleasanton schools are registered to participate until after the first of the year. Twelve Pleasanton classes are scheduled in January, February and March.

6 Describe any significant actions taken during the reporting period.

The planned activity is taking place as planned, without incident.

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

No changes are anticipated. The activity is scheduled to continue through May 2014. There will be a mid-year promotional mailing and email announcement, reminding teachers and group leaders of the program and encouraging sign up through the remainder of this academic year.

8 Were any costs incurred for this project (from any source) during this reporting period?

Yes

1 total to date

No

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Yes, funds were expended for Education Coordinator hours in preparation and promotion of the program, as well as expenses of supplies.

An invoice has not yet been submitted.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

Audience (performance)

Spectators (events)

Participants

1 total to date

Clients

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

1200	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	1,200 total to date
------	--	---------------------

0	B) Total number of people served by THIS PROJECT:	0 total to date
---	---	-----------------

12 What method do you use to track your participant data for this project?

Database

Ticket sales

Sign-in sheet

Other

1 total to date

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Program registration

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

The classroom study of California Mission era takes place primarily in the late winter/early spring months, and teachers schedule their field trips accordingly. In early January there will be another invitation to teachers to enroll in this program before the end of the school year.

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?
-no answer-

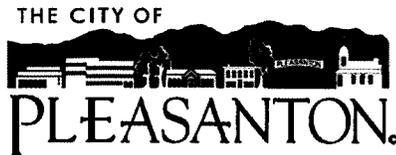
19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.
-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.
-no answer-

** ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 15534

Become a fan of [ZoomGrants™](#) on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)



Powered by ZoomGrants™

City of Pleasanton
 FY 2013/14 Community Grant Program -Youth
 1/21/2013 deadline

Valley Humane Society Teen Marketing Development Program

Valley Humane Society
 3670 Nevada St
 Pleasanton, CA 94566

 Tel: 925-426-8656
 Fax: 925-426-1492
 Web: www.valleyhumane.org
 EIN: 94-3038202
 DUNS:

Project Contact
 Shoshannah Reed
sreed@valleyhumane.org
 Tel: 925-426-8656

\$4,806 Requested

Submitted: 1/21/2013 3:04:07 PM
 (Pacific)

Additional Contacts
Msadek@valleyhumane.org

Executive Director
 Melanie Sadek
msadek@valleyhumane.org

Application Questions

1 Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Valley Humane Society will be launching a Teen Marketing Development Program designed to provide High School students with an opportunity to learn real world marketing techniques, such as public service announcements, print advertising, and social media campaigns. The course will be offered 3 times during the school year and each session will last 12 weeks. Students will learn from and work with professionals in our community who are experts in the field of marketing. Final projects will focus on promoting VHS animals, programs, and services and will be featured in local media outlets.

2 Describe the following:

a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan or Youth Master Plan.

Many High School students are trying to decide what they want to do once they leave High School, but unfortunately many won't have the opportunity to gain direct exposure to professional fields, like marketing. Teens need more opportunities to experience real world professions at a young age to help them develop their plans for college and ultimately their professional careers. Valley Humane Society is fortunate to have volunteers who also hold very successful jobs working in the fields of video production, major marketing development, graphic design, and creative writing. In addition, the teens will be learning about and helping to promote and support the many wonderful programs and services provided by Valley Humane Society. Giving teens the opportunity to volunteer in a capacity that is meaningful to them and educational. This program helps to solidify the connection between giving back and personal fulfillment. This program fits perfectly with the Pleasanton Youth Master Plan because a large part of the plan is about giving our youth the opportunity to have meaningful volunteer experiences that support our community, while giving them the tools they need for future employment opportunities.

3 Please describe your agency and its mission.

Valley Humane Society is a no-kill animal welfare organization located in Pleasanton. We rescue, rehabilitate and re-home adoptable cats and dogs and offer a number of meaningful community outreach programs. These programs include humane education for young people, Canine Comfort Pet Therapy certification, and AniMeals Pet Food Pantry for low-income families. We also partner with Hope Hospice, which allows us to provide support to hospice patients and their families by caring for patient's animals in their home until end of life occurs.

Valley Humane Society creates a brighter future for cats and dogs by encouraging and strengthening the bond between people and pets. VHS rescues and rehabilitates companion animals, champions responsible caretaking, share pets' soothing affections with people in need of comfort, and supports and preserves existing pet-guardian relationships.

4 Please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.) Enter N/A if not applicable.

Valley Humane Society is very fortunate to have a number of resources available to us. We employ a part-time educator, who will be the primary program coordinator. She will work with the participants and the experts to provide a meaningful and fulfilling experience for all those involved. We also have a full-time marketing and development manager who will be working with our educator to guide the development and placement of the final projects developed by the teens. The most exciting resource

Valley Humane has is our volunteer base. We have Vice Presidents of Marketing for major companies, production companies, graphic design and print ad businesses, professional photographers and local videographers who are willing to come in and volunteer their time to educate and guide the participants through the program and their projects.

5 Explain how this project will be implemented, administered and operated.

Valley Humane Society will start promoting the course at the two high schools and through our existing communication channels. Promotion will start at the end of the 2013 school year. Our goal is to have 20 teens per 12-week session. Students will come to VHS each week for 1.5 hours. The first 6 weeks will be education and project idea development. The first meeting will be a meet and greet, general course description, and an overview of VHS and what we do. The second meeting will have a guest speaker - a corporate marketing VP who will talk about big picture marketing including brand development, placement, frequency, and return on investment. Week three will be a presentation by a professional photographer whose primary function is photography for print advertising. He will focus his presentation on how to deliver a message in a single photo and how to adapt that photo for different reactions. The fourth week will be a meeting with a graphic designer specializing in print media. He will cover ad layout, photo placement, the use of creative writing, and color. Week five will be a videographer who will discuss public service ads and commercial development, including length, music, and impact. Week six through twelve students will develop their project. They will form groups of 5 and each group will work to develop and execute a single marketing product. This can be a print ad, facebook campaign, or PSA. Valley Humane Society will take the final projects and run them as a marketing campaign. VHS is currently working with TV30 for PSA placement, purchasing space in The Pleasanton Weekly and Your Town Monthly with a non-profit discount, and using our social media and website to promote the students final projects.

6 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

7 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

8 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We will offer the course three times a year to 60 teens.

9 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Our project will work with Foothill and Amador High School students in their junior and senior year. There are no other qualifying factors. This program allows these young people, whether college bound or not, the opportunity to give back to their community while developing skills in an important professional field. This course will help participants interested in college to add the course to their college applications and hopefully help guide their career choices as well. For those old enough, this course can also count towards volunteer hours required for high school graduation.

10 What type of community grant is your agency applying for?

- Seed
- Capital
- Operating

11 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grant funds be used for?)

The Community Grant funds will help cover half the expense of our Humane Education Manager's time, the purchasing of 4 ipads, marketing applications for the ipads, and final project advertising. Total request of \$4,806. We estimate that our Humane Education Manager will be working 3 hours a week per session on this program. This means an estimated 108 hours of work through the grant cycle. She makes \$15 an hour equaling \$1620. VHS will pay \$810, plus the appropriate taxes. We are requesting \$810 to help cover the remaining half. We want to purchase 4 ipads, one for each of the project groups. This will cost \$1996.00 The functionality of the ipad allows students to create PSA's, print ads, take photos and manipulate them. In addition, they can use our wireless network to create content for social media, our blog, and interact with our website. The applications we need to add to each ipad should cost less than \$50, which will be covered by VHS. It is important to promote and highlight the final projects, so the students can see how their work benefits VHS and VHS animals can benefit from the students' work. We are working with our local media outlets to secure a non-profit rate to run ads in the Pleasanton Weekly, Your Town Monthly, and Channel 30. We estimate ads will cost \$2000 for the entire grant cycle.

12 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

As a non-profit, Valley Humane Society is always watching our expenses to ensure the greatest results. This program is cost effective because we are able to take advantage of our non-profit status to avoid paying fees to professionals for their expertise. We will be receiving discounted advertising rates and leveraging our community relationships for the best ad, PSA, and facebook placement. VHS is only asking for a portion of the program coordinators time and none of the time for our Marketing

and Development Managers assistance. The anticipated results of the work being done through this program are priceless, including increased animal adoptions and rescue efforts and an invaluable experience for the teens involved.

13 If this project does not receive funding, what will be the effect on this project?

If VHS doesn't receive funding for this project it's implementation will be delayed with a start date in 2014. In addition, VHS will have to charge a fee for the class to help offset the expense associated with it. The fee will unfortunately limit who can participate based on their family's financial capabilities.

14 If your agency received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter N/A if not applicable.

Pleasanton City Grant FY 2009/2010

Keeler's Kids Humane Education - \$1,500

The grant helped offset the expense of a 2nd grade education course called Keeler's Kids. This course was taught to 751 students. The students learned about the humane ethic. Grant covered plush "adopted" animals and carrying cases.

Pleasanton City Grant FY 2009/2010

AniMeals - \$2,000

Paid for a sign on the AniMeals shed. Original grant requested money to add cement slab, electricity, and water to the AniMeals shed. The awarded amount wasn't enough to add these pieces, so a sign was purchased in stead. In FY 2009/2010 nearly 9 thousand pounds of food was collected and distributed to low income families in the Tri-Valley. In 2012, 40,000 pounds was collected and more than 35, 000 distributed.

15 Please indicate your City of Pleasanton Business License No.

200036

16 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Amount Requested	Amount Committed
Community Grant	\$4,806.00	\$4,806.00
Valley Humane Society	\$860.00	\$860.00
	\$0.00	
	\$0.00	\$0.00
Total	\$5,666.00	\$5,666.00

Funding Uses/Expenses	Total Program Budget	Amount Requested
Personnel Costs	\$300.00	\$0.00
Admin Salaries* (see instructions)		
Benefits* (see instructions)	\$0.00	
Program Staff Salaries	\$1,620.00	\$810.00
Program Staff Benefits		
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication	\$2,000.00	\$2,000.00
Supplies/Material	\$1,996.00	\$1,996.00
Other (define below)	\$50.00	
Total	\$5,966.00	\$4,806.00

Budget Narrative

Our Humane Education Manager is a part-time employee. She will be working 108 hours on this program at 15 an hour. VHS will cover half of her wages plus all applicable taxes. We are asking for assistance in covering the other half of her

time specifically associated with this program.

I've added additional personnel costs associated with this program for our Marketing and Development Manager. This time will be covered by VHS. Since I plan on utilizing her expertise I felt it should be noted in the budget.

Documents

Documents Requested *

Current annual budget for the entire agency, including revenue.

Agency Organization Chart (Required if you have not applied for a Community Grant on ZoomGrants previously OR if there have been changes to your organizational makeup in the last year.)

Current List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.

Board of Directors' authorization to request funding.

Community of Character Declaration (Required if you have not applied for a Community Grant via ZoomGrants before.)
[download template](#)

Collaboration Agency Affidavit Form (Required if you have Collaboration Agencies.)
[download template](#)

Most Recent Agency Audit or Tax Return

Articles of Incorporation/Bylaws (Required if they have not been supplied before OR if there have been changes in the last year.)

Personnel Information

Required? Attached Documents *



[2013Budget](#)



[OrgChart](#)



[Board of Directors](#)



[BODAuthorization](#)



[ComCharacterVHS](#)



[990
Tax](#)



[Bylaws](#)



[Personnel](#)

Report 1 due 11/25/2013 (submitted 11/27/2013)

1 Name of Person Completing Report:

-no answer-

2 Title:

Humane Education Manager

3 Telephone:

925-426-8656x13

4 Email:

-no answer-

5 Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

We have just finished our first session of Teen Marketing, with 20 students serving 20 hours each, 400 volunteer hours! We are full with 20 students registered for the second session and session 3 filling up. We had lots of support from PUSD to get the word out for this program, all principals and vice principals and teachers have been fantastic to work with, and we appreciate their support. We have fantastic professionals giving presentations and working with the students, Elena West VP of Marketing, Robert Half, Julie Vhalon Events Coordinator, Pleasanton Downtown Association, Kyle Odgen, President Ogden Costa Creative Group, and Jerry Pentin, owner Spring Street Studios HD. Students came up with great marketing campaigns that are launching now and run through December.

6 Describe any significant actions taken during the reporting period.

-no answer-

7 If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

We changed the dates of the third session to meet the Senior service hour deadline.

8 Were any costs incurred for this project (from any source) during this reporting period?

- Yes
- No

1 total to date

9 Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.
 Yes we used \$ 2331.89.

10 Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

1 total to date

11 Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

60	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):	60 total to date
20	B) Total number of people served by THIS PROJECT:	20 total to date

12 What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

1 total to date

13 If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

-no answer-

14 Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

-no answer-

15 For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

-no answer-

16 For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

-no answer-

17 For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

-no answer-

18 For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

-no answer-

19 For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

-no answer-

20 For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

-no answer-

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 14787

Become a fan of ZoomGrants™ on Facebook
 Problems? Contact us at Questions@ZoomGrants.com

©2007-2013 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#)

**COMMUNITY GRANTS - FY 2013/14
Compliance Summary Report- Midterm**

GRANT NO.	AGENCY	PROJECT	AMOUNT OF GRANT	INVOICES		BALANCE	ADDENDUM	AGREEMENT	INSURANCE	BUSINESS LICENSE	MIDTERM REPORT	FINAL REPORTS	NOTES	
				Date	Amount									
Youth Category			GRANT TOTALS	\$70,120	\$19,365	\$50,755								
YC-1401	Axis Community Health	HPV Vaccines Low-income Teens	\$7,500			\$7,500.00		N/A	X	X	200121	n/a	n/a	Received letter from Axis stating they no longer needed the funding, as another source was able to purchase the vaccines. Will carry over these fund to FY14-15
YC-1402	Child Care Links	Youth Education and Services	\$4,000			\$4,000.00	X	X	X	200181	11/21/2013			Varity of trainings have occurred between July and November 2013. Costs incurred for this project for salary/benefits/postage etc. will be invoiced to the City in January 2014.
YC-1403	Community Resources for Independent Living	Leadership Academy	\$3,313			\$3,313.00	X	X	X	200463	11/22/2013			No funds have been expended to date for this peer support network focusing on youth -led advocacy issues and civic leadership. Main project focus for this Grant is for the Disability Capital Action Day (DCAD) in May 2014.
YC-1404	Partners For Golf, Inc.	Life Skills Experience	\$2,400	12/03/13	\$2,400.00	\$0.00	X	X	X	200522	12/3/2013			
YC-1405	Rotary Club of Pleasanton	Community Farm- Site Design	\$27,007	10/14/13	\$3,460.00	\$23,547.00	X	X	X	200582	12/2/2013			
YC-1406	The Gatehouse Academy	EnGAGE! Enrichment Camp	\$3,500	08/27/13	\$3,500.00	\$0.00	X	X	X	1000776	11/20/2013			
YC-1407	Tri-Valley Haven	Healthy Relationships Project	\$4,000	08/15/13	\$182.16	\$3,817.84	X	X	X	200461	11/25/2013			
			09/19/13	\$314.16	\$3,503.68									
			10/17/13	\$330.13	\$3,173.55									
			11/07/13	\$346.18	\$2,827.37									
YC-1408	Tri-Valley YMCA	Special Needs Thrive @ Camp	\$6,500	10/23/13	\$6,500.00	\$0.00	X	X	X	200462	10/23/2013			
YC-1409	Tri-Valley YMCA	Build Assets-Reduce Bullying	\$5,600			\$5,600.00	X	X	X	200462	11/21/2013			Staff person has been hired and once training and curriculum implementation occurs, invoices will be forthcoming in 2014.
YC-1410	Valley Children's Museum	Mission Experience Field Trip	\$2,000			\$2,000.00	X	X	X	200474	12/9/2013			The Mission Experience Field Trip program is underway with the Pleasanton Schools scheduled to participate in January thru March 2014.
YC-1411	Valley Human Society	Teen Marketing	\$4,300	09/16/13	\$2,331.89	\$1,968.11	X	X	X	200036	11/27/2013			