



Request for Proposal for Community Proposal
RFP# 04292022A

Students With Aspiring Goals (SWAG)
(209) 676-0335

Students With Aspiring Goals
Primary Contact- DeVon Hilliard, Founder
PO Box 218, Atwater CA 95301
(209) 676-0335
dhilliard.swag@gmail.com

Section 1 Introductory Letter

Students With Aspiring Goals (SWAG) is a non-profit organization that prepares student athletes for college admission through academics, mentorship, and national exposure. SWAG understands the service by the City of Merced that is being requested. SWAG will enrich the youth in the community. SWAG has recently taken over the McNamara Park Community Center and is requesting funds to run an after school program for the Merced Community.

SWAG has had recent experience with the execution of contracts. The following contracts, SWAG has been directly related to:

Prop 47 Grant- 2018-2021- The Prop 47 Grant was issued from the State of California. SWAG was awarded the grant through a RFP with Merced County Probation. The grant was for three years and the amount was approximately \$800,000. SWAG collaborated with the local non-profits Symple Equazion and El Joven Noble and provided services to the Westside Community (Los Banos, Gustine, Dos Palos). The referrals came from Merced County Probation and staff met with the participants to give them life skills. The contact person for this grant is Chief Kalisa Rochester and she can be reached at (209) 381-1380.

VIPER Grant- 2018-2020- Symple Equazion was the recipient of this grant from the District Attorney's Office. The award was for \$200,000. SWAG partnered with Symple Equazion and Restorative Justice to provide activities to middle school aged students. The goal of this program was gang diversion. SWAG's function was to provide physical activity and mentorship. The contact person for this grant is Kelly Turner (Symple Equazion) and she could be reached at (682) 553-2366.

Merced County Office of Education- 2018- Current- SWAG currently is contracted through MCOE. SWAG Coaches are on several different campuses to provide physical activity and mentorship to the behavioral schools. This contract is renewed annually at \$120,000. The contact person for this contract is Siobhan Hanna and she can be reached at (209) 381-6690.

SWAG appreciates the opportunities that the City of Merced has given the residents of Merced. We look forward to hearing from you and working with the residents from the city of Merced.

Thank You,

DeVon Hilliard
DeVon Hilliard
Founder

Section 2

Individual Staff Experience

DeVon Hilliard- Director

Mr. Hilliard will take care of the overall project. He founded in 2013. Mr. Hilliard is a Veteran of the United States Air Force. He has a Bachelor's Degree from University of Texas-San Antonio, Master's Degree from Columbia Southern University, and a Masters Business Administration from University of Phoenix. He is currently working as a Parole Agent II-Specialist, in charge of residential programs from Merced to Fresno. Mr. Hilliard has been with SWAG since 2013.

Brett Nickelson- Assistant Director

Mr. Nickelson will assist the Director in running the McNamara Park Community Center. Mr. Nickelson graduated from University of Washington in Liberal Studies. He received his Administrative Credential and Masters from National University. Mr. Nickelson has held positions as a Teacher, Assistant Principal, and Principal. Mr. Nickelson currently teaches for the Merced County Office of Education Credential Program. Mr. Nickelson has been with the SWAG organization since 2013.

Joanna Grimes- Program Manager

Ms. Grimes will be running the day to day operation of the McNamara Park after school program. She graduated from Stanislaus State University with a Bachelors in Psychology and a Masters from Stanislaus State in Education. She also received her PPS Counseling Credential. Ms. Grimes has experience at the high school level as a counselor and at the community college level as a Director and an Instructor. Ms. Grimes has been with the SWAG organization since 2021.

Section 3

Proposed Project and Scope of Services

SWAG will have an after school program at the McNamara Park during the school year. This program will operate from 3:00 pm-6:00 pm during the week. The services that will be provided will be homework assistance, life skills, and physical activity. This program will run during the academic school year.

SWAG will provide homework assistance with the collaboration of UC Merced and Merced College. The Mentors will serve as tutors/mentors. Life skills is what is missing in our youth in our community. SWAG utilizes a program called WhyTry. The Mentors will be trained in WhyTry. WhyTry teaches critical social and emotional life skills. It help students answer the question... why try? Why should I put effort into life, school, or work? The WhyTry strengths-based approach can help your students look at their challenges differently. Students will be given daily exercises to promote a healthy lifestyle. SWAG will bring a certified trainer in two times a week for structured activity.

The needs that will be addressed will be higher education proficiency, self-confidence, and healthy lifestyle.

The timeline of this project will go into effect when school starts (August) and run through June. We will collaborate with the local schools and check on the proficiency of the student's academics and their behavior. We will do evaluations at the end of each quarter.

Section 4

Program Budget

<u>Line Item</u>	<u>Amount</u>
Director- \$300.00 month (8months)	\$2,400.00
Program Manager- \$200.00 month (8 months)	\$1,600.00
Mentors- \$200 stipend monthly (2)- 8 months	\$3,200.00
Payroll Taxes/Unemployment/WC	\$1000.00
Payroll Services- Accounting Services	\$1000.00
Incentives- Gift Cards to Participants/Food	\$1000.00
Total-	\$10,200.00

Section 5
References

Merced County Probation

Kalisa Rochester, Chief of Probation

3191 M Street

Merced CA 95348

(209) 381-1380

Project completed under the Merced County Probation- Prop 47 Grant

Merced County District Attorney's Office

Kimberly Helms-Lewis, District Attorney

550 West Main Street

Merced CA 95340

(209) 725-3669

Project completed under the District Attorney's Office- VIPER Grant

Merced County Office of Education

Siobhan Hanna, Director

632 W. 13th Street,

Merced CA 95341

(209) 381-6600

Project completed under Merced County Office of Education- Contracted Mentoring Services