

SUMMARY OF COMMUNITY FUNDING REQUESTS

Organization	Proposed Program	Amount Requested	Met RFQ Criteria
1. Boys & Girls Club			Complete
	Building Maintenance	\$30,000	
	Summer Program	\$25,000	
	Teen Leadership Program	\$6,000	
		\$61,000	
2. Community Foundation of Merced County			Complete
	Profit with a Purpose	\$23,000	
3. Kids Discovery Station			Complete
	"Our City" Exhibit	\$55,000	
4. League of United African Citizens/Black Word - Ray Walton, luaac7@yahoo.com			In-Complete
	Series of Requests from Mayor and City Council	No specified amount	
5. Lifeline CDC			Complete
	Non-profit Capacity Building	\$20,000	
6. Rotary CC Merced County			Complete
	DOT Tier 1 Volunteer Program (as follows)		
	CPR	\$14,000	
	Health & Wellness	\$7,000	
	Family Fitness	\$11,500	
		\$32,500	
7. Students With Aspiring Goals (SWAG)			Complete
	Strength thru Understanding - first event	\$10,940	
	Strength thru Understanding - second event	\$10,940	
		\$21,880	
8. United Way - Community Partnership Alliance			Complete
	People's Promise	\$34,000	

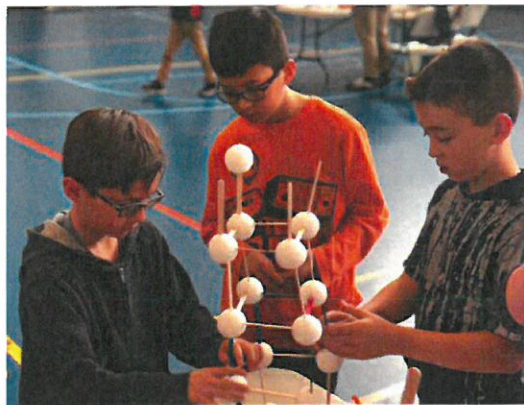
Boys & Girls Club of Merced County



COMMUNITY FUNDING PROPOSAL

City of Merced

April 30, 2021



Boys & Girls Club of Merced County
615 West 15th Street
Merced, CA 95340
Primary Contact: Virginia Hayward, Chief Executive Officer
vhaywardbgcmerced@gmail.com
Office 209.722.9922 - Cell 805.428.1821

The **Mission** of the Boys & Girls Club of Merced County is to enable all young people, especially those who need us the most, to be productive, caring, and responsible individuals. It is our **goal** to ensure success is within reach of every child and to provide children with the highest quality programs that inspire them to make a difference for themselves, their community and the Nation. Our **objective** is to provide life enhancing opportunities and access to life developing resources. To provide a safe and secure environment where children learn and grow and participate in life-enriching programs as well as character development opportunities. We don't want to just create hope and opportunity, but want to insure that the youth in Merced County graduate from High School and are ready for college, a career, a trade or the military.

The Boys & Girls Club of Merced County began a partnership with the City of Merced in 1993 when the City received funds from the McCombs trust to operate a youth center to bring needed youth program to the community. This was a brick and mortar campaign to build a building specifically for the Boys & Girls Club to provide youth services and programs and to collaborate with other non-profit youth organizations. To this day the Board of Directors and Staff at the Boys & Girls Club of Merced County continues to work hard every day to provide an array of life enhancing opportunities that focuses on critical areas such as education, career, life skills, fitness, sports, recreation, arts and character and leadership development. The Club has continued to collaborate with organizations in the community and is always willing to go above and beyond to find new innovative and ways to fill in gaps and provide opportunities for our youth.

Through this proposal, we hope we can continue our partnership with the City of Merced to further expand opportunities for youth and continue to provide the much needed summer program and expand teen and youth programs through strategic partnerships and collaboration.

The Club makes it a priority to be available to all youth during afterschool hours, in the summer and when school is out for spring and winter breaks. Our proposal is not specifically for our after-school programs, it is for the maintenance on the building, which the City owns so that we are not burden with those expenses and so that we can concentrate on providing critical services and programs in the community for children and teens. It is also for an innovative teen leadership program and summer camp. Most people do not understand that we are not a fee for service organization; **we only charge \$20 per member for the entire after-school program**, which runs every day after-school from August through the beginning of June. Where else in the City can parents send their child to for 10 months, approximately 870 hours of program time, for a fee of \$20? The time frame for this funding proposal will be used to provide services from July 1, 2021 through June 30, 2022.

In addition, the Boys & Girls Club of Merced County is part of one the largest and most impactful community organizations from across America that sets out to serve youth, their families, and communities through evidence based youth development programs that are designed to help youth to excel in school so they graduate from high school on time, ready for a post-secondary education or to be career ready.

We make learning fun with activities that are designed to foster creativity, develop positive behaviors, nurture a child's well-being, help youth to set personal goals, become good citizens and lead healthy productive lives that will help them to be self-sufficient adults.

Some of the programs we provide include:

PowerHour, a program that helps youth make the minutes count so that they can achieve academic success by providing homework help, tutoring and high-yield learning activities that encourage children to become self-directed learners and by helping youth to complete their assignments for the day, it gives the child a sense of accomplishment and added confidence that helps them to stay on track for success. In addition, it gives families more time to spend together at home, reduces frustration for parents that are not able to help with homework due to language barriers or the lack of understanding of what is being taught.

Education and career development is provided to enable youth to become proficient in basic educational disciplines, apply learning to everyday situations and to embrace technology to achieve success in a career. We provide a STEM program that is not only fun, but also, teaches youth how to be creative when combining Science, Technology, Engineering, and Math. It also provides opportunities to discuss and explore careers in the STEM industry. In addition, the Club utilizes Program Literacy Aides as supported by Merced College and the University of California Merced in providing trained and qualified college students who are greatly passionate in serving our community and enjoy working with youth to inspire and to help them set goals and understand why it is important to graduate from high school on time and to be ready for a post-secondary education and a 21st-century career.

Our Health and life skills program is designed to emphasize good nutrition, regular physical activity and improve overall well-being. We work with youth to help develop their capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults. We collaborate with local advocates for health & nutrition to provide extended opportunities for our youth and added resources for families.

We use the Arts to enable youth to develop their creativity and cultural awareness through knowledge and an appreciation of the visual arts, crafts, performing arts and creative writing. In addition, art encourages fine motor skills, self-expression, enhances brain function and problem-solving abilities, helps youth to interact with the world around them and provides a new set of skills for communication. This year we hope to bring in local artist from Merced to provide our youth with more hands on workshops with professional artist.

Through our sports, recreation and fitness program we are able to teach our youth and show them how to use sports and recreation as a positive use of leisure time and how sports and fitness can be used to reduce stress and improve the overall health by increasing daily physical activity and living healthy. In addition, our program helps youth to develop healthy relationships and social skills. We currently partner with the Merced Parks & Recreations in evening sports and hope to further collaborate this year to expand the use of the building for morning activities with our younger children who are not yet in School.

During the pandemic, the Boys & Girls Club of Merced County was one of the only youth organizations that stayed open to serve kids in person and helped to fill in gaps for our schools. We are helping children with homework and trying to minimize learning loss. We helped children to have access to their virtual classroom when they did not have the means or technology while schools remained closed. By staying open we have also helped families by providing a safe place for their children and an opportunity for parents to have a place for their children so they could go to work and/or not leave their children home alone unsupervised. Merced is a community where two out of three children live in poverty and it is critical that there be a place that provides youngsters a positive, safe, healthy, fun and educational environment. That place is the Boys and Girls Club of Merced County.

Poverty is not the only hurdle facing youth in Merced County, according to recent studies, 32% of residents 25 years and older do not have a high school diploma and 78% of our members are from a minority population; 90%

qualify for free and reduced lunch; and 43% come from single parent families that are in need of a caring adult mentor to help them to become productive, caring, responsible individuals while encouraging them to be their best.

With this requested funding from the City of Merced we will be able to continue to make a difference for our youth, further develop programs, enrichment opportunities, strategic partnerships, mentors and help youth to navigate these difficult times and current challenges.

For almost 28 years, the Boys & Girls Club of Merced County has been able to partner with the City of Merced and bring vital services to the youth in our community. This partnership has been very successful and has provided programs such as PowerHour, Smart Girls, Passport to Manhood, Torch Club, Triple Play, Play Ball, Brain Gain and many others that help youth to prepare for a great future. These programs are part of our core areas and are provided every year. All of our staff and volunteers go through a vigorous background check and staff is trained in all program areas. The Club also undergoes a safety assessment with an outside team that conducts a thorough safety assessment of the facility and all program areas to insure a safe environment for all.

In addition to our national programs, we also collaborate with local non-profits and other organizations to further provide enrichment programs for our youth. Some of those include partnering with the City to provide evening sports programs through Park & Recreation and partnering with USC Suzanne Dworak-Peck, MCOE, Merced College, Travis Credit Union for financial literacy, Girl Scouts, Merced Youth Soccer, Merced Multicultural Arts Center, Lloyds Day, Lions Club, Merced Playhouse, On Course Youth and 4-H Club as well as a number of other organizations. We have also had a long standing partnership with the City to provide an eight week summer program for youth and last year the summer program brought so much hope and joy to the children when almost all of the other youth programs shut down. Many parents sent their gratitude and said that it not only helped them to have a much needed break, but that it was also critical for them to be able to go to work. This was especially true for our low-income families who had nowhere else to turn to.

This year we are looking forward to partnering with the local chamber of Commerce and local businesses to provide a Teen Leadership program and the school district to help with the district wide student learning plan to minimize learning loss due to the pandemic. We will also collaborate with HTSA Tennis program, Rayford Shorin-Ryu Karate & Kobudo and further explore collaboration with the Merced Park and Recreation District.

As you can see we have over 28 years' experience in providing services for our youth and have collaborated with so many to make a huge difference for kids and have provided so many wonderful enrichment activities.

In the previous pages, we have outlined in the scope of our programming and services, but this funding request will only be for the following:

1. For maintenance on the building. The building is located at 615 W 15th Street, Merced, CA and is owned by the City. Most of the maintenance has been provided under a previous contract with the City that will expire on June 30, 2021. The maintenance has been provided on a reimbursement basis in the amount of \$35,000. **We are asking for the consideration of \$35,000 to be considered in this RFP from July 1, 2021 through June 30, 2022.** Our overall cost to maintain the building is approximately \$70,000 a year.

Primary Contact: Lisa Umada,
LisaUBGCMerced@gmail.com
209.722.9922



2. Funding for our Summer Program. We are asking for funding so that we can continue to provide a safe place for kids during the summer, a place where children receive life enrichment programs, lunch and snacks, educational and fun field trips and a place where youth development professionals provide

mentoring and tutoring to help to fill in the gaps for learning loss not only due to the pandemic, but every year when school is not in session. Studies show that summer learning losses can stack up from year to year, causing low-income children to fall further and further behind, ultimately endangering their chances of high school graduation. In the past the City has partnered with us to provide to a summer program with funding in the amount of \$20,000 towards the cost of the program. **We are asking for the consideration of \$25,000 in this RFP for the Summer Program from July 1, 2021 through August 6, 2021 and from June 6, 2022 through June 30, 2022.** The summer camp cost is approximately \$58,000 and will be held at 615 W 15th Street, Merced, CA, plus the location of any field trips.

Primary Contact: Joey Chavez
jchavezbgcmerced@gmail.com
209.722.9922



3. Funding for a 11 week Teen Leadership Program that is that is designed to take teens from learners to leaders using a curriculum that includes sessions on Learning How to Become Involved in, and Contribute to the Community; Building a Positive Self Image and Confidence; Developing Empathy for Others; How to Influence Others; Establishing Relationships and Opportunities with Professionals in STEM-Related Careers; and How to be College or Career Ready After High School.

Teen Leadership Program includes partnering with the Merced Chamber of Commerce, 16 businesses, 3 regional colleges, 1 technology site and attending a City Council Meeting. There will also be a one day, eight-hour leadership training session, plus a number of field trips throughout the City. Teen Leadership participants also attend an Awards Ceremony celebrating their completion of the Teen Leadership program. Some meetings will be held at 615 West 15th Street, Merced, CA, but this is a hands-on experience and the teens will be visiting most of the sites and businesses in person. Transportation will be provided by the Boys & Girls Club of Merced County. The projected cost of this program is \$7,500 and **the Club is asking for the consideration of \$6,000 in this RFP for the program to provide services from August 1, 2021 through October 31, 2021.**

Primary Contact: Virginia Hayward
vhaywardbgcmerced@gmail.com
209.722.9922



On behalf of the children at the Boys & Girls Club of Merced County, their families, the staff and board of directors, we thank you for everything you are doing for the City, the Kids, the Club and the community and for your consideration of this funding request in the amount of \$66,000 for building maintenance, to provide a summer camp for youth in the community and to implement a new teen leadership program..

Warmly,

A handwritten signature in blue ink that reads 'Virginia Hayward'.

Virginia Hayward, Chief Executive Officer
Boys & Girls Club of Merced County
615 West 15th Street
Merced, CA 95340
Office 209.722.9922/Cell 805.428.1821

RE: Building Maintenance

We have two professional key staff personnel who have a great deal of experience that will be assigned to this project. In addition, their qualification will ensure the success of the projects and that the projects are completed as outlined and on time.

Lisa Umada is our Finance/Human Resource Director and will be assigned to the proposed project for the building maintenance to accurately keep records, reports and details of all payments for all building repairs, maintenance and expenses relating to the building and the landscaping. She will also schedule all regular maintenance and coordinate payments for services rendered under the scope for the project.

The qualifications for Ms. Umada are as follows:

Previous business experience in the role of business manager and full charge bookkeeper, maintaining and monitoring fiscal financial data, accounts payable, accounts receivable, coding of expenditure, accounts payable, payroll and reconciliation of bank accounts. She holds a Bachelor of Science in Business Administration-Accounting from the California State University Fresno and an Associate Science in Business Administration from Merced College. Ms. Umada is currently the Finance Director for the Boys & Girls Club of Merced and has been with us since 2019.

Joseph Chavez is our Chief Operations Officer and will be assigned to the proposed project under building maintenance to ensure the interior and exterior of the facility is kept in good working condition with general maintenance being done regularly and to work with Facility and Safety Committee to conduct quarterly onsite assessments to insure all areas in the building, including the exterior of the building are in good working order and to report any repairs that might be needed. Mr. Chavez, along with our finance director will ensure that all records of maintenance, assessments and reports of the facility are stored and filed at the Club. Mr. Chavez will present the findings of any maintenance needed and all assessments to the Club CEO, which will be presented to the board. In conjunction with the Club HR Director, MR. Chavez will hire a janitorial and landscaping service as outlined in the scope of the project.

The qualifications for Mr. Chavez are as follows:

Previous business experience in the role as Parks and Recreation Director, Recreation Supervisor and Recreation Coordinator directing staff and departments on daily operations, functions and programs, working on department budget, developing partnerships, overseeing facility rentals, aquatics programs, sports leagues, and preparing and developing needed reports. He holds a Bachelor of Science Degree in Recreation and Leisure Studies from the San Jose State University.

The scope of project regarding this request for building maintenance will include the following: making sure the interior and exterior of the facility is kept in good working condition with general maintenance being done regularly. To provide a board led Facility and Safety Committee to conduct quarterly onsite assessments and use a preventative maintenance checklist to insure all areas in the building and on the exterior of the building are in good working order and to see if any repairs might be needed. The quarterly onsite assessments will also include a report of the findings which will be presented to the board and kept in the facilities file at the Club under the direction of the Club's Chief Operations Director. The Club will hire janitorial and landscaping services to insure the facility and premises are well taken care and in accordance to City Zoning. The Club will. A staff member will also be assigned to do weekly walkthroughs of the building to look for needed repairs and to check the cleanliness of the facility and the landscape. Janitorial services will be scheduled Monday through Friday, except on holidays and landscaping services will be scheduled once a week. The project timeline will be from July 1, 2021 through June 30, 2022 and the approximate cost is \$70,000 a year for general maintenance. The RFP ask for consideration of \$35,000, which if awarded will also help to minimize the added maintenance cost when the building is being used by Merced Park & Recreation and other non-profit organizations within the community.

RE: Summer Program

The key Summer Camp professional that will be assigned to the summer camp project will be Joseph Chavez who is our Chief Operations Officer. He has eight Youth Development Professionals under his supervision to help run the summer camp and Yvette White-Eddings, who is our office manager. Together staff will provide their professional skills to provide a youth summer camp for families in the City of Merced at the McCombs Youth Center.

The qualifications for Mr. Chavez are as follows:

Previous business experience in the role as Parks and Recreation Director, Recreation Supervisor and Recreation Coordinator directing staff and departments on daily operations, functions and programs, working on department budget, developing partnerships, overseeing facility rentals, aquatics programs, sports leagues, and preparing and developing needed reports. He holds a Bachelor of Science Degree in Recreation and Leisure Studies from the San Jose State University.

The qualifications for Ms. White-Eddings are as follows:

Ms. White-Eddings has worked for MCOE for more than twenty years and has over seven years’ experience as an office manager. She is a Certified Sign Language Interpreter and has excellent skills in various computer programs to keep track member data, attendance and various member-related reports. She is also a trained Registered Behavior Technician.

In addition to weekly fun themes such as learning about Animal Habitat, Adventures in Aerospace, Inventions, Poetry and Movie Making we will discuss with youth the importance of why rules are necessary and what a World without Rules would look like. Components of the summer camp include recreation, gardening, playtime, reading, science, technology, computer lab activities and field trips if the covid-19 tier moves to minimal.

The scope of project for the summer program will be to provide lunch and snacks daily to those who attend. The Club will track and keep all attendance reports which include a list of all summer camp participants, including names, addresses, ages, attendance dates and any camper paid fees or if a camper received a full or partial scholarship. At the end of the Camp a report on activities, participants, collaborations and outcomes will be made available upon request to the City. Summer Camp staff will be provided with training, including First Aid and CPR and have a background check done prior to the start of camp. The Club will also include the City logo on all promotional materials related to the summer camp. The Club will provide an eight week camp, Monday through Friday for a minimum of six hours a day between the months of June and August. Funding for the Summer Camp Program will ensure that kids have a safe place to go during the summer, a place where children receive life enrichment programs, a place that provides unique experiences to help kids have fun and excel. Studies have shown that many youth face challenges that threaten their ability to have a positive summer experiences which makes it difficult for them to have a great start to the new school year. Our summer camp can help to limit these challenges and provide kids with safe and fun summer experiences that give them the confidence to learn, explore, grow, and discover their passion. The Camp will also provide a place where youth development professionals provide mentoring and tutoring to help to fill in the gaps for learning loss not only due to the pandemic, but every year when school is not in session. Studies show that summer learning losses can stack up from year to year, causing low-income children to fall further and further behind, ultimately endangering their chances of graduating from High School. Here’s what one of our parents had to say about the Club. “The Boys and Girls Club of Merced has been a blessing for my household. Being new to a community without my family support system one is faced with challenges of afterschool or summer programs. As a full-time, working, single parent of a now 9-year old and new to the community, one is in search of a trusting “village”. I am fortunate that I have found some members of “my village” in the Boys and Girls Club of Merced. My son has been able to attend their summer program (pre-Covid) and the afterschool program during Covid.” “Thank you for having these programs for the Merced families and community.”

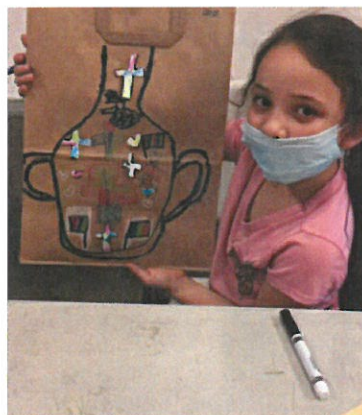
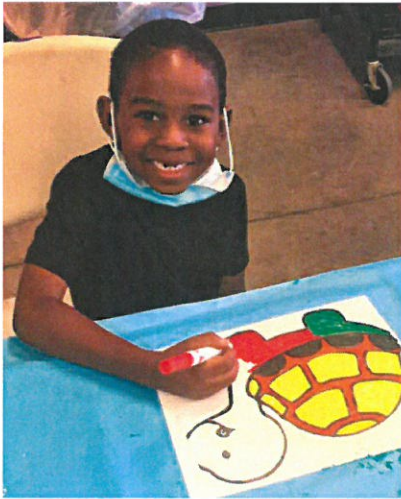
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The Club has also agreed to partner with the Merced school district to collaborate on how to help children who are and children to work through the schools learning workbook to help youth to be prepared for the start of the new school year.

Our Summer Camp will also help youth by providing structure through summer experiences, making it more likely that they will stay engaged, focused and out of trouble. It is also provides opportunities for growth, allowing kids to become independent and self-confident, while socializing and making new friends, and even learning new skills.

The cost to run our summer camp is approximately \$58,000 and does not include the cost of any field trips, training or background checks. We are asking for the consideration of \$25,000 in this RFP for the Summer Camp Program for the time frame of July 1, 2021 through August 6, 2021 and from June 6, 2022 through June 30, 2022.



RE: Teen Leadership Program



We have three professional key staff personnel who have a great deal of experience that will be assigned to the Teen Leadership project. Joseph Chavez who is our Chief Operations Officer and will oversee the entire project with Riley Linden who is one of our Youth Development Professionals and Virginia Hayward who is the Chief Executive Officer who will bring in community members, local businesses and volunteers to ensure the success of the program.

The qualifications for Mr. Chavez are as follows:

Previous business experience in the role as Parks and Recreation Director, Recreation Supervisor and Recreation Coordinator directing staff and departments on daily operations, functions and programs, working on department budget, developing partnerships, overseeing facility rentals, aquatics programs, sports leagues, and preparing and developing needed reports. He holds a Bachelor of Science Degree in Recreation and Leisure Studies from the San Jose State University.

The qualifications for Ms. Linden are as follows:

Is the lead program Youth Development Professional at the Boys & Girls Club of Merced County and is currently attending California State University, Fresno as a junior and plans to graduate next year with a teaching degree. In addition, Ms. Linden works with youth at Hoover Middle School and volunteers at Peterson elementary school.

The qualifications for Ms. Hayward are as follows:

Ms. Hayward is the Current CEO of Boys & Girls Club of Merced County and brings over twenty seven years of well-established leadership and business experience to this project. She is a former Chamber of Commerce CEO and has led a successful teen leadership program for Rotary and the Boys & Girls Club of Simi Valley.

The scope of the project for the Teen Leadership project will be to foster a partnership with the local Chamber of Commerce, the City of Merced, local businesses and local colleges. Staff and volunteers will help teens to develop good character and positive leadership skills. Teens will learn the value of good citizenship and community service and will be encouraged to participate in activities that promote community service, academic success, career preparation and teen outreach. The program goals are to create and maintain high standards of character, citizenship, health, and education in order for teens to grow into responsible, productive adults. Teens will have the opportunity to develop and use leadership skills; contribute to the community through service and volunteering; foster understanding and respect between groups and individuals; learn practical skills and information for living in a responsible and fulfilled way and develop self-confidence. Teens will also have a chance to explore STEM-Related Careers and learn how to be College or Career Ready after High School. There will also be a one day, eight-hour leadership training session and teen leadership participants will have opportunities to visit local colleges, attend a local chamber of commerce event, visit local business and attend a City Council meeting.

Transportation will be provided by the Boys & Girls Club of Merced County and the eleven week program will begin in August and commences in October, with an Awards Ceremony celebrating their completion of the Teen Leadership Program.

The projected cost of this program is \$7,500 and does not include transportation cost. The Club is asking for the consideration of \$6,000 in this RFP for the teen leadership program to provide services from August 1, 2021 through October 31, 2021.

Boys & Girls Club of Merced County			
<i>Budget 7-1-2021 through 6-30-2022</i>			
	Budget with RFP Funding	Budget without RFP Funding	
Income			
41100 Individual Contributions	8,000.00	8,000.00	
41113 Individual Unrestricted	20,000.00	20,000.00	
41120 Corporate Giving Campaign	3,000.00	3,000.00	
Total 41100 Individual Contributions	\$ 31,000.00	\$ 31,000.00	
41200 Corporate Contributions	25,000.00	25,000.00	
41210 Corp. Unrestricted	30,000.00	30,000.00	
41212 Corporation Restricted	5,000.00	5,000.00	
Total 41200 Corporate Contributions	\$ 60,000.00	\$ 60,000.00	
41300 Foundations, Grants & Trusts	116,000.00	116,000.00	
41301 Foundations Unrestricted	15,000.00	15,000.00	
Total 41300 Foundations, Grants & Trusts	\$ 131,000.00	\$ 131,000.00	
42000 Fundraiser/Special Event Revenue			
42020 Dinner Event-Auction	70,000.00	70,000.00	
42500 Misc Other - Fundraising Event	10,000.00	10,000.00	
42510 Mystery Dinner	10,000.00	10,000.00	
Total 42500 Misc Other	\$ 20,000.00	\$ 20,000.00	
Total 42000 Fundraiser/Special Event Revenue	\$ 90,000.00	\$ 90,000.00	
45100 Revenue From Government Agency			
45110 Federal Contracts/Fees	8,000.00	8,000.00	
45130 Local Government Contracts/Fees	0.00	0.00	
45131 City of Merced	55,000.00	0.00	
Total 45130 Local Government Contracts/Fees	\$ 55,000.00	\$ 0.00	
Total 45100 Revenue From Government Agency	\$ 63,000.00	\$ 8,000.00	
45200 Program Sales and Fees	40,000.00	40,000.00	
45250 Program Transportation	5,000.00	5,000.00	
45270 Soccer Program	500.00	500.00	
Total 45200 Program Sales and Fees	\$ 45,500.00	\$ 45,500.00	
45300 Revenue from Membership Dues	4,000.00	4,000.00	
45500 Revenue from Summer Camp	50,000.00	50,000.00	
45700 Revenue from Fall Program	13,000.00	13,000.00	
45800 Other	2,000.00	2,000.00	
45810 Rental Income	2,000.00	2,000.00	
Total 45800 Other Income	\$ 4,000.00	\$ 4,000.00	
Total Income	\$ 491,500.00	\$ 436,500.00	
Gross Profit	\$ 491,500.00	\$ 436,500.00	

Expenses			
55000 Other Personnel Related Expenses		2,000.00	2,000.00
55100 Staff		2,500.00	2,500.00
55101 Volunteer		1,500.00	1,500.00
55107 Staff Apparel		1,000.00	1,000.00
55200 Training		3,000.00	3,000.00
55300 Personnel Expense Reimbursement			
55320 Cell Phone		500.00	500.00
55321 Mileage Reimbursement		2,500.00	2,500.00
Total 55300 Personnel Expense Reimbursement		\$ 3,000.00	\$ 3,000.00
Total 55000 Other Personnel Related Expenses		\$ 13,000.00	\$ 13,000.00
59000 Salary & Benefits		250,000.00	250,000.00
59100 Unemployment taxes-self funded		28,000.00	28,000.00
Total 59000 Salary & Benefits		\$ 278,000.00	\$ 278,000.00
60030 Insurance		3,000.00	3,000.00
60031 Liability Insurance		24,000.00	24,000.00
60040 Postage		500.00	500.00
60050 Printing		2,000.00	2,000.00
60070 Bank related Expenses		600.00	600.00
60074 PayPal Discount & Fees		1,000.00	1,000.00
60075 Interest Expense		1,000.00	1,000.00
60080 Miscellaneous Expense		500.00	500.00
60090 Marketing		2,500.00	2,500.00
61000 Facility Related Expenses		1,000.00	1,000.00
61150 Facility Security cost		1,500.00	1,500.00
61200 Repair and Maintenance		25,000.00	25,000.00
61300 Telephone		2,500.00	2,500.00
61400 Utilities			
61402 City of Merced		8,000.00	8,000.00
61404 PG & E		12,000.00	12,000.00
61405 Utilities-MID		13,000.00	13,000.00
Total 61400 Utilities		\$ 33,000.00	\$ 33,000.00
Total 61000 Facility Related Expenses		\$ 63,000.00	\$ 63,000.00
62000 Fundraising Expenses		5,000.00	5,000.00
62100 Fundraising Costs-Annual Dinner		15,000.00	15,000.00
Total 62000 Fundraising Expenses		\$ 20,000.00	\$ 20,000.00
63000 Technology		3,500.00	3,500.00
63010 Technology Access		1,000.00	1,000.00
63013 Internet		867.54	867.54
Total 63010 Technology Access		\$ 1,867.54	\$ 1,867.54
63100 Software Costs			
63130 Financial Software		1,000.00	1,000.00
63131 QuickBooks - Intuit		1,400.00	1,400.00
Total 63130 Financial Software		\$ 2,400.00	\$ 2,400.00
63150 Operations			
Total 63150 Operations		\$ 0.00	\$ 0.00
Total 63100 Software Costs		\$ 2,400.00	\$ 2,400.00
Total 63000 Technology		\$ 7,767.54	\$ 7,767.54
64000 Dues, Fees & Memberships		500.00	500.00
64100 BGCA Organizational Dues		3,700.00	3,700.00
64300 Area Council/State Alliance		500.00	500.00
Total 64000 Dues, Fees & Memberships		\$ 4,200.00	\$ 4,200.00

65000 Professional Service Expense			
65010 Accounting		500.00	500.00
Total 65000 Professional Service Expense		\$ 500.00	\$ 500.00
66000 Program Related Expenses		2,500.00	2,500.00
66020 Supplies		12,000.00	12,000.00
66022 Equipment		5,000.00	5,000.00
66400 T-Shirts		2,500.00	2,500.00
66500 Field Trips		2,500.00	2,500.00
Total 66000 Program Related Expenses		\$ 24,500.00	\$ 24,500.00
66550 Food Costs		3,000.00	3,000.00
67000 Vehicle Expense		5,000.00	5,000.00
67010 Fuel		4,000.00	4,000.00
67020 Maintenance		3,000.00	3,000.00
Total 67000 Vehicle Expense		\$ 12,000.00	\$ 12,000.00
68000 Supplies and Equipment Expenses		5,000.00	5,000.00
68010 Computer Hardware/Software		1,000.00	1,000.00
68020 Office Supplies		5,000.00	5,000.00
Total 68000 Supplies and Equipment Expenses		\$ 11,000.00	\$ 11,000.00
68500 Equipment Leases			
69000 Travel and Conference Expenses			
69010 Conferences		1,500.00	1,500.00
Total 69000 Travel and Conference Expenses		\$ 1,500.00	\$ 1,500.00
90000 Unapplied Credit Card Charges		0.00	0.00
Total Expenses		\$ 473,567.54	\$ 473,567.54
Net Operating Income		\$ 17,932.46	-\$ 37,067.54

Merced County
Office of Education
632 W. 13th Street
Merced, CA 95341
Steve M. Tietjen, Ed.D, Superintendent

WorkAbility Program
Contact: Marcy Gamble M.S.Ed.
Special Education Teacher
Merced County Office of Education
732 W. 13th street, W -13,
Merced, CA 95341
(209) 381-5963
mgamble@mcoe.org



The Boys & Girls Club of Merced County provided access to the Club and worked with MCOE in collaboration to provide students in the WorkAbility program an opportunity for training and to be able to earn money under the direction of one of our supervisors.

The program is called “WorkAbility” and it is a program where special education students are offered opportunities to earn minimum wages for tasks they perform at different establishments in the community. The Boys and Girls club provides the location and the state pays the wage of those in the program under MCOE. Under our Janitor the students get training on how to cleaned areas or how to wipe down chairs and tables, sweep floors, clean windows and other custodial work. Each student can earn money for up to 20 hours of work. This program is a great way for the students to earn a little extra money to spend on things they need and to able make a contribution which boost their self-esteem and self-worth. .

USC Suzanne Dworak-Peck School of Social Work
Caroline Cunningham
Field Placement Development
Phone: (213) 234 2640
E-mail: ccunningham@msw.usc.edu

USC Suzanne Dworak-Peck
School of Social Work

The Boys & Girls Club of Merced County collaborated with the USC Suzanne Dworak-Peck School of Social Work, approved as a practicum site for MSW students to prepare them in the teaching field or as a clinician. We provide field work from 16 to 24 hours per week over the course of three semesters for the student to complete their required 1,000 hours in the field. The Club provides weekly supervision in regards to the work that is done by student.



Analysa Chavez Hogston, Graduate Student

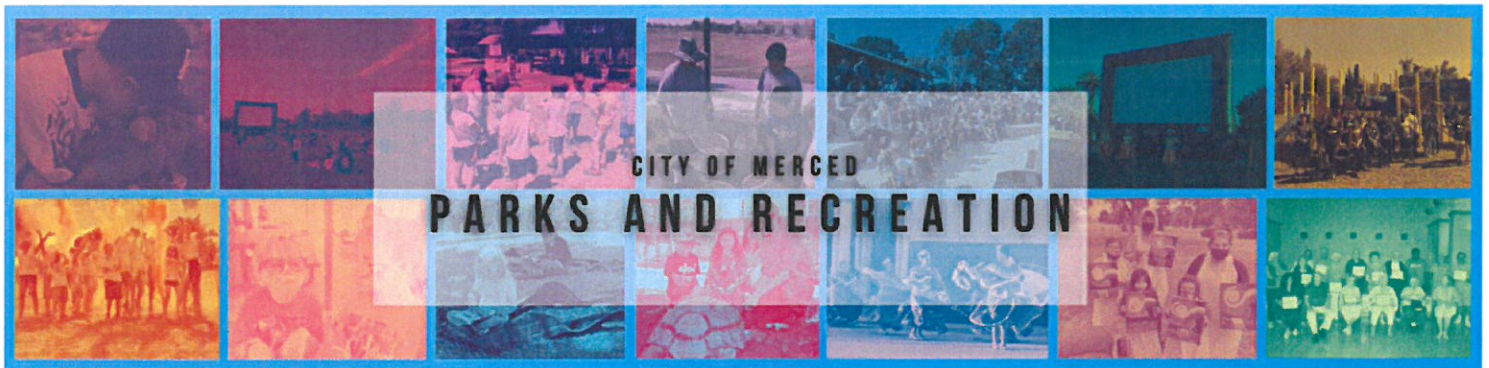
City of Merced Park & Recreation
Parks & Community Services
632 W. 18th Street
Merced, CA 95340
(209) 385-6855

Frank Quintero
Interim Director of Parks & Community Services
(209) 385-6855
QUINTEROF@cityofmerced.org

Michelle Reid
Recreation Supervisor
Applegate Park Zoo & Youth/Adult Sports
(209) 385-6895
ReidM@cityofmerced.org



The Boys & Girls Club of Merced County provided annual access to the GYM for a number of years to the City of Merced Park & Recreation to provide youth programs Monday through Thursday from 5:30p.m. to 9:00p.m. and on Saturdays from 8:30a.m. to 12:00p.m. In addition the Club has had a conversation with the staff at the Merced Park & Recreation on how we can further collaborate in the use of the facility. We hope to continue the conversations and work together to insure children and families have access to opportunities and that we utilize the facility whenever possible in the interest of how to serve youth in the community and how to bring more families together.





Steve M. Tietjen, Ed.D. | County Superintendent of Schools

632 WEST 13TH STREET | MERCED, CA 95341 | (209) 381-6600 | WWW.MCOE.ORG

Dear Boy's & Girl's Club,

I wanted to take some time to express my gratitude for being able to use your establishment in a multitude of ways for the last several years. As a teacher of a population of adult Special Education students, it can be a challenge to find locations and activities to perform that will provide enriching opportunities to learn and experience some positive moments.

Through a partnership between the Boy's & Girl's Club and Merced County Office of Education, we have been able to provide our students a place to stay active and participate in wholesome activities to encourage physical fitness and health awareness. They have been able to practice both fine and gross motor skills by playing basketball, using scooters, jumping rope, playing hockey, baseball, and so many other games. These activities encourage a TEAM mentality and healthy ways to work together.

In addition, and by far the most beneficial, have been the social events we have planned there. Unfortunately, our population of students are not often given opportunities to socialize with friends, however, through a combined effort, we have held social events that have enriched the lives of many!! Many community adult programs, transition classes, high school, and even middle school students have participated in these social events. It is priceless to watch these individuals engage in positive relationships, share their smiles, and practice socializing skills that can only be taught through these unique opportunities. I believe in the old saying that, "It takes a village to raise a child." This is how I feel when community members come together and work towards similar goals with a great benefit in the end.

Finally, the WorkAbility Program. Again, our population of students need opportunities to learn and thrive in their communities, however, those opportunities do not easily present themselves. Through your establishment, our students have been given opportunities to practice work ethics and work skills. It is a wonderful opportunity for the students of Merced County to be able to receive minimum wages for work they complete. Not only do they learn valuable skills, but they also earn money in the process!

For these and many other community projects you are involved in, I am grateful for your support. I am grateful for your service. I am grateful for your wonderful staff. I truly appreciate your willingness to provide many opportunities for our students to find success in their own terms. I look forward to future partnerships with you.

Cordially,

Marcy Gamble, SH Teacher
Merced County Office of Education
732 W. 13th Street
Merced, CA 95341
209-381-5963



MERCED GOLDEN LIONS

676 Cornell Ct

Merced, CA 95348

"We Serve"

To Whom It May Concern,

Since the opening of the McCombs Youth Center aka Boys & Girls Club of Merced, the Merced Golden Lions Club has developed a unique relationship with the Club. As one of only a few venues in Merced that can accommodate large gatherings we have utilized the facility for numerous events benefiting the Merced community. Following are highlights of some of these events, and how they benefited the community.

Fundraisers:

- "A Night At The Races"
- "Eggrolls to Go" sale – multiple events
- "Chicken to Go" sale – multiple events
- "Golden Harvest Feast" – event benefitting the Merced PD K-9 Unit
- Proceeds from these events, and others, funded scholarships for graduating seniors, purchased eyeglasses for those who couldn't afford them, provided donations to local emergencies such as wildfires, supported the Boys & Girls Club, provided donations to other community causes, sponsored a LEO Club at Golden Valley HS, etc.

Youth Activities:

- Our Lions Club sponsored events for the LEO Clubs from Golden Valley, Merced, and El Capitan High Schools: "Bonding Nights"; "Wake-A-Thon"s. LEO's in turn helped at the Club with their events such as "Trunk or Treat", tutoring, etc. Benefits: provided a venue for the LEO's to come together socially, use their leadership skills to organize events, and provide service to their community
- Our Lions Club sponsored vision screenings for Club members
- Our Lions Club sponsored a weekly meal program for Club members

By having a venue such as the Boys & Girls Club available for these opportunities, our Merced Golden Lions Club is able to carry out our mission..."We Serve", and continue to give back to the Merced community.

Respectfully,

Lion Jean Weaver

.e.

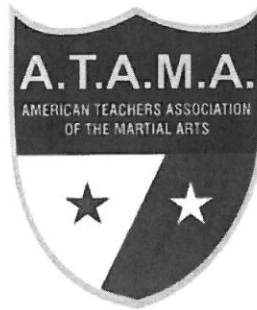
Sidney L Rayford-ATAMA President

1390 Derby Ct.

Merced, CA. 95348

209-658-6955

EIN: 35-2580889



To Virginia Hayward-CEO of the Boys and Girls Club of Merced-

This letter is to establish a relationship with the Boys and Girls Club of Merced and is a statement of our intent support the club with volunteer work and possible fund-raising activities.

As National President of the non-profit, American Teachers Association of the Martial Arts, it is my duty to ensure that our organization creates opportunities for children to learn martial arts, without financial burden. The community of Merced has within it many children who are unable to participate in such activities, due to the low income and/or financial hardship of their families. The Boys and Girls Club of Merced provides a place for our organization to meet and serve such children, who would otherwise go without exposure to the benefits of such training.

Our services do not include any competitive components, such as those that are found within MMA or UFC "gladiator" type of activities. What we offer is instead is designed for all participants to become winners through self-improvement in key areas. These areas include self-control, discipline, confidence or self-esteem, respect for oneself and respect for others, respect for the environment and property of others, respect for the law and officers of the law, and many others. In the 25 years of my teaching martial arts in this community, I have seen children learn how to focus and improve their academic performance. I have also taught children who were struggling to stay on a good path in life, who are now police officers for the City of Merced. The right kind of martial arts training, wherein there are only winners and no losers, can change and possible even save a life.

We have worked in the past with the Boys and Girls Club of Merced, when it was under the leadership of Mr. Tony Slaton and it was quite successful. We are looking forward to having a presence and making a difference in this post-pandemic era, wherein the children of our community may be among those who have suffered the most losses.

Sincerely,

Sidney L Rayford

ATAMA National President

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To whom this may concern:

The Boys and Girls Club of Merced County has been a supporter of USC Social Work interns over the past 4 years. With their help we have been able to move our students forward with their internship studies and on to graduation. All of our students are virtual and they complete the internship component of their program in person, in their communities.

We cannot thank B&G of Merced enough for their collaboration and partnership.

Tania Morales, MA

Director of Field Placement | MSW@USC

USC Suzanne Dworak-Peck School of Social Work | Virtual Academic Center

Scott Campbell

Contracts Coordinator, VAC

USC Suzanne Dworak-Peck School of Social Work

wcampbell@msw.usc.edu | 301.298.8554 (T)

To Whom It May
Concern:

4-30-2021

The following is a positive review of the Boys and Girls Club of Merced, California.

I am the Grandmother/Guardian of my three foster care granddaughters ages 8, 10 and 12. They have been members of the Merced Boys and Girls Club for over a year. I can truly say this is their "Happy Place". They go to the club usually 5 days a week after school. They enjoy their time each day there and are always anxious to share the activities they have enjoyed when I pick them up.

The staff have been very welcoming when they arrive each day. They are very professional and follow all safety procedures when checking in the girls. Temperatures are checked and they are checked for masks and pleasantly escorted in each day. The girls love their instructors and relate well with them. I have seen them treated with the greatest respect and love from the staff. They love them in return. I feel the girls are treated well and are always shown respect and care from everyone at the club. I have no concerns about their safety as the well being of all of the members are a priority with their teachers. If there have ever been any concerns the issues were dealt with fairly and I have been notified. Positive and professional resolutions are always maintained.

Yes, the club offers my girls time to play but they are also getting many life and educational lessons. They have been helped with their homework, taught skills and crafts, learned new ways to do things and are having fun just getting along. The staff seem to be well trained on how to bring out the best in the members. I have heard how they respond to my girls and it has always been with professionalism and care. This is a neutering and pleasant environment for the kids.

I have nothing but good things to say and good feelings about the time my girls spend at the Boys and Girls Club. The girls will continue to be members of this organization as it gives so much structure, routine, motivation and positive reinforcement to my girls lives. Thank you for providing such solid and strong examples as well as supportive individuals to to be there for all of the students. Definitely a thumbs up from me.

If you need any further feedback please feel free to contact me at: Norrine McSpadden (559) 348-3584

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To whom it may concern,

I am Tress Cathey the Job Developer for Loyd's Liberty Merced Day program and for the past few years my clients who are adults with varies disabilities along with our staff have been volunteering at the Boy's and Girl's Club. My clients have said they enjoy going to work because for them it is a job that they take great pride in. They enjoy cleaning and sanitizing the facility and are very hopeful to continue for years to come. The sense of belonging and helping their community has boosted their self-esteem and confidence. So, again I say in hi hopes to continue volunteering with the club for years to come. Our clients only clean when the children are not present, so we do miss volunteering during the summer months and look forward always for fall to arrive. Thank you!

Tress Cathey

Job Developer

Loyd's Liberty Merced Day Program
1503 W. Main St.
Merced, CA. 95340

p. 209-725-7993 f. 209-725-7998
c. 209-918-2658

"Alone we can do so little; together we can do so much."

~ Helen Keller~



**Community Foundation for
Merced County (CFMC)**



**COMMUNITY
FOUNDATION
MERCED COUNTY**

P.O. Box 3846 Merced, CA 95344 209/201/4113 www.MercedFoundation.org

April 29, 2021

City of Merced
678 W. 18th Street
Merced, CA 95340

Attn: Stephanie Dietz, Community Funding RFP

Introductory Letter

Name: Community Foundation for Merced County (CFMC)
Primary Contact: Rebecca Duffey, Executive Director
Mailing Address: PO Box 3846, Merced, CA 95344
Physical Address: 3172 Collins Ave., Suite A, Merced, CA 95348

The CFMC is a nonprofit 501(c)3 Foundation, based in Merced, established in 2012 as an independent organization with over a 2 million dollar operating budget. Over the past 10 years, the Foundation has granted over 3 million dollars in grant and scholarships to support the local community in multiple areas, most focused on nonprofit and scholarship support. The Foundation is collaborating with other California foundations to provide COVID relief, and other small business and nonprofit services. This proposal will focus on development of training programs to enhance current program service delivery.

The CFMC Mission - Merced County is our home.

We have a deep understanding of the challenges and amazing opportunity of the region. Through our partnerships with local donors, non-profits, and community members, we are dedicated to the promise of creating a strong and prosperous future for our valley.

We believe in local - we exclusively work to support Merced County initiatives. As a future donor or future applicant, partner with our local expertise to achieve your fundraising goals.

Service Being Requested

This proposal is for the Community Foundation of Merced County (CFMC) to start ***The Nonprofit Lab, Profit with a Purpose***. Nonprofits, small businesses and other start up organizations often struggle in Merced with having the capacity building tools they need. The Community Foundation has been able to fund over \$3,000,000 nonprofit projects over the last ten years, but there is a need to do more to support these organizations. Often times they don't have the tools they need for success, struggle with limited budgets and staff, and lack

development and fundraising experience. We want to change that. This proposal asks for \$23,000 in funds that will be matched by \$42,000 in CFMC and other committed funding as per the attached budget.

Profit with a Purpose will be a training program designed to build and launch social enterprises, and is designed to give nonprofits and mission-driven businesses a step by step structure so they can launch new business ideas to earn more unrestricted revenue and sustain their mission over time. Organizations will be able to request funds for administrative and infrastructure support – such as IT and software support and services, financial planning, board and staff training materials, and will be eligible to attend monthly and quarterly live and online training sessions. The Foundation will partner with the Hispanic Chamber of Commerce and other community organizations to promote these services to small mission driven businesses and nonprofit organizations.

A social enterprise is a cause-driven business whose primary reason for being is to improve social objectives and serve as the common good. Social enterprise exists to achieve a social mission – such as creating jobs for hard to employ populations, introducing renewable energy or advancing education initiatives. A successful social enterprise is one that balances the tension between upholding the social mission of the organization and maximizing the productivity of their business venture to ensure sustainability.

Past and Current Projects

Currently, the Board of Directors and Emeritus Board for the Community Foundation has staff and contractors in place to provide some of these much needed services, as well as an Executive Director with over 15 years of nonprofit fundraising and development experience. The Foundation plans to bring in experts from the field to sit on a panel for the quarterly training sessions, as well as give nonprofits the chance to ask for technical support. The Community Foundation has been a transactional organization in terms of philanthropy in Merced, but is moving towards a transformation philanthropy model, similar to other Foundations statewide that serves as a valued resource it's grantees, nonprofits, and small business ventures. Merco Credit Union, Kemper CPA, and Seivert Financial Planners will all serve to consult on the project. Merco will provide financial backing. As you will see by the below projects, CFMC is stepping in to the future by moving toward a more pro-active grantmaking model for Merced County and providing more services to nonprofits than just funding one time requests. Listed below are just a few of the projects and organizations CFMC has been involved in and supported over the past five years.

Current Projects

Adventure Risk Challenge, \$5,000, to support scholarships for students attending the program, Executive Director, Sarah Ottley

COVID Relief Fund RFP, \$25,000, in partnership with the City of Merced

Art Box Project, \$2,000 (being awarded), Merced Multicultural Arts Center, Colton Dennis, Executive Director

ASFER, \$25,000 for agricultural and soil research to Merced Community College

\$5,000 to Sunrise Rotary, Support for the Veterans Field of Honor

A Taste of Merced, Hispanic Chamber, Collaborative Project – in discussion, Annissa Fragoso, President
Shain Scholarship Fund, \$150,000, 2016-2021 for Los Banos, Dos Palos, and Pacheco High School students.

Past Projects

Restore Merced, \$7,000, year end campaign, Matt St Pierre, Executive Director
Meced County Food Bank, Senior Meal Programs, Meal Programs, \$5,000, 2015-2020, Bill Gibbs, Executive Director
Salvation Army Red Kettle Program, \$10,000, 2015-2020, Directors, Captains Marjorie & Ryan Miller
Kids Discovery Station, \$25,000, to start construction, partnership continues to grow
Urbanist Art, \$5,000, emergency art packs, Patricia Pratt, Executive Director
LifeLine, \$1,500, grant tracking software support, Monika Grasley, Executive Director
Gallo Center for the Arts, \$2,500, Amber Flores, transportation for Merced City School District students
Boys and Girls Club Silver Anniversary, \$2,000, Dinner and Auction
Harvest Park Educational Center, \$5,000, kids afterschool programs, Robert Morris, Executive Director
Valley Children's Hospital, \$3,000
Merced Youth Connect, \$1,000, Youth Connect Technical Support, Emily Tolsma. Chief Communications Officer
Merced Rescue Mission, \$10,000, 2016-2019
Merced Arts Council, \$5,000. 2015, general program support
Playhouse Merced, \$1,000, 2015, general support
Merced County Historical Society Courthouse Museum, \$3,219, historical project on Italian heritage in Merced, Sarah Lim, Museum Director
Love, Inc., \$1,000, Love Plus Life Skills Program, 2017, Sherry Macias, Executive Director
Make-A-Wish, \$3,000, 2016, Pam Duarte, Wishes and Dreams 2016 gala sponsorship

Attached electronically are five letters of reference from community partners.

Sincerely,



Rebecca Duffey
Executive Director
Community Foundation for Merced County

Individual Staff Experience

Becky Duffey

Becky Duffey is currently the first full time Executive Director of the CFMC. With over twenty years' experience working for government and community-based organizations, she started her career at Apple Computer Inc., and believes in applying business and creative strategy to problem solving in the nonprofit world. A graduate of San Jose State University, Becky started her journey helping others as a volunteer for the American Diabetes Association.

Becky moved to Merced in November, as she felt it was important to be fully immersed in this thriving, local community to be effective in her role. Becky previously worked as the Development Director for FoodLink, the food bank serving Tulare County, Big Brothers Big Sisters of the Inland Northwest, and as the Executive Director for Susan G. Komen of Eastern Washington. While at FoodLink, several highlights included a three million dollar increase in revenue and an increase in donors, from 2,000 to over 5,000. At Big Brothers Big Sisters, she managed all aspects of a Bike Swap, that grossed over \$300,000 to support mentoring programs for youth in the Spokane, WA community.

Billie Razzari

Past Director of Development for St. Luke's Episcopal School (10 years approx.) Fund Development Chair, St. Luke's School 17 years. Special Events coordinator, philanthropy management. Expert in Board Development, By-Laws, and Organization.

Cynthia Carnes, CPA

Cynthia L. Carnes graduated from California State University, Stanislaus in May, 1990 with a bachelor of science in business administration with a concentration in accounting. She passed the CPA exam in 1994.

Prior to joining Kemper CPA Group, Cindy worked for a national bank and then as a staff accountant/business analyst in the copier industry for five years. She began her career with Kemper CPA Group in January of 1997. Cindy was promoted to senior accountant in 2001 and manager in 2005. She has been the system administrator of the office for many years, and became a member of the Technology Committee in 2010.

During her years with Kemper CPA Group, Cindy has managed and performed governmental and not-for-profit audits and also gained experience preparing individual, corporation, and not-for-profit tax returns. One of Cindy's unique qualities is her ability to solve complex problems – whether in a tax return or in interpersonal relationships.

Professional Associations

- California Society of Certified Public Accountants
- American Institute of Certified Public Accountants

Mark Seivert, Financial Planner

Mark delivers personalized financial advice to help you achieve your goals, today and tomorrow, through our Confident Retirement approach. He starts with a conversation about key financial areas including covering essentials, ensuring lifestyle, preparing for the unexpected and leaving a legacy.

By identifying clear steps to take toward your goals, he can help take the uncertainty out of planning for your financial future.

Mark applies these planning steps to help identify areas where financial planning can take organizations to the next level.

Danny Royer

Danny Royer, Merced area native. Danny Royer is a technologist who believes that innovation is changing the way our food systems work and it's our responsibility to make sure that it's done in an equitable way for Merced County. He's a consultant, backyard farmer, and brings years of Ag IT experience to the table.

Aaron Rosales Hill

Originally from the Bay Area, Aaron Hill was a part of the pioneering and inaugural cohort of UC Merced from 2005 - 2009. This is where his connection to Merced begins. Post-graduation, through his professional line of work, he had the opportunity to travel throughout the United States, especially in the south and northeast regional areas. During this experience, he observed that regardless of region, strong and healthy communities are built up of civically engaged citizens who devote themselves to local causes. For the last 9 years, Aaron has been involved in the technology boom in San Francisco, working at several startups and international technology corporations. He has been a proud San Joaquin Valley transplant for the last four years

Bill Cummings

William "Bill" Cummings, Jr. is a Merced-based real estate developer and broker as well as a commercial contractor. He is involved in the day-to-day operations of Legacy Construction and provides overall company direction.

Bill moved from Washington, D.C. to Fresno, California in 2006 and created Legacy Construction. He is a licensed California real estate broker (DRE #01504861) and holds an active California A & General B Contractor's License (CSLB #891883).

In addition to Legacy Construction, Bill is involved in other healthcare and real estate related ventures. He co-owns Legacy Realty and Development (LRD), First Resource Consulting (FRC) and Convergent Healthcare Group (CHG). LRD is a pre-development firm that provides preconstruction, entitlement and construction management services. FRC is an economically disadvantaged woman owned small business (EDWOSB) that specializes in distressed asset management and training for real estate agents operating federal contracts. CHG is an FQHC specific development firm that uses data, technology and non-linear funding solutions to provide customized multi-facility expansion plans to its clients.

Scope of Service, Nonprofit Lab, Profit with a Purpose Project Activities and Timeline

Objectives/Activities	Start/ End Date	Who Is Responsible	Tracking Measures
<p>Offer the Nonprofit Lab and Profit with a Purpose sessions for Merced nonprofit, small business, and startups with a focus on addressing organizational needs and increasing capacity.</p>	07/21 – 06/22	CFMC	
<p>Objective 1: By September 1, 2021, at least 10 -15 organizations will have completed the initial training offered online and in person by CFMC, as well as a needs assessment for IT, Capacity Building, staff, and planning purposes.</p> <p>Objective 2: By December 1, 2021, 10-15 organizations will be regularly enrolled and attending monthly online training, scheduling one on one and technical assistance, and networking with other participants.</p> <p>Objective 2: By June 1, 2022, at least 80% of participants will have visibly increased their organizational capacity.</p>	07/21 – 06/22	CFMC	<p>Participation in online training. Training materials. Type of support provided – financial, IT, development, training, board materials. Training Evaluation materials. Community Nonprofit assessment results. Online training toolkit. Financial Reports Annual Reports.</p>
<p>Activities:</p>			
<p>I. Community Education, Outreach and Marketing Campaign to raise awareness of available training and resources.</p> <p>II. Online and in person training materials developed.</p> <p>III. Quarterly Training Sessions scheduled.</p> <p>IV. Monthly Online Training.</p> <p>V. Tracking of Training and Support Activities.</p> <p>VI. One on One training.</p>	07/21 – 06/22	CFMC Community partners, Hispanic Chamber of Commerce	<p>Marketing and social media campaign. Participation in online training. Training materials. Type of support provided – financial, IT, development, training, board materials. Training Evaluation materials. Community Nonprofit assessment results. Online training toolkit. Financial Reports. Annual Reports.</p>

What needs will you address? How will you achieve them?

Nonprofits and small businesses in Merced often struggle due to the rising cost of housing and living in California. Especially after the COVID pandemic, small nonprofits lack real capacity building skills, grant reporting technology, and administrative staff support. Some Executive Directors don't get paid to keep their own nonprofit afloat during hard economic times.

According to a United Way Study '**Struggling to Stay Afloat, the real cost measure of California 2019**', more than one in three California households—over 3.8 million families (37%)—do not earn sufficient income to meet basic needs. In Merced County, that number is significantly higher, 47% of families are unable to meet basic needs, and often have to choose between bills, food, or medication. In an area rich in agriculture, that produced over 3 billion in agricultural sales in 2018, people are struggling.

The US Federal Poverty level is primarily calculated on the need for food, however, the Real Cost Measure also takes into consideration the cost of housing, food, transportation, child care, health care, and other basic needs. Families work, but don't earn enough. A family of four (2 adults, one infant, one school age child) would need to hold more than 3 full time, minimum wage jobs to achieve economic security. 86% of families with a single working Mother fall below the Real Cost Measure. 76% of adults with less than a high school education fall below the Real Cost Measure. According to Mayor Mike Murphy, housing and homelessness are two of the top issues facing Merced. Merced County is also ranked 3rd in the nation in terms of hunger, according to the **2017 Map the Meal Gap report**. In 2007, the **Merced County General Plan** conducted multiple stakeholder interviews, community workshops, and focus group meetings to identify issues facing the community.

The Nonprofit Lab, Profit with a Purpose, will address the root cause as to why nonprofit organizations and small businesses struggle. Rather than just filling the gaps, CFMC will provide tools, resources and support. CFMC will pair organizations with business mentors for consultations, provide opportunities to meet quarterly with experts, and monthly online training as well as full access to one on one support at any time. Access to experts in finance, IT, strategic planning, and marketing will be available to help provide strategies to sustain much needed community organizations and partners.

CFMC has been offering a neutral venue for building community capacity, developing partnerships since 2012. This project is a natural extension of those services.



adventure risk challenge

developing youth literacy and leadership

Board of Directors

April 29, 2021

Katie Burns

Jeff Crow

Cathy Farnsworth

Chris Inouye

Sergio Nevel

Sarah Parkes

Fernando Santillan

Ana Liz Servin-Bancroft

Liz Tucker

Katie Zanto

The Community Foundation of Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

To Whom It May Concern:

On behalf of Adventure Risk Challenge, I am providing this letter in support of the application that the Merced Community Foundation is submitting to the City of Merced to support local nonprofit capacity building.

Executive Director

Sarah Cupery Ottley

The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact for Adventure Risk Challenge by providing funding so students can attend our immersive, year-round literacy and leadership programming.

Young Professionals Board

Alexis Angulo

Gustavo Garcia

Yami Gutierrez

Jasmine Marquez

Salvador Meza Lemus

Vera Reyes

With this capacity-building funding, the Community Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose. As a result of this funding, the Community Foundation of Merced County will be better positioned to support the life-giving, life-saving, empowering nonprofit organizations in our community.

We strongly recommend funding this project. Please feel free to contact me if you have any questions.

Advisory Council

Jonathan Burton

Ward Fansler

Eve Giovenco

Barbara Ilfeld

Reini Jensen

Merrilyne Lundahl

Jill Penwarden

Danielle Rees

Sincerely,

Sarah Cupery Ottley

Executive Director

(559) 676-5096

sarah@adventureriskchallenge.org

April 28, 2021

Dennis Haines,
Family Social Services
Supervisor
dhaines@mcoe.org

Carrie Schallar,
Parent Resource
Center Specialist
CSchallar@mcoe.org

The Community Foundation for Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

It is with great pleasure that the Merced County Office of Education's Family Resource Center submits this letter in support of the application that the Community Foundation of Merced County (CFMC) is submitting to the City of Merced to support local nonprofit capacity building.

CFMC has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. With the funding, CFMC will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose.

The Family Resource Center has established a supportive working relationship with tCFMC County over the years. We acknowledge that our mutual goals are to increase the capacity of our nonprofits by delivering the highest quality of support and resources. We continually work together in many issues that will build the capacity of our nonprofits who embrace and support our families in Merced.

We believe that it is imperative that we support the nonprofit services as our nonprofits are a crucial part of the safety net for the many low-income individuals and underserved communities. We are therefore in full support of the Community Foundation of Merced County in their application submission to the City of Merced for grant funding to support nonprofits in need.

Sincerely,



Dennis Haines, Family Social Services Supervisor
Merced County Office of Education
Family Resource Center

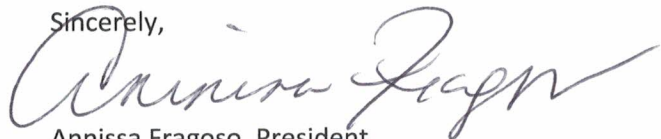
April 29, 2021

Greetings community partner, we are excited to collaborate on providing the community of Merced additional services for their success post pandemic. The mission of the Merced County Hispanic Chamber of Commerce was founded by a group of dedicated leaders in Merced who realize the enormous potential of the Hispanic business community. The Hispanic Chamber was formed so that the needs of this particular community would be well represented through the public and private sector.

In the last 5 years, we have accomplished a network of partnerships that provide not only free business advice through the SBDC, but also successfully partnered with our National and State level Chamber's of Commerce in giving local businesses first hand information as they become available to the small business owners. We also have successfully provided educational programs through the collaboration of Merced College Business Resource Center, to our local business that would include: Educational tax courses for Sole Proprietors, Corporations, and LLC's. California State Labor Laws, and Employer Rights, Social Media Presence, and using Google as a marketing platform.

The MCHCC currently is assisting the City of Merced, California State Hispanic Chamber of Commerce along with our elected officials in providing small business of covid relief funding.

Sincerely,



Annissa Fragoso, President

Elisa Trevino, Vice President

Ana Davalos, Treasurer

Maida Miranda, Secretary

Elishah Perez, Director

Gil Cardon, Director

Maria Soto, Director

Elizabeth Guzman, Director

Bertha Perez, Director

Abel Guerra, Director

Bryan Jackson, Director



Office Phone: 209.259-8950
Email: lifeline@lifelinecdc.org
Website: lifelinecdc.org

April 28, 2021

**Empowering
Neighborhoods
to Thrive**

Office Address:
393 E Donna Dr.
Merced CA 95340

Mailing Address:
731 E Yosemite Ave Ste B # 165
Merced CA 95340

Winton Community Center
7081 N Winton Way
Winton CA 95388

Meadows Community Center
3135 Meadows Ave Bld 8 Apt 59
Merced CA 95348

The Community Foundation for Merced County
Attn: Rebecca Duffey
PO Box 3846
Merced, CA 95344

On behalf of LifeLine CDC, I am providing this letter in support of the application that the Merced Community Foundation is submitting to the City of Merced to support local nonprofit capacity building.

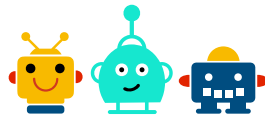
The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact LifeLine by providing funding for much needed software to track client services so we could better manage complex grant reporting requirements.

As had conversation about the need to enhance non profit capacity and with this funding, the Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through the following program: a Nonprofit Support Lab, Profit with a Purpose.

We strongly recommend funding this project.

Sincerely,

Monika Grasley
Executive Director



KIDS DISCOVERY STATION

■ MERCED ■

The Community Foundation of Merced
Attn: Rebecca Duffey
P.O. Box 3846
Merced, Ca 95344

April 28, 2021

Dear Mrs. Duffey,

It is with great pleasure that the Kids' Discovery Station submits this letter in support of the Merced Community Foundation's application to the City of Merced to support local nonprofit capacity building.

The Foundation has contributed over 3 million dollars to local nonprofits and has supported multiple community projects. The Community Foundation made a significant impact for the Kids' Discovery Station being one its early supporters and donating \$25,000 to become a Founding Partner of our children's museum.

With the funding from the City, the Foundation will be able to enhance nonprofit services to include technical, administrative, development, and networking support through developing the Nonprofit Support Lab, Profit with a Purpose program.

We strongly recommend that this project is funded. If I can provide any additional information to facilitate your decision, please do not hesitate to contact me at mercedforkids@gmail.com.

Sincerely,

Mayya Tokman
President of the Board of Directors and Executive Director
Kids Discovery Station
350 W. Yosemite ave.
Merced, CA 95340

admin@kidsdiscoverystation.org
kidsdiscoverystation.org
[facebook.com/KIDSMerced](https://www.facebook.com/KIDSMerced)
[#kidsdiscoverystation](https://www.instagram.com/kidsdiscoverystation)
[#kidsmerced](https://www.instagram.com/kidsmerced)

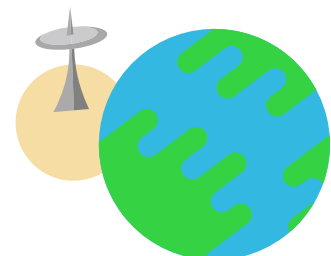


EXHIBIT A: BUDGET
Community Foundation of Merced County

	Total Project Budget
<i>In Kind - Razzari Auto Meeting Room</i>	0
<i>MERCO Funding - Program Support</i>	10,000
<i>CFMC Administrative Funds</i>	20,000
<i>Technical Assistance - Consulting</i>	8,000
<i>Non-Personnel</i>	
Operating Costs	
Printing	1,500
Meetings	5,000
Travel	500
Communications	2,500
Website Development	2,500
Training	10,000
Marketing	5,000
	27,000
<i>Internally Funded</i>	42,000
<i>City Grant Request</i>	23,000
Total	65,000
CFMC Total Budget	2,075,354

Budget Notes:

**EXHIBIT A: BUDGET
Hmong Leadership Developer**

	Total Project Budget				Request to The California Endowment				Recommended Budget			
	Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
Personnel												
Hmong Leadership Developer	54,000	54,000		108,000	42,000	42,000		84,000				
Total Personnel	54,000	54,000		108,000	42,000	42,000	0	84,000				
Non-Personnel												
Operating Costs												
								0				
Supplies	1,500	1,500		3,000	1,150	1,150		2,300				
Meeting Costs	750	750		1,500	750	750		1,500				
Travel inc. vouchers	1,550	1,550		3,100	1,250	1,250		2,500				
Communications	960	960		1,920	960	960		1,920				
				0				0				
Total Non-Personnel	4,760	4,760	0	9,520	4,110	4,110	0	8,220				
Direct Costs	58,760	58,760	0	117,520	46,110	46,110	0	92,220				
Indirect Costs @ % (15% max)												
Total Direct and Indirect	58,760	58,760	0	117,520	46,110	46,110	0	92,220				
Other Costs												
Subcontracts												
Capital & Equipment												
Total Other Costs	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	58,760	58,760	0	117,520	46,110	46,110	0	92,220	0	0	0	0

Annual Organizational budget	66,000	66,000		132,000	66,000	66,000		132,000	66,000	66,000		132,000
% of organizational budget	89%	89%		89%	70%	70%		70%	0%	0%		0%
% of project budget					78%	78%		78%	0%	0%		0%

Budget Notes:

File #, Program Health Equity Coordinator

	Total Project Budget			Request to The California Endowment			TCE Staff		
	Year 1	Year 2	Total	Year 1	Year 2	Total	Year 1	Year 2	Total
Personnel									
Project Health Equity Coordinator	58,000	58,000	116,000	42,000	42,000	84,000			
			0			0			
Benefits @ % (32% max)			0			0			
Total Personnel	58,000	58,000	116,000	42,000	42,000	84,000			
Non-Personnel									
Operating Costs									
Travel	2,750	2,750	5,500	1,500	1,500	3,000			
Program Supplies	3,000	3,000	6,000	2,380	1,037	3,417			
Speaker Stipends	3,500	2,000	5,500	3,200	3,200	6,400			
Meeting Expenses	6,000	3,000	9,000	2,500	1,050	3,550			
Printing/Postage	2,000	1,500	3,500	600	600	1,200			
Communications	1,200	600	1,800	1,800	1,800	3,600			
Nonprofit Capacity Support	1,500	1,500	3,000	1,500	1,500	3,000			
Total Non-Personnel	19,950	14,350	34,300	13,480	10,687	24,167			
Direct Costs	77,950	72,350	150,300	55,480	52,687	108,167			
Indirect	1,800	10,853	12,653			0			
Total Direct and Indirect	79,750	83,203	162,953	55,480	52,687	108,167			
Other Costs									
			0			0			
			0			0			
Capital & Equipment									
Total Other Costs	0	0	0	0	0	0			
Grand Total	79,750	83,203	162,953	55,480	52,687	108,167			

Annual Organizational budget	105,000	105,000	210,000	105,000	105,000	210,000	105,000	105,000	210,000
% of organizational budget	76%	79%	78%	53%	50%	52%	0%	0%	0%
% of project budget				70%	63%	66%	0%	0%	0%

Budget Notes:

Kids Discovery Station

April 25, 2021

Dear Members of Merced City Council,

We are submitting this proposal in response to the Request for Proposals for Community Funding Allocation published by the City of Merced. Below we outline a partnership between the City of Merced and Kids Discovery Station to create a Safe City Exhibit at the new children's museum scheduled to open in Merced on September 1, 2021.

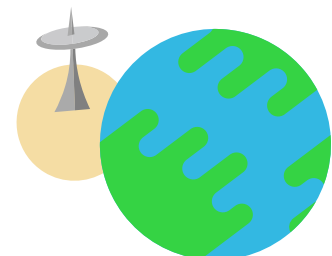
Kids Discovery Station (KiDS) is a non-profit organization which is bringing educational and entertainment environments and programs for children and their families, including a permanent children's museum in the city of Merced. KiDS's mission is to engage children and families in joyful play and discovery that foster appreciation of our world and its diversity, promote the love of learning and spark their imaginations. The permanent Kids Discovery Station, scheduled to open to the public in September 2021, will provide a unique in Merced County place where children of all abilities and experiences will engage in a wide range of activities that stimulate and nurture their intellectual, social-emotional and physical development. A combination of interactive exhibits and educational programs designed to spur curiosity and imagination, will encourage children and their families to play, explore and discover together. At present there is no organization or establishment, which resembles the planned museum in Merced County. The nearest such place is 60 miles away in Fresno. KiDS also provides a professional work environment that is challenging, rewarding, creative, and respectful of ideas and individuals.

As active and invested members of our community, Merced City Council fully appreciates both the great advantages and opportunities that our region offers to families that call it home, as well as challenges still faced by Merced residents. Our region is becoming an increasingly appealing place to live and to work, but our community can greatly benefit from expanded educational and entertainment opportunities for children aged 0 to 12, and their families. A combination of facilities and programs that KiDS is proposing and building is perfectly aligned with the goals and priorities of the RFP as well as the City of Merced in general.

We firmly believe that the proposed project will signify a start of a productive and mutually beneficial partnership between the City of Merced and Kids Discovery Station, a partnership which will greatly benefit the lives of Merced children and families.

Sincerely,
Mayya Tokman
President of the Board of Directors and Executive Director
Kids Discovery Station
(209) 349-2857

admin@kidsdiscoverystation.org
kidsdiscoverystation.org
[facebook.com/KiDSMerced](https://www.facebook.com/KiDSMerced)
#kidsdiscoverystation
#kidsmerced



Organization Experience & Completed Projects

Kids Discovery Station (KiDS) started its activities in 2018. The leadership of KiDS organized three pilot exhibits with support from First 5 Merced County as well as the CalTeach programs of UC Merced and UC Berkeley. The exhibits hosted by Merced Multicultural Arts Center (May 25-June 9, 2018), Merced County Library (August 1-21, 2018) and Merced County Fair (May 5-9, 2019) attracted a total of **6,053 visits** and generated broad support from Merced residents for creation of a permanent children’s museum in Merced.

A large coalition of government organizations, businesses and private donors joined to support KiDS’s goals and objectives. KiDS signed a lease agreement with Merced County Office of Education (MCOE), which will be providing an in-kind donation of space at 350 W. Yosemite Ave. where the children’s museum will be opened. Organizations and individuals including First 5 Merced County, Community Foundation Merced County, MCOE, Merced Breakfast Lion’s Club, Golden Valley Health Centers, Webcor, UC Merced, High Speed Rail Authority, Merced County, Frances and Vinton Thengvall, STEAMPlug, HRCore Team and Legacy Construction became Founding Partners of the museum, many others provided financial and in-kind donations and this list of sponsors is continuously growing. KiDS has already unveiled on its social media several completed exhibits such as the Little Explorers Planet supported by a \$100K grant from First 5 Merced County and the Health Center funded by Golden Valley Health Centers (see photos in Figure 1 and reference letters) and many more are currently being built.

Figure 1:

Little Explorers Planet Exhibit



Health Center Exhibit



Individual Staff Experience

The project will be led by Dr. Mayya Tokman who is both an Acting Executive Director and the President of the Board of Directors of Kids Discovery Station. Dr. Tokman is the founder and the leader of the organization and all activities undertaken by KiDS since its inception. She is also a Professor and Chair of the Applied Mathematics Department and a Faculty Director of the CalTeach program at UC Merced. Dr. Tokman has over 30 years of experience in education and has taught and administered educational programs targeting both higher education and K-12 schools.

Ms. Karrie Moua will serve as an administrative assistant for the project. Ms. Moua has been working with KiDS since January 2020 and has demonstrated herself as a highly skilled, creative and responsible individual. Ms. Moua has a BA in Communications with Concentration in Public Relations from CSU Fullerton and worked in sales and at Irvine's Pretend City Children's Museum. Ms. Moua will assist with coordination of the project and providing administrative support.

All of the activities of KiDS including this project will also benefit from the guidance and oversight provided by the diverse in its experiences and backgrounds Board of Directors.

The KiDS Board of Directors is comprised of the members of our community actively engaged in the life and development of our city and county including (in alphabetical order):

- *Yolanda Brewer*, a director of business and physician development at Mercy Medical Center;
- *Annissa Fragoso*, the owner of the Farmers Insurance Agency and the President of the Board of Directors of the Hispanic Chamber of Commerce in Merced;
- *Eric Gieling*, a financial advisor at Ameriprise and the Treasurer of KiDS.
- *Lee Lor*, a former elected Merced County Supervisor for District 2, an administrator with extensive experience in education and government and KiDS co-founder and chair;
- *Rick Marchini*, a partner with the law firm of Robbins, Browning, Godwin & Marchini;
- *Lauren Marks-Royer*, a realtor with Keller Williams Westland Realty;
- *Eduardo T. Villarama*, a local physician and one of the Regional Medical Directors of Golden Valley Health Centers in the Central Valley.

KiDS will be hiring several design, fabrication, installation and construction contractors to complete different components of the proposed project.

Proposed Project & Scope of Services

We propose that the City of Merced becomes a Founding Partner of Kids Discovery Station (see attached Sponsorship Package for the description of Founding Partnership benefits) and sponsors the creation of the **Safe City** portion of the outdoor **Our City** exhibit at KiDS. The **Our City** Exhibit is being designed to enable children and their families to get an added appreciation

for the amazing opportunities and services our city has to offer, to allow them to better understand the needs of our city and to engage with addressing the issues the city faces.

The **Our City** Exhibit will cover the outdoors area of the museum and will consist of three areas:

- **Connected City** will feature a mock-up of a high-speed train that children can explore and play-in, pretending to be passengers, engineers and conductors. This section is being sponsored by our Founding partner the CA High-Speed Rail Authority.
- **Fun City** will feature a play space and picnic area where children and their families can explore building forts with blue blocks, going through an obstacle course they themselves built, explore play structures, pretend to be performers or just enjoy snacks with their family.
- **Safe City** will explore the safety issues of the city life (Figure 2); the section will feature (i) a garage that will house the real firetruck City of Merced donated to the museum, an antique firetruck and a stationary police motorcycle, and (ii) a road network with authentically designed traffic signs and road markings that children will be able to navigate while riding tricycles and gyro-carts.

Figure 2: Sample representations of the Safe City exhibit components (images from other children museums)



The objectives and the spirit of the Safe City portion of the exhibit is perfectly aligned with the interests and priorities of the City of Merced. The benefits of the Safe City exhibit and the educational activities that will be built around it are multi-fold including:

- It will provide a fun and engaging space for children where they can pretend to be a firefighter, a policeman or medical emergency personnel, help their family in made-up critical emergencies or imagine that they already have a driver license and explore pretend city roads. There is extensive educational research that demonstrates the value of children learning in an informal environments such as the planned exhibit. Exhibits at children's museums have been shown to be conducive to informal learning. Researchers demonstrated a relationship between children's learning levels and their behaviors in the museum exhibits (Borun, Chambers, and Cleghorn, 1996). When children engaged in behaviors such as making observations and asking and answering questions, they learned more than when they did not engage in these behaviors. Additionally, more learning occurred when children interacted with adults rather than only exploring on their own (Crowley et al., 2001; Crowley & Galco, 2001; Puchner, Rapaport, & Gaskins, 2001). In

fact, it has been shown that educational opportunities for children and their families offered in the context of a children's museum can serve as catalysts and conduits for changing behaviors in the community such as for example encouraging healthier lifestyles (Ackerman, 2016). By riding the Road Network of the Safe City exhibit, for example, children will learn to recognize important traffic signals and regulations which will promote traffic safety in our city.

- The city has experienced significant challenges in staffing essential services such as fire and police departments and attracting sufficient health care personnel from the local community. Challenges in recruitment of local residents for these important jobs have a negative effect on retention rates and pose difficulties for our city and county. One of the major goals of Kids Discovery Station is to introduce children early to a plethora of career opportunities and open their minds to different employment possibilities. The Safe City exhibit will let children learn about the important jobs of a firefighter, police or medical emergency personnel perhaps sparking a life-long interest in these professions and helping our city bring up our own heroes in these important fields.
- In addition to the opportunities to dress up as a firefighter or a police officer and pretend to put out fires or regulate traffic, children will be exposed to additional educational activities and events that will involve collaboration with organizations such as Merced fire and police departments, local medical offices or the City government. Throughout the year of the funding we plan to organize monthly events where we invite speakers from these organizations and create engaging children and families-focused activities that introduce them to important topics and issues in the city's life such as traffic and fire safety, recycling and trash collection, city governance, healthcare, etc. The Safe City exhibit will be one of the major environments which will host these events and activities at the Kids Discovery Station.

Project Timeline

The Safe City exhibit construction project will proceed based on the following timeline:

July 1 – 30, 2021	Obtain bids for construction of the exhibit components, identify contractors to carry out construction of each of the components (e.g. foundation and landscaping, fabrication and installation of the carport structure, construction of the road network) and develop work schedules.
August 1-31, 2021	Carry out and complete construction projects.
September 1-30, 2021	Develop and schedule educational activities and events to promote the objectives and goals of the Safe City exhibit.

Project Budget

If this proposal is successful the awarded funds will be primarily used for the construction and accessorizing of the Safe City exhibit. KiDS will actively fundraise, develop partnerships and use its existing resources to obtain the funding for the additional components of the Our City exhibit and to facilitate educational activities and events associated with the Safe City and other parts of the exhibit. The budget for development of the Safe City exhibit will include the following major components:

1	Laying the foundation and landscaping (6,800 sq ft)	\$12K
2	Construction of weather-proof lockable carport structures for the firetrucks and the police motorcycle (Fire Station, 1178 sq ft footprint, non-heating materials safe for children irrespective of the weather)	\$30K
3	Construction of Roads Network for the tricycle and gyrocart traffic (785 sq ft)	\$10K
4	Exhibit accessories (tricycles, gyrocart, traffic signs, costumes, pretend play toys, displays)	\$3K
5	Promotional printed materials, event advertising	\$1K
	TOTAL	\$55K

References

Enclosed with this proposal are three references from the organizations KiDS has worked with including First 5 Merced County, Golden Valley Health Centers and Community Foundation of Merced.



April 19, 2021

Mayya Tokman
Kids Discovery Station
459 E. 21st Street
Merced, CA 95340

RE: Letter of Support for Kids Discovery Station

Dear Ms. Tokman,

It is with great pleasure that First 5 Merced County submits this letter in support of the application that Kids Discovery Station is submitting to the City of Merced for support in constructing outdoor exhibit space.

We are fortunate to have Kids Discovery Station to support our families and children and make our community strong, helping our youngest children learn and prepare for Kindergarten. Kids Discovery Station is an exciting educational opportunity for Merced County children and their parents. The Kids Discovery Station has met or exceeded the objectives and goals of the projects with First 5 Merced. Additionally the Kids Discovery Station has completed these projects in a high quality manner.

First 5 Merced and Kids Discovery Station have partnered on multiple projects to help improve the early childhood education in Merced County. This includes pop-up events and the installation of the Little Explores' Planet Exhibit.

Scott Waite, M.A.
Executive Director
First 5 Merced

260 East 15th Street
Merced, CA 95341-6216
(209) 385-7337 Phone
(209) 724-4006 Fax
www.first5mercedcounty.org

COMMISSIONERS

Supervisor Lee Lor
Commission Chair
Board of Supervisors, District 2

Yvonna Brown, Director
Human Services Agency
Behavioral Health and
Recovery Services

Genevieve Valentine, Director
Behavioral Health and
Recovery Services

Salvador Sandoval
County Health Officer

Aaron Lequia
District 1 Representative

Vacant
District 2 Representative

Shirley Brown, R.N.
District 3 Representative

Eva de Long
Commission Vice-Chair
District 4 Representative

Paula Smith
District 5 Representative

Equal Opportunity Employer



737 West Childs Avenue, Merced, CA 95341 (Corporate Office)
2926 G Street, Suite 201, Merced, CA 95340 (Administrative Office)
1.866.682.4842
www.gvhc.org

4/28/2021

Mayya Tokman
Kids Discovery Station
459 E. 21st Street
Merced, CA 95340

Dear Ms. Tokman,

On behalf of Golden Valley Health Centers, we are honored to offer this letter in support of the application that Kids Discovery Station is submitting to the City of Merced for the construction of their new outdoor exhibit space.

Continued education is something to be valued and appreciated. We appreciate the dedication that Kids Discovery Station has committed to in order to support our local community, especially the children. Golden Valley Health Centers is dedicated to the health and wellness of our community, as we are a community health center. We are excited to be part of such an amazing initiative.

We believe that the early years of childhood development are some of the most important. Health education starts early, and we feel there is tremendous value that this exhibit will bring. We are fortunate to be able to participate in this project and the new "Health Center" exhibit. Golden Valley Health Center sponsored the "Health Center" exhibit and Kids Discovery Station delivered on their promise for a beautiful, interactive exhibit. We are sure that this exhibit will spark joy in the children and also with their parents. We have no doubt they will do the same with the outdoor exhibit space.

Thank you,

A handwritten signature in blue ink, appearing to read "Tony Weber".

Tony Weber
Chief Executive Officer
Golden Valley Health Centers

YOUR HEALTH IS OUR PRIORITY



**COMMUNITY
FOUNDATION
MERCED COUNTY**

P.O. Box 3846 Merced, CA 95344 209/201/4113 www.MercedFoundation.org

April 26, 2021

Mayya Tokman
Kids Discovery Station
459 E. 21st Street
Merced, CA 95340

Dear Ms. Tokman,

It is with great pleasure that the Community Foundation for Merced County submits this letter in support of the application that Kids Discovery Station is submitting to the City of Merced for support in constructing outdoor exhibit space.

The Kids Discovery Station brings enrichment and opportunity to families in Merced. They have created a unique space where families and children can learn and play together, while using their imagination and creativity to guide them.

The Community Foundation granted funds so the Kids Discovery Station could be started, and they have met all requirements for the project they submitted to us in a timely manner.

We strongly recommend funding their outdoor space.

Sincerely,

Rebecca Duffey
Executive Director
Community Foundation for Merced County

League of United African Citizens/Black World

From: Ray Walton <luaac7@yahoo.com>

Sent: Wednesday, April 21, 2021 2:30 PM

To: Lee, Nancy <LeeN@cityofmerced.org>; McBride, Scott <McBrideS@cityofmerced.org>; Luaac Info <info@luaac.org>; Ray Walton <luaac7@yahoo.com>

Subject: Hi Nancy from Ray Walton ceo

Luaac

Info requested from Stephenie

Dietz

Thank you

[Sent from Yahoo Mail for iPhone](#) WE THE AFRICAN AMERICAN
CITIZENS OF MERCED CITY WOULD LIKE THE MAYOR AND THE
CITY COUNCIL TO CONSIDER THE FOLLOWING

REALLOCATION OF MUTUALLY AGREED UPON FUNDS TO
BENEFIT THE AFRICAN AMERICAN COMMUNITY IN THE CITY OF
MERCED ASAP WE IN THE AFRICAN AMERICAN COMMUNITY
BELIEVE THE CONDITION OF THE AFRICAN AMERICAN CITIZENS IN
MERCED IS A CITY EMERGENCY
THAT NEEDS IMMEDIATE ATTENTION BY ALL CITY OFFICIALS.

We in the African American community would like the mayor and
the city council to get Behind funding for
A proactive media campaign PSA BIL BOARDS ect to educate the
black community about their rights and solutions to help them
make educated decisions

We in the African American Community want to hold the people
accountable who have the resources to make this happen! we
believe this issue is a city emergency 🚒 and should be dealt with
as such ASAP our timetable is now!

We in the African American community would like the mayor to

get behind passing a anti profiling law which extends further than just the police if it's not already on the books 🚔

We in the African American community would like the mayor and city council to get behind an anti hang out ordinance bill which would fine stores which allow customers to hang out outside of their stores

And in their parking lots ASAP

We in the African American community would like the mayor police chief Sherriff and a local pastor to do a press conference Declaring gang violence racial profiling violence against women a City emergency immediately! to show the urgency of the city to combat these problems

We in the African American community understand that there are a few African American organizations already doing some of these recommendations ie the NAACP and more but we believe because of the dire need within the African American community more needs to be done to help combat and help solve some of these dire and pressing

Problems. we in the African American community look forward to having these funds available

Before the budget is finalized. to show The commitment Merced has for the African American Citizens in the community & city of Merced. we in the African American community looks Forward to the Progress we can make as a team.

Thank you

No one left behind today

Info@nooneleftbehind.org

Ray Walton

209-675-6475

lamready@icloud.com

Sent from my iPhone

LifeLine Community Development



Office Phone: 209.259-8950
Email: lifeline@lifelinecdc.org
Website: lifelinecdc.org

April 28, 2021

City of Merced
Attn: City Manager Stephanie R. Dietz
678 W 18th Street
Merced CA 95340

Re: Community Funding Proposal

Office Address:
393 E Donna Dr.
Merced CA 95340

Mailing Address:
731 E Yosemite Ave Ste B # 165
Merced CA 95340

Winton Community Center
7081 N Winton Way
Winton CA 95388

Meadows Community Center
3135 Meadows Ave Bld 8 Apt 59
Merced CA 95348

Dear Friends in the City and Manager Stephanie,

LifeLine CDC is a community benefit corporation (501c3) that started 14 years ago to empower neighborhoods to thrive. We are using a strength based approach to work within lower socio-economic communities to create community centers that become the hub for community engagement and empowerment.

We have been working in Winton and in the Loughborough area and want to expand our work to other under-resourced neighborhoods. Our work is very place based, we bring local neighbors together to help improve their lives and the lives of the community overall. Our work is based on what community members determine they need, that includes: access and training on computers to assist with building a resume, looking for jobs, signing up for resources etc. We have active after school programs to create a safe, fun learning environment for the youth. LifeLine does not want to duplicate any work that is already going on, but partner with organizations that could help empower our neighborhoods (e.g. MC Health Department around -healthy eating, physical activities and community garden, Rivera school around a literacy program and safe learning environments for the community members and many more).

Over the years we have been approached by various neighborhoods to replicate our model and help other marginalized neighborhoods be empowered.

We are requested a grant for \$20,000 for capacity building of staff, volunteers and interested organizations in using a strength based approach to empower communities to thrive. The grant would be used for salary for the trainer/coach.

Our partnerships with various organizations, non profits and faith communities makes it possible to provide many resources to our under-resourced neighborhoods while focusing on their gifts and assets to help them dream about their future.

We would appreciate your support as we continue our work to empower neighborhoods to thrive.

Sincerely,
Monika Grasley
Executive Director



Empowering
Neighborhoods
to Thrive

Staffing:

Monika Grasley, Executive Director - Monika is a community connector and coach and works with community members, agencies, non profits and loves to partner whenever possible to empower neighborhoods to thrive. Monika has 20+ years of training and experience in Asset Based Community Development and has successfully led the organization for from its beginnings.

LeJanae Albro, Laurell Uptegrove and Frankie Sandoval are staff members in the Loughborough area and each person has come through the Welfare to work program and has gifts and abilities and their own stories to help people move forward.

Marcella Moralez and Destiney Ybarra also have come through the Welfare to Work program and do an amazing work in Winton using their own stories to help others move out of poverty.

We also have 4 ladies from the SerJobs Program training with us and 2 Fresno Pacific University Interns for the Social work program.

Each one of the staff members has their unique stories and has a passion to help people move forward.

Proposed Project and Scope of Services

For too long we have focused on a needs based approach to address poverty issues and while that might have worked in the past, we are finding that a strength based community development approach is much more successful and sustainable, lifting people out of poverty while acknowledging and celebrating their strengths and creating ownership of the progress people make.

This means a major mind shift needs to happen and deep seated assumptions need to be addressed.

Monika will focus 10-15 hours a week for the next 12 months on the following activities:

- Capacity building of staff, so that they can take on new responsibilities and replicate the work in another under resourced neighborhood.
- Connect with apartment managers/owners, community members and organizational leaders to explore opportunities to create new community centers in lower socio-economic neighborhoods.
- Develop training modules around Asset Based Community Development to be used by staff, volunteers and organizations to empower neighborhoods to thrive.

Outputs:

- More organizations, agencies, non-profits and faith groups as well as individuals understand and implement and Asset Based Community Development approach.
- 2 additional apartment complexes have agreed to set space aside for community centers to empower their neighbors to thrive.
- Service Clubs will understand how to engage in deeper partnerships with the community to help empower.

Outcomes:

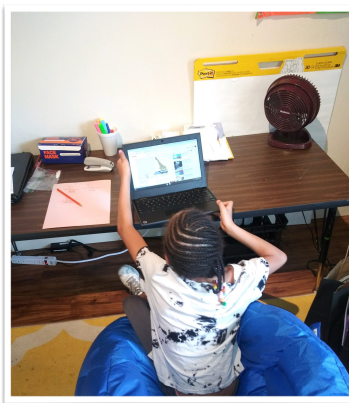
- More communities living in poverty will have access to resources to help them move forward.
- More community members and organizations are equipped to move from hand-outs to hand-ups and empowerment.
- Training will be available for organizations to understand the process of a strength based community development approach.

Monika is the Director of LifeLine CDC and will hire a part-time administrative Assistant to off set her time to be able to focus on the above work.

Here is an example of what happens at the Loughborough Community Center at this time:

- Daily after school activities to young people that include fun activities as well as healthy living, physical exercise and science projects (supported by volunteers)
- Individual tutoring of kids needing some extra help (done by volunteers)
- Computer classes for people in the community
- Emergency food boxes (every other week serving about 150 families)
- VITA (Volunteer Income Tax Assistance) 185 families were helped
- Help with resumes, job searches, referrals to other resources
- Partnerships with MC Health Department, Fresno Pacific University, Alliance for Health, Probation Department, City of Merced, and various other organizations
- Volunteers from both UC Merced, Merced College, Rescue Mission, and various churches and community members
- Helping community members be informed about COVID resources and vaccination
- Providing school lunches for 60+ children in the community in partnership with Rivera schools
- Starting a literacy program and a community garden in partnership with Rivera schools

We have dozens of volunteers who are part of the work and our community members are a vital part of everything we do. We believe that we never should do for people what they can do for themselves and that every person has gifts and abilities to contribute to the wellbeing of of their neighborhood.



Photos:

- UC Merced interns (pre COVID)
- Distance learning (at our Center)
- Staff training
- Kids activities
- PACT meeting with probation/parole
- Earth Day craft (kit received from Library)
- Volunteers from Rescue Mission
- Community garden (with Rotary Club at Church property)
- Community clean up (with City)



Empowering
Neighborhoods
to Thrive

References:

Stephanie Russell
Merced County Health Department
260 E 15th St, Merced, CA 95341
Phone: 209-381-1161.
E-mail: stephanie.Russell@countyofmerced.com

Partnership around health related issues

Tyson Tolbert, Pastor
Faith Community Bible Church
5890 North Winton Way
Atwater CA 95301
Phone: 209-631-8412
ttolbert@faithcommunitybible.org

Partnership for Kids activities and community engagement and community garden

Matthew Serratto
Mayor of Merced
678 West 18th Street
Merced, CA 95340
Phone: 209-628-0101
Email: MSerratto@co.merced.ca.us

Partnership around community clean ups and improvements in the Loughborough area

April 30, 2021

To Whom it May Concern,

I am extremely pleased to recommend LifeLine CDC to provide services to Merced residents.

I have worked with Monika Grasley and LifeLine for over eight years. During that time Monika has fulfilled both the scope of work and contractual agreements. The work was for the USDA's CalFresh Healthy Living Program, and the program required substantial reporting and adherence to strict regulations, in addition to the Merced County Department of Public Health's reporting requirements.

Furthermore, LifeLine provides interventions at the neighborhood level, in low income areas. The agency truly engages residents. They ask residents what they need, what residents can offer, and then work with the people in the neighborhood to create needed services. As an example, LifeLine has created several community gardens, and taught nutrition classes for children and parents.

I recommend LifeLine CDC to provide services in the City of Merced.

Sincerely,

Stephanie Russell, MPH, RD

1351 W. 23rd St.

Merced CA 95340

Rotary Community Corps of Merced County



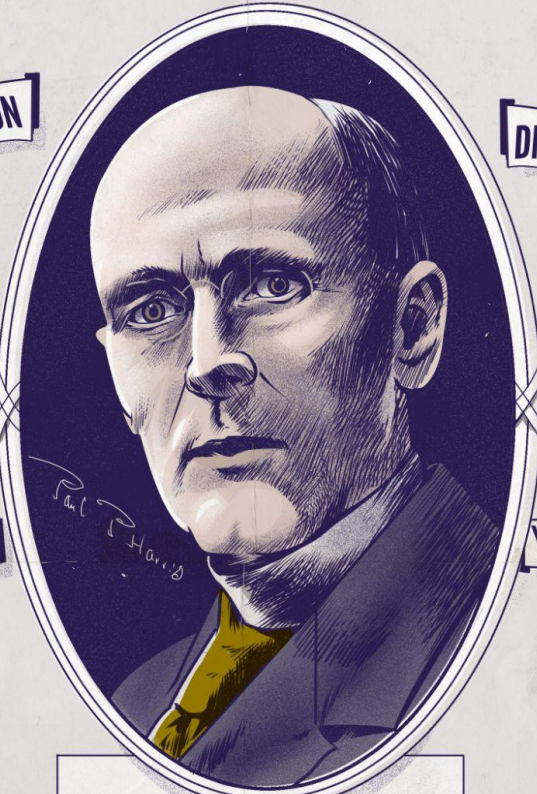
PEACE & RESOLUTION



DISEASE PREVENTION



ECONOMIC DEVELOPMENT



WATER & SANITATION



MATERNAL & CHILD HEALTH



EDUCATION & LITERACY

"It's Your Turn!"



**THE CORPS
WANTS YOU**
IN SIX AREAS OF SERVICE

Request for Proposal [SHORT]

<p>RFP: Domestic Outreach Team D.O.T. Tier 1 Volunteer program</p>	<p>Proposal Due By: 04/30/2021</p>	<p>Rotary Community Corps of Merced County</p>
<p>Project Overview:</p> <ul style="list-style-type: none"> ● Train and provide volunteers to operate Kiwanis Kiddieland between July and October weekends (15 weeks) ● Provide Wellness and Health programs in Applegate park for a Tier 1 Volunteer program. 		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Train First Responder Volunteers (D.O.T Domestic Outreach Team) ● Operate Kiwanis Kiddieland between July and October (15 weekends) ● 10 CPR certifications classes <ul style="list-style-type: none"> ○ 20 students per class (200 total) ○ 2 instructors (per class) ○ Lunch provided ○ CPR certificates ○ Ages 16 and up ● Health and Wellness classes <ul style="list-style-type: none"> ○ First Aid, de escalation training, asthma, diabetes, nutrition ○ 20 students per class ○ Lunch provided ○ Ages 8th grade and up ● 20 Family Fitness classes <ul style="list-style-type: none"> ○ (4) 5 week boot camps on Saturday Mornings ○ Ages - 8th grade and up ○ 20 students per class 		
<p>Scope of Work:</p> <ul style="list-style-type: none"> ● Train and provide volunteers to operate Kiwanis Kiddieland between July and October weekends (15 weeks). RCC will also provide wellness and health programs in Applegate park for a Tier 1 Volunteer program. ● RCC will focus on the development and improvement of the Scout Hut area in Applegate Park. ● RCC will work with the City of Merced and other organizations to help provide trained volunteers. 		

Current Roadblocks and Barriers to Success <ul style="list-style-type: none"> • Funding. • City permission. 		
Evaluation Metrics and Criteria <ul style="list-style-type: none"> • Number of volunteers recruited & trained. • Full schedule - meeting the needs of the public. • Number enrolled and completed CPR training. 		
Project Due By: Fiscal Year 2021-2022		Budget: \$32,500
Contact: Robert Garcia	Email: rccmercedcounty@gmail.com	Phone #: 209-631-5113

Rotary Community Corps of Merced County

Nonprofit: IRC 501c3 EIN 84-2158076

Location: 1753 M ST Box #13 Merced CA 95340 (Due to COVID our Venture lab location is being moved - Temporarily items can be mailed to 101 E 27th Merced CA 95340)

Website: www.rccmercedcounty.org

Director: Robert Freedom Garcia

Cell Phone: 209-631-5113

Rotary Community Corps of Merced County (herein "RCC") is a project sponsored by the Rotary Club of Merced Sunrise in partnership with Rotary Clubs in Merced County. RCC was established in 2019 by a special charter issued by Rotary International, headquartered in Evanston, Illinois. RCC typically operates across the developing world in partnership with other international organizations; World Health Organization (WHO), United Nations, USAID, Bill & Melinda Gates Foundation, Oxfam to build local volunteer cadre and needs assessed projects. Very few RCC operate in the United States. RCC is an IRC 501c3 in good standing.

RCC follows Rotary's Four-Way Test in its strategic, operational and practical planning and project execution; 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? RCC is not exclusive to Rotary and works with multiple youth and community groups across Merced County. RCC organizes its projects into seven general Areas of Focus. These include; peace and conflict prevention/resolution, disease prevention and treatment, the environment, water and sanitation projects, maternal and child health, basic education and literacy, and economic and community development. This proposal focuses upon community and volunteer development.

Our goals for 2021

- Create a program of trained first responder volunteers (D.O.T Domestic Outreach Team)
 - 200 Tier 1 Volunteers with CPR certification, live scanned and trauma informed with a focus on de-escalation training.
- Promote 1 day volunteer opportunities for the community
 - Deploy volunteers to help other organizations.
- Provide volunteers to operate Field of Honor Week at Merced College.
- Provide volunteers to operate Kiwanis Kiddieland in Applegate Park.
- Provide health and wellness classes and programs for membership.

- Organize March against Domestic Violence in October with Valley Crisis Center.

RCC is in the understanding that if awarded the RFP for Community Funding it will be used to develop a First Responder Volunteer program focused with youth and community volunteers in conjunction with the Merced County Sheriff's Office. We will be based in Applegate Park to help develop city growth We will be working in partnership with the Downtown Neighborhood Association and SWAGG to bring activities to the Rotary Scout Hut & Fountain Areas.

Domestic Outreach Team D.O.T. Tier 1 Volunteer program

Project will run 10 Months breaking in NOV-DEC

We will run 2 Health Education/Certification Classes a month on Saturdays .

We will run (4) 5 week Family Fitness Boot- Camps - Saturday mornings in Applegate Park

Train and provide volunteers to operate Kiwanis Kiddieland between July and October weekends (15 weeks)



RCC past events and projects:

October 2019 - Total budget \$0

Livingston Young Men's Conference: Lead Jose Moran - RCC Board of Directors - 209-585-8565

RCC was asked to provide a motivational speaker. At the time RCC President Robert Garcia volunteered to speak to 6 break out sections focused on the Growth MindSet. Due to COVID the event did not happen in 2020. RCC is set to have a large role in planning a conference in 2022 in partnership with School Officials in Merced County.



October 2019 - Total budget \$200

Rapid Xpress Car Wash Tunnel of Terror - Site Contact: Jessie - 209-205-0641

RCC was able to launch its first project with Rapid Xpress Car Wash. RCC created a community night Trunk or Treat in line with 5 nights of Tunnel of Terror drive thru car wash which had youth dressed up in character. RCC was given 2 generators from Sponsoring organization Rapid Xpress in exchange to organize the event. We spent \$100 for flier design and \$100 marketing on Facebook ads. This was our first event and

was put together in 2 weeks. We also provide the production of all of our videos for marketing and evaluation metrics [Tunnel of Terror link here](#)



October 2019 - Peace for Families March and Volunteer training Budget - \$0

Pana Lee, Valley Crisis Center - (209) 725-7900

RCC helped VCC organize and run 2 community marches along with training classes against domestic violence. Each march finished at a city venue where we had a health fair with over 20 service providers. The Los Banos event also had live performances from local youth groups. The events are thrown in Merced and Los Banos and this year RCC has begun to organize marches also in Atwater and Livingston to be able to have a joint County effort in observation of Domestic Violence Awareness month. RCC also provided sound and PA services for events. [Click here to see video](#)

RCC is also an active partner with VCC in the Coalition Against Human Trafficking. RCC helps organize and provide sound PA for events and training.



Tactical communication for community presented by Officer Jenkins and Captain West Merced PD Police instruction includes de-escalation techniques to prevent conflict.

UC MERCED VENTRUE LAB
1735 M St, Merced, CA 95340
CONTACT ROBERT FOR INFO 209-631-5113
WWW.ROTARYCORPS.ORG



COVID RELIEF - Emergency food pop ups 2020 - Budget \$0

Lilian Ramos - Dignity Health 209 345-6391

RCC along with Dignity Health delivered over 100 boxes of food each week for over 4 months during the 1st half of 2020. Food was distributed in Merced and Livingston underserved populations. RCC has continued to work with Dignity Health and we are the stand by organization to receive any surplus food boxes to distribute. RCC has a working relationship with local senior communities in Atwater and Merced where we still help with food and other resources for seniors. [Video link Here](#)



COVID - Will trade for Mask Budget - \$500

April - 2020

RCC came up with the Will Trade for Mask project where we received a \$500 donation from Winton Rotary Club to help with providing Masks for the underserved populations. We took the funds and purchased gift cards from local vendors and traded them for homemade masks. At the time masks were a very hard item to come across. We were featured on ABC 30 news.

[Watch the video here.](#) [Link to Promo video](#)

Flu Shots for all Migrant Camps in Merced County

Partnership with BHW

RCC is the volunteer organization that works with the Binational Health Week Committee to bring health resources to migrants in Merced County. RCC is part of the efforts to give out flu shots and run the city wide pop up drive thru events. We also helped staff COVID pop ups in Atwater , Livingston and Planada. We provided volunteers for over 10 events during 2020 and we still are on the committee for upcoming events providing resources to Migrants.



INDIVIDUAL STAFF EXPERIENCE

Robert Freedom Garcia - Director RCC (Charter member)

Specialty Education: Lions International (advanced leadership development training).
Specialty strengths: Life coach and owner of Team Pump (over 1,000 clients in a span of 8 years)

State Certified Advocate with Valley Crisis Center trained in Domestic Violence and Sexual Assault.

Past President of Merced Breakfast Lions , Past Charter President of Yosemite CP Lions Club ([Link of charter promotion](#)). Past youth advisor for Merced High Leos Club (7 years including my last 2 years as the District 4a1C Leo Chair for all clubs) ([Link with youth event](#)), Current Board of Directors for Community Service , Merced Sunrise Rotary. [recent fundraiser event in Partnership with RCC and Mariposa Trails](#)

Awarded Volunteer of the Year 2020 from past Mayor Mike Murphy.

Marcus Padilla - State Certified Instructor (Charter Member of RCC)

Marcus is currently a LVN working with special needs students in the Merced City Schools District.

Marcus is also a board member of BHW and very active in organizing COVID shots clinics. He is currently working with Team Asadi and continues to help organize and gather volunteer medical staff for events .

PROPOSED PROJECT & SCOPE OF SERVICES

10 CPR certifications classes

20 students per class (200 total)

2 instructors (per class)

Lunch provided

CPR certificates

CPR Total Budget= \$14,000

\$400 a day for (2) instructors for CPR classes = \$4,000

200 lunches \$10 each = \$2,000

200 CPR certificates (processing fee) \$10 each = \$2,000

Pop Up tents and outdoor class supplies = \$5,000

Marketing = \$1,000

10 Health and Wellness classes

First Aid, de escalation training, asthma, diabetes, nutrition

20 students per class

Ages 8th grade and up

Health and Wellness Classes Budget = \$7,000

\$400 a day for (2) instructors for wellness classes = \$4,000

200 lunches \$10 each = \$2,000

Marketing = \$500

Supplies = \$500

20 Family Fitness classes

(4) 5 week boot camps on Saturday Mornings

Family Fitness Program (ages 8 and up)

20 students per class

Family Fitness Class Budget = \$11,500

20 weeks of programing and instruction = \$6,000

Supplies = \$5,000

Marketing = \$500

Total Budget Requested = \$32,500

Project Timeline

June & July - Begin training volunteers for opening of Kiddieland (1st CPR class is already planned with the Merced County Sheriff's Association for June 12th)

Opening of Kiddieland scheduled for July 10th

Family Fitness (5 week program) July 3- July 31 tied to the opening of Kiddieland partnership with John Muir elementary

We are planning on starting off with a fun run in the park to celebrate the reopening of the 2021 Kiddieland session. (Partnership with John Muir Elementary is already in place. In process of connecting with Fremont summer school program)

RCC will be planning 2 weekends a month focused on health and wellness (1 educational class and 1 CPR certification class)

RCC will be working with the community 10 months out of the year taking a Winter break Nov-Dec

RCC will have membership meetings once a month to continue to build relationships and address any issues. We would like to have access to a club house near or in Applegate Park. We currently have access to utilize Kiddieland space but are looking for a more permanent location. RCC would like to see the possibilities of using the Rotary Scout Hut as a base of operations. By getting access to the Scout RCC can build out weekday programs and projects in the park sponsored by Rotary. RCC would work with our partnerships to share the space for meetings. RCC has support from Rotary Clubs to sponsor future growth in that area of the park.

PO Box 7, Merced CA 95341

DNAMerced@gmail.com



Board of Directors:

Diana Odom Gunn, President
Bob Scoble, Vice President
Kristn Mata, Treasurer
Wayne Eisenhart, Secretary
Ryan Heller
Dan Baladad
Sair Lara Rodriguez
Karen Adams
Marc Medefind

Stephanie Dietz
City Manager
City of Merced
678 W. 18th Street
Merced, CA 95340

April 28, 2021

Dear Stephanie,

The Merced Downtown Neighborhood Association (DNA) is delighted to see the revitalization of our parks. We are especially enthused by recent upgrades to Applegate Park. The neighborhoods surrounding the park tell us they feel much safer. They are taking walks in the park again.

To fully reclaim Applegate Park, we need to fill its spaces. There is regular activity on the R Street side, with the zoo and Kiddieland. However, the M Street side of the park gets much less activity. It is a beautiful area with the MOAT, gazebo, rose garden, and Laura Fountain. We would like to see more people utilizing that end of Applegate Park.

We were approached by the Rotary Community Corps (RCC) and asked to support their planned activities in Applegate Park. DNA supports their effort because we believe it will help to revitalize the park. To take back our park, we must use it. We want to see Applegate Park restored to its former glory, giving residents access to beautiful green space and open areas for play or gathering. We think that the regular presence of RCC in the park will advance that goal.

DNA appreciates your time and consideration.

Sincerely,

Diana Odom Gunn
DNA President

dodomgunn@comcast.net

408-784-4732



Kiwanis Club of Greater Merced

P.O. Box 1450
Merced, CA 95341-1450

April 30, 2021

Stephanie Dietz, Merced City Manager,

The Kiwanis Club of Greater Merced is the host Club for the running of Kiddieland in Applegate Park. A member of our Board, it is my great pleasure to write this letter of recommendation for Robert Garcia.

Robert and his service with the Rotary Community Corps (RCC), has been a great part of helping our club and assisting us in the running of Kiddieland in Applegate Park for the past 6 years or more.

He has assisted us as DJ for our annual Easter Egg Hunt and Fright Night at Kiddieland. He has also been of extreme importance in working with our Youth groups, Merced Key Clubs, Kwins and Circle K clubs. He has also been a great mentor for the RCC Youth members as well.

Robert is a born leader and problem solver, showing plenty of initiative and persistence in our club activities and has been able to balance his social and Community schedule with apparent ease. He never seems to get flustered and his enthusiasm is very contagious.

Robert always has a smile and kind word for others. I am in awe of how easily the youth always follow his lead in the different projects that he is involved in. He has always been very conscientious and shown an optimistic attitude to those around him, no club project has been too big for him to undertake and follow thru to completion.

Robert and his RCC members have been of great assistance to our Kiwanis Club and the running of Kiddieland.

Sincerely,

James Eckman
Kiwanis Club of Greater Merced Foundation, Inc.
Key Club Advisor for Merced High School

Students With Aspiring Goals

April 30, 2021

Community Funding Proposal

Students With Aspiring Goals

DeVon Hilliard

Founder

(209) 676-0335

dhilliard.swag@gmail.com

1. INTRODUCTORY LETTER

City Manager Dietz:

This introductory letter is for the RFP #04302021CF. Students With Aspiring Goals (SWAG) is a non-profit organization that is based out of Merced County. The primary contact for the organization is DeVon Hilliard. The mailing address is PO Box 218, Atwater CA 95301. The telephone number is 209-676-0335. The physical address is 1032 Fairway Drive, Atwater CA 95301. At this time SWAG is working at various sites and virtual.

The mission of SWAG is to prepare student athletes in Central California for college admission through academics, mentoring, and national exposure. The reasoning for this service in this county is because Merced County is underprivileged and underserved. The goals of SWAG is to give the student athletes the knowledge and the ability to develop confidence and become leaders in this community. We use physical activity (sports) as a "Carrot" to engage conversation about education, leadership, respect, and equality.

SWAG believes that sports in an underserved part of the city of Merced will impact the community in a good way. Giving the youth an outlet through athletics, mentorship, and financial literacy will give the youth an opportunity to change the narrative. Our project will address a sense of community on the Southside of Merced.

SWAG has worked with various community agencies within the last five years. In 2017 SWAG was awarded an RFP through Merced County Probation. This RFP was through the Board of State and Community Corrections. The project is based in the Los Banos area known as the "Westside." SWAG is the lead organization that works with two other community based organizations- Symple Equazion and El Joven Noble. This program is for males that are involved with the system. The program entails recreation, mentorship, healing circles, and leadership training. The total allocated budget of this program was for \$850,000.00. The contact person is Chief Kalisa Rochester and she can be contacted at (209) 385-7494. SWAG is also contracted with the Merced County Office Of Education (MCOE). SWAG Coaches are on campus and facilitate physical activity and mentorship. The total number of campuses that Coaches are on is six. SWAG has a total of eight employees spread throughout the campuses. It should be noted that the campus houses students that have been kicked out of their traditional schools. The grades of the students are 4th-12th grade. SWAG is contracted for 240 hours at a rate of \$60.00/hr. The contact person is Siobhan Hanna (MCOE) and she can be reached at (209) 381-6600.

Thank you for your consideration of this proposal. SWAG appreciates the City of Merced's efforts to support nonprofits in supporting the greater community.

Attentively,

DeVon Hilliard

DeVon Hilliard, Founder Students With Aspiring Goals

2. Individual Staff Experience

Director Of Camps – DeVon Hilliard- Mr. Hilliard will oversee all of the sports camps. Mr. Hilliard will make sure everything is in place (facility, insurance, sign ups, etc). He is the Director of SWAG and works full time with the Division of Adult Parole Operations. Mr. Hilliard has a degree in Criminal Justice (University of Texas-San Antonio), Masters in Criminal Justice Administration (Columbia Southern University) and Masters in Business Administration (University of Phoenix). He has been involved with SWAG since 2013.

Assistant Director of Camps- Brett Nickelson- Mr. Nickelson will assist the camp director with all tasks. Will ensure all paid and volunteer staff are in compliance. Mr. Nickelson is currently an Educational Specialist for the Merced Union High School District. Prior to this academic year, Mr. Nickelson served the Delhi Unified School District in various administrative posts including, Principal of Delhi High School. Currently is the Academic Coordinator with SWAG and is overseeing the MCOE project. Bachelor of Arts, Social Science, University of Washington, Education Specialist, Education Credential, Master's in Education and Administrative Credential, Brandman University. Mr. Nickelson has been involved with SWAG since 2013.

Mentoring Coordinator- Jermaine Paster- Mr. Paster will oversee the mentoring of the camp participants. Mr. Paster is currently the Mentoring Coordinator for SWAG. He is the lead mentor for the MCOE project and the "Hub." Although Mr. Paster does not possess an advanced degree, his life experiences are very valuable to the organization and this project.

Director of Coaches- Eddie Fraizer- Mr. Fraizer will oversee the camp coaches and answer any questions in regards to the athletic portion of the camp. Mr. Fraizer is currently a Deputy Conservator with Merced County. Mr. Fraizer has a degree from Holy Names University (General Education). Mr. Fraizer played basketball at the collegiate level and also played overseas. Mr. Fraizer has coached basketball and football locally. Mr. Fraizer has been involved with SWAG since 2013.

Head of Football- Lorenzo Gilliam- Coach Gilliam will oversee the football camp. Will ensure the paid and volunteer staff is in compliance. Coach Gilliam is currently employed with SWAG through MCOE. Coach Gilliam is a veteran and has many years of coaching experience in Merced County. Coach Gilliam has been involved with SWAG since 2017.

Head of Girls Basketball- Tamika Dungy- Coach Dungy will oversee the girls basketball camp. Coach Dungy will ensure the paid and volunteer is in compliance. Coach Dungy is a self-employed trainer. She is the current Head Girls Basketball Coach at Stone Ridge Christian High School. Coach Dungy has a degree from Stanislaus State (Kinesiology). Coach Dungy has been involved with SWAG since 2015.

Food Services- Kelly Turner- Mrs. Turner will oversee the meals being served at the camps. Mrs. Turner is the owner of Symple Soul Food Truck. Ms. Turner is also the Founder of Symple Equazion, a local non-profit organization. Ms. Turner has been working alongside SWAG since 2017.

Financial Teacher- Robert Garrett- Mr. Garrett will oversee the financial literacy piece at all of our camps. He will prepare packets for all participants and have a follow up via virtual. The guardians of the participants will also be able to be involved in the virtual session. He will give lessons on basic financial literacy. Mr. Garrett is a successful tax preparer and the owner the Thee Tax Man. Mr. Garrett grew up in Merced County and had a long road to his success. Now one of the most successful tax preparers in

the area. He also works with building non-profits, financial management, and account audits. Mr. Garrett is managing the Merced County Probation grant. Mr. Garrett has a degree in Business Administration, Minor Accounting (Stanislaus State University).

3. PROPOSED PROJECT & SCOPE OF SERVICES

The project will be a series of sports camps on the southside of Merced. With the climate of the world today, SWAG would like to propose a “Strength Through Understanding” camp series. These camps will be detailed below. But the overall mission of the camp would entail youth from South Merced engaging in activities and have law enforcement officials coaching the youth along with coaches that have played or coached at a high level. This will bridge the gap with community and law enforcement.

Camp 1- September 2021 Girls Empowerment Basketball Camp

This will be a skills and drills basketball camp with competitions throughout. There will be 2 separate groups (2nd-5th and 6th- 8th). Each session will be 2 hours. This camp will be headed by Tamika Dungy, Head Basketball Coach at Stone Ridge Christian High School. There will be guest speakers (mentors). We will canvass local law enforcement to help with this camp along with other successful women in the community. This camp will be geared around gender equalities and the empowerment of women. We will service 25 youth per session. There will be a financial literacy segment at the end of the camp that will address poverty issues and give the participants and families to join a virtual conversation with our financial teacher. Food will be served from Symple Soul.

Project Timeline- Start promoting the project in July through a network of schools in the demographic area. We will launch the camp in mid-September.

Camp 2- February 2022 Coed Football Camp

This will be a skills and drills basketball camp with competitions throughout. There will be 2 separate groups (2nd-5th and 6th- 8th). Each session will be 2 hours. This camp will be headed by Coach Lorenzo Gilliam. There will be guest speakers (mentors). We will canvass local law enforcement to help with this camp. We will service 50 kids per session. There will be a financial literacy segment at the end of the camp that will address poverty issues and give the participants and families to join a virtual conversation with our financial teacher. Food will be served from Symple Soul.

Project Timeline- Start promoting the project in December through schools in the demographic area. We will launch the program in mid-February.

Budget

Stipends

Director of Camps- \$500 each camp= \$1,000.00

Assistant Director of Camps- \$400 each camp= \$800.00

Mentoring Coordinator- \$300 each camp- \$600.00

Director of Coaches- \$300 each camp- \$600.00

Head of Girls Basketball- \$300 camp= \$300.00

Head of Football- \$300 camp= \$300.00

Financial Teacher- \$300 each camp= \$600.00

Total- \$4,200.00

Coaches

(5) Paid Coaches each camp @ \$100.00= \$500 X 3 camps \$1,000

(5) Volunteers each camp= In Kind Donation

Total- \$1,000

Equipment

Camp Equipment- \$250 each camp= \$500.00

Safety Equipment- \$300 each camp= \$300.00

Total- \$800.00

Food

Water= In Kind

Lunch- \$10.00 per participant and coach (190)= \$1,500.00

Total- \$1,900.00

Camp Shirts/Bags

Participant Shirts- \$8.00 per shirt X 170 participant shirts- \$1,360.00

Coaches Shirts- \$8.00 per shirt X 40 staff- \$320.00

SWAG Bags \$8.00 per bag (with financial literacy items) X 170- \$1,360.00

Total- \$3,040.00

Facilities

McNamara Park (In Kind)

Boys and Girls Club (In Kind)

Total- In Kind

Total for Camp Series- \$10,940.00

References

Siobhan Hanna- Principal Merced County Office of Education 632 W. 13th Street, Merced CA 95341, (209) 381-6600- Date- 2018-Current

Kalisa Rochester- Chief of Merced Probation- 2150 M Street, Merced CA 95340, (209) 385-7494- Date- 2017-Current

Kelly Turner- Founder of Symple Equazion- 2093 Nebela Dr, Atwater CA 95301 (682) 553-2366- Date- 2017-Current

Andre Griggs- Founder of Restorative Justice League- 364 27th West Avenue, Merced CA 95341 (209) 564-0356- Date- 2017-2019

United Way of Merced County

Community Funding Proposal, 2021-2022

United Way of Merced County

531 W. Main Street Merced, CA 95340

(209) 383-4242

www.unitedwaymerced.org

(A 501 (c) (3) Organization—Donations are tax deductible)

LIVE UNITED



Introductory Letter from Authorized Representative

Applicant 501c3:

President
Tim Robertson
North Valley Labor Federation

United Way of Merced County, 531 W Main Street, Merced, CA, 95340
Manuel Alvarado, CEO, Main (209) 383-4242, Direct (209) 384-1205,
ceo@unitedwaymerced.org

Fiscally sponsored group to implement the proposed program:

Vice President
Sheilah Brooks
Merced County Office of Education

Community Partnership Alliance, 936 W. 18th Street, Merced, CA 95340
Stergios (Steve) Roussos, Coordinating Director, 209-489-9913,
sroussos5@gmail.com

Past President
Enrique Guzman
U.C. Merced

Dear City of Merced Team,

Board of Directors

Joy Alexander
Mid-Valley IT

Rosanna Ayers
Biomimicry Institute

Colton Dennis
Merced Multi-Cultural Art Center

Bob Harmon
Harmon Insurance

Jeff Porto, Jr.
California State University, Stanislaus

Daniel Sabzehzar
Tesseract Ventures

Andre Urquidez
Merced College

Chief Executive Officer

Manuel J Alvarado

Thank you for the opportunity to propose a request for Community Funding for 2021-2022. For over 67 years, the United Way of Merced County has been serving our community through our mission of connecting people, resources, and organizations to create a thriving community for everyone. One way we live our mission is by serving as a fiscal sponsor for grassroots community groups. We provide the administrative and financial services support to allow them to carry out their important work within their respective communities. One of our longest-sponsored grassroots groups (since 2009) is the Community Partnership Alliance (CPA) which will be the implementation team for this proposal. This letter provides a brief background on the CPA and our proposal.

CPA launched in 2002 through a partnership between leaders from local community-based organizations and the University of California (UC), Merced. CPA is a grassroots multicultural initiative with the mission to improve social justice and equity in Merced County through the collaboration of local residents and higher education institutions. In 2003, CPA worked with UC Merced to produce one of the few community-benefit agreements in the UC system, the Community Pledge ([see this online](#)). The Community Pledge has been guiding dozens of collaborative programs and initiatives to improve the quality of life of Merced while strengthening the relationship between residents and UC Merced. CPA is led by volunteers with paid staff contingent in grants and donations. Dr. Stergios (Steve) Roussos, a co-founder of CPA, serves as the Coordinating Director to guide the team, develop team members, and fundraise. All projects include a combination of community residents and university stakeholders (e.g., students, staff, faculty, alumni). They work together to identify, understand, and respond to local concerns and priorities. There have been many wonderful projects over the years, from local arts and recreation events, community and park clean-ups, surveys of town-gown events, and more. The following are examples of projects related to this Community Funding proposal.

- Merced Local Food Project, Community and Youth Engagement, May 2016 – September 2016, \$24,500. Funded by the Merced County Department of Public Health (through USDA SNAP-Ed), Stephanie Russell, SRussell@co.merced.ca.us, 209-381-1161. The project trained and coached youth and other community members to use participatory research to identify concerns and solutions for health eating and physical activity. Volunteers began a project to help residents start front-yard garden beds to grow, eat, and share fresh produce.
- People’s Garden, <https://www.facebook.com/MercedPeoplesGarden/>, July 2018 – June 2019, \$6,000 (raised over \$17,000 in-kind). Funded by the Merced County Board of Supervisor District 2 Participatory Budget Fund (“Peoples’ Budget”), Lee Lor (District 2 Board of Supervisor at the time), mrsleelor@gmail.com. The 18th Street People’s Garden was selected through a vote of District 2 residents. The proposal for this grant was co-developed and written by UC Merced students and community members. Over 48 volunteers worked together to design and build all aspects of the community garden that has grown to be a source of pride for Merced neighbors and residents. Dozens of local businesses donated materials and supplies. Dozens of volunteers and a small staff maintain the People’s Garden to share produce and put on community events to promote gardening and nutrition
- Project Grow – Partners in Healthy Nutrition, <https://www.facebook.com/ProjectGrowMerced/>, December 2018 – February 2021, \$75,000. Funded by the Central California Alliance for Health (CCAH, Merced County’s Medi-Cal insurer), Cori Lambert, grants@ccah-alliance.org, (831) 430-5784. Project Grow was a proposal written and implemented by a team that formed out of the People’s Garden. The project purpose was to identify Medi-Cal members who are food insecure and to help them start home gardens and be part of community gardens, to participate in community events for nutrition and health, and to access local food support resources (e.g., WIC, SNAP, Food Bank). Over 1,500 people in the City of Merced participated in these in-person and online (due to COVID) events during the grant period, including many activities for young children. This project was recently awarded \$50,000 from the Sierra Health Foundation to expand its activities.
- Pop-Up People’s Pantry, <https://www.facebook.com/PopupPeoplesPantry/>, April 2020 – current, over \$32,000 to date. This project is funded by a Go Fund Me campaign, grassroots-fundraising, ongoing weekly donations, and in-kind support. Contact Steve Roussos, sroussos5@gmail.com, 209-489-9913. This is a partnership between the People’s Garden and the UC Merced Bobcat Eats Food Waste Awareness and Prevention Program. The Pop-Up People’s Pantry takes place every Saturday from 1-2:30 pm at the People’s Garden. It started through community demand when COVID began to increase food insecurity and has not stopped since. Over 2,000 people have participated so far (a few dozen each weekend). Volunteers and a small staff gather food donated from the Food Bank, local grocers and food businesses, the Farmer’s Market, the flea markets, local farms, and home gardens. This food is arranged along tables with physical distancing, gloves, and masks and people take what they need through a line. Periodic events and non-food donations (e.g., toys, clothing) engage the community and youth.
- People’s Fridge, <https://www.facebook.com/PeoplesFridge/>, September 2020 – current, over \$38,000 to date. This project is funded by a Go Fund Me campaign, grassroots-fundraising, ongoing weekly donations, and in-kind support. This is a partnership between the People’s Garden and the UC Merced Bobcat Eats Food Waste Awareness and Prevention Program. Contact Steve Roussos, sroussos5@gmail.com, 209-489-9913. Community members from the Pop-Up People’s Pantry asked for more ways to access fresh produce. A “free fridge” was suggested and our team made the

idea a reality. UC Merced students built and painted the fridge shed. Volunteers and a small staff from the pantry help to stock, clean, and maintain the fridge daily. It is open 24-hours, every day. At least six to over a dozen people use the People's Fridge each day. Our team works with Merced County Environmental Health to ensure compliance with food safety. Every day, people are donating food for the People's Fridge (we have a separate donation fridge for this). We are helping more people start their own People's Fridge. There is a new Delhi People's Fridge and soon a NAACP People's Fridge on the southside of the Merced City. One Merced resident will be starting a Pink House People's Fridge near the Area Agency on Aging on 23rd Street.

Each of these projects have improved the quality of life in our city by engaging volunteers in meaningful projects to improve nutrition, reduce hunger, and strengthen relationships among neighbors, residents, and businesses. During COVID, our community has experienced an increase in the need for free, nutritious food and an increase in events and ways to connect socially and emotionally with others. Requests to volunteer and requests for help to replicate the People's Garden, Pop-Up Pantry, and Fridge have been increasing. CPA does great in volunteer management and gaining donations to help grow, but we need help.

We are requesting \$34,000 for 1-year to launch the **People's Promise**. The People's Promise will coordinate and formally expand the current community activities at 18th street (i.e., People's Garden, Pop-Up People's Pantry, and People's Fridge) and replicate these in at least two new location in the City of Merced. Our priority is to replicate these resources at the three existing community centers: McNamara Youth Center, Stephen Leonard Park Community Center, and the new Merced Central Youth Center Restorative Justice League/Smiley Riley Legacy Partnership. We have collaborated with leaders from each center in prior work. The Merced Central Youth Center recently purchased materials for a garden area that we will help develop. The Food Bank recently contributed five new refrigerators to expand the People's Fridge in more locations. The \$34,000 will complement existing funds to support part of a volunteer coordinator and supplies for events and activities. As with our prior initiatives, the People's Promise will use the 1-year of Community Funding from the City of Merced to leverage and multiply new funds and support that grow volunteerism for health nutrition throughout the city. More details about these activities and budget description follow in our brief proposal.

Thank you for this opportunity to work with the City of Merced to improve the quality of life for our residents. Please do not hesitate to contact me or Dr. Roussos with any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Manuel Alvarado', written in a cursive style.

Manuel J. Alvarado, CEO

Proposal for the City of Merced Community Funding 2021-2022

Applicant: United Way of Merced County, c/o Community Partnership Alliance

Project Name: People's Promise

Individual Staff Experiences

Stergios Roussos, PhD, MPH, (in-kind support, 8% FTE), Program Director, provides overall project oversight. Dr. Roussos is an original co-founder of the Community Partnership Alliance (CPA) in 2002 and has co-lead all the projects leading up to this proposal. He has 25-plus years of experience (19 in Merced) in collaborative advocacy initiatives as a participatory action researcher and as a social justice organizer.

Ismael Munoz, MA (50% FTE), bilingual (Spanish) Program Coordinator, manages all daily project work and paid and volunteer support team. Mr. Munoz has led Project Grow since early 2019 with strong ties to Spanish and Hmong parents. He has 15-plus years of experience in education and child development (mostly in Merced and formal and experiential training in community organizing and community-improvement initiatives).

Proposed Project & Scope of Services

Project start-end dates: July 1, 2021 through June 30, 2022

The overall goal of Project Promise is to grow the successes in volunteered, community engagement accomplished over the past three years so that more youth and community members participate in activities to improve health, nutrition, city pride, and city beautification. As illustrated in examples provided in the Introductory Letter, the People's Garden, Pop-Up People's Pantry and People's Fridge have grown into wonderful vehicles for community engagement. City residents are helping grow and organize fresh produce, reduce hunger by improving food access, beautify the community with front yard gardens, and grow relationships with their neighbors and businesses. While not a direct goal, volunteers and neighbors have told us that these public projects have made the 18th Street area around the garden feel safer and the neighbors more connected and prouder of their neighborhood. We are doing our best to manage the growth, support from the Community Funding will complement our existing resources to do this in a more organized and effective manner. We will grow our success at the location at 18th Street and at least at two other locations in the City of Merced (prioritizing the three existing City-funded community centers).

Activities and Deliverables

July – September 2021: Engage at least 12 new volunteers and reach at least 100 residents in events.

- Provide bi-weekly to monthly outdoor events (with compliance for pandemic physical distancing, masking, and protective measures) at the 18th Street People's Garden to increase home and community gardening of nutritious foods (e.g., gardening classes, pottery and stone painting for gardens, non-perishable food demos).

- Prepare a volunteer “People’s Promise Team” to begin expanding garden, fridge, and pantry to at least one new location (most likely the Merced Central Youth Center that is now pursuing a garden). Each new location requires a core group of its own volunteers to organize and manage activities.
- Begin formal fund development for expansion of People’s Promise beyond the Community Funding.

October – December 2021: Engage at least 15 new volunteers and reach at least 150 residents in events.

- Provide bi-weekly to monthly outdoor events (with compliance for pandemic physical distancing, masking, and protective measures) at the 18th Street People’s Garden and the new location to increase home and community gardening of nutritious foods (e.g., gardening classes, pottery and stone painting for gardens, non-perishable food demos).
- Complete the expansion of People’s Promise to at least one new location.
- Begin expansion of the People’s Promise to its next location.
- Continue formal fund development for expansion of People’s Promise beyond the Community Funding.

January – March 2022: Engage at least 20 new volunteers and reach at least 200 residents in events.

- Provide bi-weekly to monthly outdoor events (with compliance for pandemic physical distancing, masking, and protective measures) at the 18th Street People’s Garden and the new locations to increase home and community gardening of nutritious foods (e.g., gardening classes, pottery and stone painting for gardens, non-perishable food demos).
- Complete the expansion of People’s Promise to another new location.
- Begin expansion of the People’s Promise to its next location.
- Continue formal fund development for expansion of People’s Promise beyond the Community Funding.

April – June 2022: Engage at least 25 new volunteers and reach at least 250 residents in events.

- Provide bi-weekly to monthly outdoor events (with compliance for pandemic physical distancing, masking, and protective measures) at the 18th Street People’s Garden and the new locations to increase home and community gardening of nutritious foods (e.g., gardening classes, pottery and stone painting for gardens, non-perishable food demos).
- Complete the expansion of People’s Promise to another new location.
- Begin expansion of the People’s Promise to its next location.
- Continue formal fund development for expansion of People’s Promise beyond the Community Funding.

<u>Program Budget: July 1, 2021 through June 30, 2022</u>			
	Total	Requested	Other Committed Funding
-			
<u>PERSONNEL</u>			
Salaries/Wages			
Project Director (8% FTE)	\$9,984.00	\$0.00	\$9,984.00
Project Coordinator (100% FTE)	\$41,600.00	\$20,800.00	\$20,800.00
Total Salaries/Wages:	\$51,584.00	\$20,800.00	\$30,784.00
<u>Fringe Benefits</u>			
35%	\$18,054.40	\$7,280.00	\$10,774.40
Total Benefits:	\$18,054.40	\$7,280.00	\$10,774.40
Total Personnel Expenses:	\$69,638.40	\$28,080.00	\$41,558.40
<u>OPERATING EXPENSES</u>			
Rent/Space Justification: Estimated \$1,500 per month	\$18,000.00	\$0.00	\$18,000.00
Utilities Justification: water, electricity and garbage adjusted for project to \$110 per month on average	\$1,320.00	\$0.00	\$1,320.00
Office Expenses Justification: \$100 per month for printing, \$50 per month for office supplies	\$1,800.00	\$300.00	\$1,500.00
Local travel for project: 250 miles per month at \$0.56 per mile	\$1,680.00	\$0.00	\$1,680.00
Communications Justification: 1 project phone \$100 per month			\$1,200.00
Outreach materials: social media, flyers, posters at \$120 per month	\$1,440.00	\$300.00	\$1,140.00
Activity and event refreshments: estimated at 8 to 15 people per event for at least 60 events, approx. 800 people, \$6 per person	\$4,800.00	\$2,512.00	\$2,288.00
TOTAL Operating Expenses:	\$30,240.00	\$3,112.00	\$27,128.00
TOTAL Program Expenses:	\$99,878.40	\$31,192.00	\$68,686.40
Other Expenses: indirect costs of 15% of total, only charging 10% of salaries to grant (5% in-kind)	\$14,981.76	\$2,808.00	\$12,173.76
TOTAL Other Expenses:	\$14,981.76	\$2,808.00	\$12,173.76
TOTAL PROGRAM EXPENSES:	\$114,860.16	\$34,000.00	\$80,860.16

References

Stephanie Russell, MPH, RD, Public Health Program Coordinator,
Stephanie.Russell@countyofmerced.com

Ileisha Sanders, MPH, Public Health Program Coordinator,
Ileisha.Sanders@countyofmerced.com,

Merced County Department of Public Health (MCDPH), 260 E. 15th St. Merced, CA 95341, (209) 381-1104. We have worked with both Mrs. Russell and Mrs. Sanders separately and together. MCDPH funded the early development of the community gardening work (Merced Local Food Project) and partners in current projects for gardening and food access.

Cori Lambert, Grant Program Specialist, clambert@ccah-alliance.org, 831-430-2518

Central California Alliance for Health, (CCAH, Merced County's Medi-Cal insurer), grants@ccah-alliance.org, (831) 430-5784, 1600 Green Hills Road, Ste. 101, Scotts Valley, CA 95066; 530 West 16th Street, Ste. B, Merced, CA 95340-4710. Mrs. Lambert was our program contact for Project Grow funded by CCAH Grow (see Introductory Letter).

Erin Meyer, MS, Sustainable Food Programs Coordinator, emeyer4@ucmerced.edu,
(209) 205-8102

University of California, Merced, Office of Leadership, Service and Career, Office of Sustainability
5200 Lake Road, Merced, CA 95343. Mrs. Meyer is a lead partner from UC Merced for most of the projects described in this proposal.