

Bear Creek Yacht Club Inc.  
2943 Montana Ave  
Merced, CA 95340  
www.bearcreekyachtclub.org  
@bearcreekyachtclub

Zachary Wells - President/Co-Founder  
Cell Phone: 510-862-9891

April 29, 2022



Bear Creek Yacht Club Inc. is a registered 501c(3) non-profit organization whose mission is to revitalize Bear Creek, and the surrounding waterways, as natural sanctuaries and places of recreation through: Education, Advocacy and Community Stewardship.

The Bear Creek Yacht Club was formed in September of 2021 by Co-Founders Zachary Wells and Jeremiah Greggains. Since then, The Bear Creek Yacht Club has hosted and co-hosted several community clean ups (Op57, CreekFIT, 222) resulting in over 35 Tons of trash, litter, 100's of shopping carts and other miscellaneous objects. Our Goal is to hit 50 Tons of trash, litter and debris removed from our creeks and waterways by the end of September 2022.

Up to this point, our hosted events have been centered around stewardship with the majority of work being done within a few square miles in/around Bear Creek. In the coming year we have planned to roll out our Outdoor Education and Recreation Programming. We believe it is our duty to BE ACTION and revitalize our treasure here in Merced, Bear Creek.

This proposal focuses on opportunities in Outdoor Recreation, Outdoor Education and Community Stewardship to strengthen community, empower youth and provide opportunities for impact. We believe with this grant money we will accomplish our goals and create opportunities for this community not seen before.

Bear Creek Yacht Club Inc. is in understanding of services requested by this council and grant. Requested funds for : Target populations enrichment, Development of Training Programs, Enhanced Service Delivery & Community Events.

KEEP THE BEAR CLEAN  
Zachary Wells  
Bear Creek Yacht Club - President/CoFounder

A handwritten signature in blue ink, appearing to read "Zachary Wells", written over a faint horizontal line.

*Bear Creek Yacht Club Inc. is a registered 501c(3) non-profit organization, EIN # 87-2981125.*

**LEAD STAFF EXPERIENCE**  
**Bear Creek Yacht Club**

**Zachary Wells- President/Co-Founder Bear Creek Yacht Club**

- Certified California Naturalist
- B.S Sports Management
- CPR/AED/First Aid Certified
- Veteran
- Avid Hiker

**Jeremiah Greggains - Vice President/Co-Founder Bear Creek Yacht Club**

- Social Worker
- Veteran
- Certified Kayak Instructor\*May 2022
- Avid Fisherman
- CPR/First Aid Certified

**George Colmenero - Member At Large Bear Creek Yacht Club**

- Pilot
- Veteran
- Avid Fisherman
- CPR/First Aid Certified

**Misty Regalado - Community Member**

- Master Gardener
- Certified California Naturalist

**Marcus Padilla - School Nurse**

- LVN
- Accomplished Sierra Trail Steward
- Certified California Naturalist
- Avid Hiker

**Jeanne Knapp- Educator, Consultant & Advocate**

- Executive Director, Four Rivers Natural History Association 501c(3)
- Coordinator, Project WILD Conservation Education
- Certified California Naturalist
- Instructor, CALnat

**Destiny Bousquet - Middle School Teacher**

- Licensed California Educator



## **SCOPE OF SERVICES**

### **Bear Creek Yacht Club**

#### **Outdoor Recreation Programs**

1. Team G.O. (Get Outdoors)
2. Kayak/Water Safety Course

##### **Overview:**

- Provide outdoor recreation opportunities for all ages in community
  - Fun Floats, Fishing & Hikes
- Provide Workshops in Outdoor Recreation
  - Kayak/Water Safety
  - Fly & Reel Fishing

#### **Recreation Opportunities**

7/22 - 12/22 (Session 1)

2/23 - 6/23 (Session 2)

##### **Fun Floats:**

- Time: 5:30pm-8:30pm
- Date: Friday June 10, 2022, Saturday July 2, 2022, Saturday August 6, 2022
- Location: Bear Creek (Starting/End points will vary on water levels)
- Ages: 16 and up with Parent/Guardian signed Waiver
- Leisurely Floats organized by BCYC down Bear Creek \*Depending on water levels

##### **Fishing**

- Time(s): 9:00am-10:00am, 6:00pm-7:00pm\*
- Date(s): 9/3/22\*, 11/19/22, 12/10/22, 3/25/23
- Location(s): Bear Creek Trail- Yoga Park
- Ages: All Ages (15 & under with Parent/guardian)
- \*Depending on water levels

##### **Interpretive Hikes**

- Time(s): 9am-12pm
- Date(s): 6/13/22, 6/27/22, 8/10/22, 8/24/22, 10/19/22, 12/14/22 & 3/1/23
- Location(s): Bear Creek, Yosemite Lake, Merced Bicycle Trail
- Ages: All Ages (15 & under with Parent/guardian)
- \*Depending on weather and AQI

#### **Workshop Opportunities**

##### **Kayak/Water Safety**

- Time(s): 10:00am-12:00pm; 1:00pm-3:00pm
- Date(s): Winter 2022/Early Spring 2023 \*depending on water levels
- Location(s): Bear Creek
- Ages: 16 & up (with Parent/guardian signed waiver)

Learn how to paddle by taking an instructional class! The Stewardship Program offers basic kayaking and paddling classes this year at Yoga Park on Bear Creek. Each person learns water safety, strokes, rescues and participates in fun activities. Kayak classes are designed to prepare you for fun floats and personal water recreation.

- Prior knowledge and ability to swim are required\*
- All Person(s) under the age of 16 must be accompanied by an adult, all under 18 must have a parent/guardian present to sign a waiver.

#### Fly Fishing 101

- Time(s): 8:00am-9:00am, 5:00pm-6:00pm\*
- Date(s): 9/3/22\*, 11/19/22, 12/10/22, 3/25/23
- Location(s): Henderson Park(Snelling), Bear Creek & Lake Yosemite
- Ages: All Ages(15 & under with Parent/guardian)

Our hosts & guides love the art and sport of fly fishing and make it our goal to pass our enthusiasm down to you. The waters we will be learning and fishing on primarily are rich waters full of many species of Trout, Smallmouth Bass, Carp, and many others off of the Lower Merced River and Bear Creek.

#### **Outdoor Education**

Bear Creek Yacht Club Presents: Project Wild

- Facilitation and Hosting of Workshops and Daycamps/Classes inspired by Nature with Fun Activities and Information for all ages

Talks on Trails

- Interpretive Walks & Speaker Series
- Field Professionals & Community Members Share educational, informational and historic knowledge of Merced and our surrounding area.

#### **Naturalist & Interpretive Opportunities**

##### Talks on Trails

- Time(s): 10am-12pm, 5:30pm-7:30pm\*
- Date(s): 7/7, 8/4, 9/1, 10/6, 12/1, 3/2 & 4/29
- Location(s): Bear Creek Trail, Black Rascal, Merced Bikeway
- Ages: All Ages(15 & under with Parent/guardian)
- \*Depending on weather and AQI

##### Camp Wild

- Time(s): 9am-12pm, 7:00pm-9pm\*
- Date(s): Session 1-Tuesday 7/12, 7/19, 7/26 & 8/5\*  
Session 2- 4/10/23-4/13/23 (Spring Break)
- Location(s): Yoga Park, Rahilly, Applegate & Lake Yosemite
- Ages: 4-9 with parent/guardian present, Ages 10-16 with Group Chaperone(4-1 ratio)
- \*Depending on weather and AQI



## **Workshop Opportunities**

### Project Wild: Growing Up Wild

- Time(s): 10:00am-2:00pm
- Date(s): 7/26/22
- Location(s): MAC , Edzoocation
- Ages: 16 & up

Workshop designed for educators of children ages 3-7, Growing Up WILD builds on children's sense of wonder about nature through outdoor exploration and 27 field-tested lessons that include over 400 experiences to share with students. These experiences involve concepts in science, math, vocabulary, art, music and movement, health and safety, and nutrition, and other subjects. The curriculum is aligned with NAEYC standards, the Head Start Child Development and Early Learning Framework, and the USDA's MyPlate guidelines for child nutrition.

## **Stewardship & Community Impact**

### Crew 2-2-2

- Moderate to Strenuous Labor Intensive Large Scale Community Clean Ups

### S.O.S

- Smaller scale clean ups targeting urgent requests and areas of Need

## **Community Stewardship & Volunteer Opportunities**

### Crew 2-2-2

- Time(s): 9am-11am
- Date(s): 5/14/22, 7/9/22, 9/10/11, 11/12/22, 1/14/23, 3/11/23, 5/13/23 & 7/8/23
- Location(s): Bear Creek Trail
- Ages: All Ages(15 & under with Parent/guardian)
- Rain or Shine
- \*Depending on AQI

All we ask is two hours of your time (2), on the second Saturday (2) of every other month (2) = CREW 222. (Jan, Mar, May, July, Sept, Nov)

### S.O.S

- Time(s): 9am-12pm
- Date(s): May vary as needed
- Location(s): May vary as needed
- Ages: All Ages(15 & under with Parent/guardian)
- \*Depending on AQI

**SCOPE BUDGET**  
**Bear Creek Yacht Club**

**Indirect Costs: \$1,000**

**Marketing: \$890**

- \$180 - Social Media
- \$400 - Printed Materials(Swag,Hats,Pamphlets)
- \$310 - Table, Canopy & Cloth

**Team GO: \$1,500**

- Zachary Wells (\$600, 24 hours at \$25/hr)
- George Colmenero(\$400, 16 hours at \$25/hr)
- Materials: \$500
  - Extractor Bite Kit (\$25 x 2, \$50)
  - Portable Floatation Devices(P.F.D \$75 x 6 - \$450)

**Kayak/Safety: \$800**

- Jer Greggains (Instructor) 6 hours x \$25/hr - \$150
- Portable Floatation Devices(P.F.D \$80.91 x 6 - \$485)
- Portable Microphone & Speaker \$75 x 2 - \$150
- Water & Snacks \$50

**Outdoor Education**

**Trail Talks: \$1,500**

- Facility Rentals: \$450
- Guest Speakers: \$1050
  - \$150 Per Speaker x 7

**Camp Wild: \$1,800**

- Facility Rentals: \$450
- Materials & Supplies: \$500
- Water & Snacks: \$300
- Camp Staff/Counselors: \$500
  - 2 Staff at \$20/hr (12.5 hours each, 25 total hours)

**Project Wild-Growing Up Wild: \$750**

- Facility Rental \$150
- Water & Snacks \$100
- Supplies \$300
- Jeanne Knapp (Instructor) \$200

**Crew 2-2-2: \$850**

- Supplies \$650
- Water & Snacks \$200

**S.O.S: \$250**

- Supplies \$150
- Water & Snacks \$100

**Labor: \$5,625**



- 15 hours per week
- Hourly Rate \$25
- 15 Weeks
- Administrative Duties and Programming under Direction of BCYC President, Zachary Wells, Vice President Jeremiah Greggains and Secretary Rhonda Batson.

Indirect-\$1000	
Marketing - \$890	
Team GO - \$1,500	
Kayak/Safety - \$800	Total \$15,000
Trail Talk - \$1,500	
Camp Wild - \$1,800	
Project Wild - \$750	
222/SOS - \$850/\$250	
Labor: \$5,625	

#### REFERENCES

##### Bear Creek Yacht Club

We are a new organization and haven't yet had the opportunity to work with any large scale public sector entities or cities, other than the City of Merced. This funding would give us the opportunity to run projects and programming opportunities with local public sector entities.

Below is a list of individuals and organizations we have had meeting with and future plans for collaborations:

- Matthew Serratto, Mayor-City of Merced , Chief Deputy District Attorney- Merced County , [SerrattoM@cityofmerced.org](mailto:SerrattoM@cityofmerced.org),
- Hicham Eltal, Deputy GM Water Rights/Supplies- Merced Irrigation District [heltal@mercedid.org](mailto:heltal@mercedid.org)
- Steve Holmes, Founder/Executive Director- South Bay Clean Creeks Coalition [s.holmes@sbcleancreeks.com](mailto:s.holmes@sbcleancreeks.com)
- Josh Pedrozo, District 2 Supervisor-Merced County [josh.pedrozo@countyofmerced.com](mailto:josh.pedrozo@countyofmerced.com)
- Jean Okoye, East Merced Resource Conservation District
- Ralph and Lanie Gladwin, MercedWalks-Founders



**BOYS & GIRLS CLUB  
OF MERCED COUNTY**

**Officers**

Rosa M. Kindred-Winzer  
Board Chair

Jerome Rasberry  
Vice Chair

Michelle W. Allison  
Past Board Chair

Sandy Pope  
Treasurer

Nellie McGarry  
Secretary

**Directors**

Corbett Browning

Emily Foster

Stephanie

Kusayanagi-Dees

Lucy Lopez

**Chief Executive**

**Officer**

See Lee

See Lee  
Chief Executive Officer  
Boys and Girls Club of Merced County  
615 West 15th Street  
Merced, CA 95340

April 28th, 2022

Ms. Stephanie R. Dietz, City Manager  
City of Merced  
678 West 18th Street  
Merced, CA 95340

**RE: Community Funding Request for Learn to Read Program**

Dear Ms Dietz:

Please accept this proposal in response to the Request for Proposal for Community Funding. **We are requesting support in the total of \$45,319.43 to launch a literacy program, Learn to Read Program.**

Based on data trends, there is an urgent need to address the level of reading skills among our youth population, which is foundational to long term success. Merced County Kids Data indicates that nearly 60% of our children are not reading at grade level, which has been exacerbated by the COVID 19 pandemic.

One of the priorities of BGCM is to ensure our members are on track to graduate and prepared for college or career. To address the reading disparities in our community and in preparing our future workforce, BGCM is requesting community funding to launch a literacy program to increase reading levels that will ultimately result in positive academic performance and long-term economic returns.

Thank you for your consideration in our funding request and continued partnership in serving our youth. Should you have any questions, I may be reached at 209-722-9922 or via email at [seeleebgcmraced@gmail.com](mailto:seeleebgcmraced@gmail.com).

Sincerely,

See Lee, Chief Executive Officer



**GREAT FUTURES START HERE.**





## 1. INTRODUCTORY LETTER

a) Non-profit organization's name: **Boys and Girls Club of Merced County**

Primary contact: **See Lee, Chief Executive Officer**

Mailing address: **615 West 15th Street, Merced, CA 95340**

Physical address: **615 West 15th Street, Merced, CA 95340**

Telephone number: **(209) 722-9922**

Email: **seeleebgcmerced@gmail.com**

b) **Mission**

The mission of the Boys and Girls Club of Merced County (BGCM) is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible adults.

### **Goals & Objectives**

BGCM's approach to positive youth development reflects the knowledge that an after school environment can support the social, emotional, physical and cognitive needs of young people and ensure they are able to learn and grow and become ready for life and work.

Our goals are:

1. To provide hands-on quality after-school enrichment programs and activities that focus on academic success, healthy lifestyles, great character, the arts and leadership development.
2. To provide students a structured and safe environment that stresses responsible behavior, respect for others, and a positive caring attitude.
3. To provide caring staff mentors who provide guidance, support and encouragement to help children to build confidence and self-esteem so that they can realize their true potential.
4. To provide communication and resources to families regarding their children's general wellbeing and create new opportunities to make a positive difference for children.

### **Program Objectives**

1. Children will grow academically through mentorships, tutoring and the service learning projects.
2. Children will feel safe and secure while being supervised by caring staff mentors.
3. Children will develop good health and nutrition habits as well as learn the importance of physical exercise through our health and fitness programs.
4. Children will learn responsibility and positive behavior through our character and leadership Programs.

**GREAT FUTURES START HERE.**





### c) Experience

Started in Merced in 1998, BGCM is a non-profit community organization that is a part of a century-old national federation, Boys & Girls Clubs of America, network that has nearly 5,000 BGC centers across the nation.

More than just an after-school hangout, the BGCM Goals are to provide children a place to learn, play, explore, and build new skills designed to instill in each child a belief in their future success, personal responsibility, leadership, and the value of community. The main objective for the BGCM is for every child in their program to have a plan to graduate from high school on time and attend college or post-secondary training.

For over 20 years, BGCM has served the youth of the Merced Community with ongoing programs that address five core areas using evidence-based programs designed to enable young people to reach their full potential:

1. Character & Leadership Development
2. Education & Career Development
3. Health & Life Skills
4. The Arts
5. Sports, Recreation, & Fitness

BGC has over two dozens of nationally recognized programs and curriculums that are scalable to ages between 5-18. Examples of these ongoing programs include but are not limited to: 1) The Power Hour program helps students achieve academic success by providing homework help, tutoring and high-yield learning activities while teaching strategies for them to become self-directed learners. 2) The Passport to Manhood program benefits boys by reinforcing character, leadership, and positive behavior. 3) Triple Play, a sports, fitness, and recreation program that promotes healthy lifestyles and teaches club members to make smart choices regarding nutrition and proper exercise. 4) Community Service - Prior to COVID-19 pandemic, 71% of teen members volunteered in their community at least once per year, while 28% volunteered once per month. Most programming is held at the BGCM site located at 615 West 15th Street in Merced.

The BGCM does not close for school breaks, but provides continuous programming through winter and summer camps. In addition to our core programs and camps, the Boys and Girls Club of Merced County hosts community events, fundraisers, and opportunities to raise awareness around the needs, interests, and resources in our community. Sample events include celebrating the accomplishments and achievements of our community's youth every fall, a Murder Mystery Dinner, a Halloween Haunted House, Career Fairs, Youth Leadership Events, and an annual dinner and auction. (COVID 19 has prevented most community events for the last two years.)

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## 2. STAFF EXPERIENCE

**See Lee**, *Chief Executive Officer*, was recently appointed as the CEO in January 2022. She brings over 20 years of multi-disciplinary experience in working with youth and community stakeholders in Merced County. She has a Bachelor Degree in Political Science from California State University (CSU) of Stanislaus and Master of Business Administration from CSU Fresno.

**Lisa Umada**, *Finance Director*, has 38 years in finance. She graduated from Merced College and transferred to CSU Fresno where she graduated with a Bachelor in Business Administration with an option in Accounting. Ms. Umada has been with the BGCM for 2 years.

**Vivian Mendoza**, *Learn to Read Supervisor*, has 8 years of experience of improving literacy course development and modernizing instruction with a fresh and forward-thinking approach to education. She brings an understanding of traditional and contemporary approaches, instructional strategies, and materials offerings.

**Sujeiri Venegas**, *Lead Reading Coach*, is a UC Merced student majoring in Public Health and on track to apply for her teaching credential. Ms. Venegas served as a reading coach for two years and has taught and guided students to read using the Startup Reading booklets and videos. She has assisted with the creation of lesson plans and helped train other tutors to be reading pals.

**Rylie Linden**, *Lead Youth Development Professional*, is currently seeking to complete her studies in Liberal Studies at CSU Fresno with the aspiration of becoming a teacher. Ms. Linden has served as mentor and contributed to the impact of the Boys and Girls Club for approximately 2 years.

**Youth Development Professionals (YDP)**, our programs are further supported by two part-time college students and two (2) on-call staff with a major of education, early childhood education, psychology and engineering who serve as YDP staff. Collectively, the YDP staff has an average tenure of one year with BGCM.

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### 3. PROPOSED PROJECT & SCOPE OF SERVICES

In an effort to address the reading literacy gap in Merced, the Boys & Girls Club of Merced proposes to provide a reading program. There is a need to address the level of reading skills among the K-5 student population. This student population has experienced severe setbacks in reading skills primarily due to the Covid restrictions on in-class attendance. The reading program will include reading lesson that is presented to students similar to a 1:1 tutoring experience.

After receiving a benchmark assessment, each student is assigned a personalized reading lesson plan which includes a series of video lessons covering the material in a student workbook. Upon completion of the lesson, a designated reading coach will work individually with each student for a 5-7 minute period, to review and verify the student's understanding of the reading skills taught in the lesson. Upon completion of the review, the reading coach will acknowledge the student's effort and progress, reinforcing their belief in the student's abilities and the student's progress. The reading coach will then assign the next lesson to the student before moving to the next student who is ready for their individual session. We tested this type of video lesson delivery combined with the reading coach review in a learning center during the summer and afterschool programs.

Our goal in this project is to conduct reading lessons per day on a weekly basis. The program operates Monday through Friday, 2:00 pm - 6:00 pm. The expected student enrollment is a minimum of 40 students. The 40 students will be arranged in groups of 10 students. Each group will have a total of 45 minutes in the computer lab engaged in the video lesson and working individually with their assigned in-person reading coach. The reading coach rotates amongst a group of 4-6 students and takes the time to work with each student individually during a 45 minute reading session. The four student groups, comprised of 10 students per group, will participate in the reading lessons as follows:

Group 1 - 2:00PM - 3:00 PM  
Group 2 - 3:00 PM - 4:00 PM  
Group 3 - 4:00 PM - 5:00 PM  
Group 4 - 5:00 PM - 6:00 PM

#### **Assessments**

Measuring reading progress is a key element in documenting the efficacy of a literacy program. We will conduct a reading assessment for each student in the program at the beginning and end of the program.

We start the assessments in advance of the program's first day. The assessment has four parts and is designed to identify the reading skills necessary to strengthen a student's foundation in reading. The assessment time is approximately one hour including the analysis of the results.

#### **Reading Materials and Reading Coaches**

The Learn to Read curriculum is comprised of a series of eight student workbooks. The program provides an in-depth curriculum with recorded video lessons for each page in the foundational skills

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workbooks Level 1-6. The current video library has over 350 lessons that teach the skills for each page in these workbooks. The workbooks for Levels 7 & 8 are designed for students to gain the skills necessary to decode and analyze multisyllabic words to expand their fluency and comprehension skills. The video lessons and the teacher's guide provide indepth, explicit instructions for these workbooks. These last two books require more interaction from an experienced reading coach.

#### **Training of Reading Coaches**

Learn to Read will provide a Director of Curriculum and our Lead Reading Coach for the program. The Boys & Girls Club will work with UC Merced and Merced College to provide 4-8 reading coaches who will be designated for the program. This would allow reading coaches to have rest periods during the day or have depth in the reading coach team for changes in their availability or schedules.

#### **Student workbook, Teacher workbooks, Video Lesson Library**

BGCM will provide all student workbooks, teacher workbooks, lesson materials, headsets and access to the video lesson library. Each student will have a unique login with a password to access the appropriate video lesson assignments for the week.

#### **d. Project timeline**

Recruitment of Reading Coaches: July 2022  
Reading Coach Training: August 2022  
Student assessments: September 2022  
Reading Program Operations: September - December 2022  
Final Reading Assessments: December 2022  
Delivery of the Analysis and Result in Reading Proficiency - February 2023

#### **e. Deliverables**

1. A minimum of 40 members will be served
2. Seventy (70%) of participants will demonstrate an increase in reading level

#### **4. PROGRAM BUDGET**

(Please see attached projected budget for July 2022 - June 2023 and program budget proposal)

**GREAT FUTURES START HERE.**



Boys & Girls Club of Merced  
Learn to Read Program

Expected student attendance 40  
Program period July 2022-December 2022 5 days per week

**Summer Reading Program Plan Procedures**

The 40 students will be grouped by grade.

Each group of 10 students will have a 45 minute reading lesson in the morning and a 30 to 45 minute session in the afternoon.

Each student will receive an individual placement assessment to determine the student's level of reading skills, and the appropriate starting point.

		Unit cost	Qty.		Total
Beginning Benchmark Reading Skill assessments includes post assessment analysis	\$	79.00	40		3,160.00
			Total student books	Avg books per week consumed	
Student work book including video lesson library, student materials kit, includes shipping and sales tax	\$	31.61	40	1.33	1,681.65
Student headsets ( allowing for loss and breakage) includes shipping & sales tax		5.98	140		837.77
		Per week	Weeks		
Learn to Read Program Supervisor, full days on site	\$	500.00	16		8,000.00
Lead Reading Coach, full day on site	\$	400.00	16		6,400.00
.25 Support Staff	\$	180.00	16		2,880.00
4 PT Reading Coaches	\$	1,200.00	16		19,200.00
Ending Benchmark Reading Skill assessments includes post assessment analysis		79	40		3,160.00
Total Cost					<b>\$45,319.43</b>



Boys and Girls Club Projected Budget for FY 2022/23

Income

41100 Individual Contributions	0.00	
41111 Individual-Board Member contributions	10,000.00	
41113 Individual Unrestricted	19,000.00	
41125 BGC Employee giving campaign	3,200.00	
41130 Memory Donation	600.00	
Total 41100 Individual Contributions	<b>32,800.00</b>	
41200 Corporate Contributions	5,500.00	
410200A BOFA	10,000.00	received
41210 Corp. Unrestricted Beacon	10,000.00	pending
Total 41200 Corporate Contributions	<b>25,500.00</b>	
41300 Foundations, Grants & Trusts & Clubs		
41300A Central Valley Community Foundation	50,000.00	applying
41301 Foundations Restricted: Sutter Health Foundation	165,000.00	
41302 Ford Grant	15,000.00	projected
41303 Taco Bell Grant	8,500.00	pending
Total 41300 Foundations, Grants & Trusts & Clubs	<b>238,500.00</b>	
42110 Annual Dinner/Auction	60,000.00	
42130 Fund A Need	10,000.00	
42200 Los Banos Dinner	25,000.00	
42202 Los Banos special event	5,000.00	
42510 Mystery Dinner	25,000.00	
42521 Year End Campaign	20,000.00	
42523 Los Banos Year End Campaign	11,000.00	
Total 42000 Fundraiser/Special Event Revenue	<b>156,000.00</b>	
45105 Los Banos School District	50,000.00	
45107 Los Banos Police	0.00	
45109 Gustine School District	75,000.00	
45131 City of Merced		
41301A ARPA-City of Merced	100,000.00	recieved
Lease Agreement	35,000.00	pending
HUD/CDBG Grant	55,000.00	pending
Total 45100 Revenue From Government Agency	<b>315,000.00</b>	
45300 Revenue from Membership Dues	4,800.00	
45301 Membership sponsorship	1,760.00	
45305 Membership Dues Los Banos	1,200.00	
Total 45300 Revenue from Membership Dues	<b>7,760.00</b>	

<b>45800 Other Income</b>	
45230 Winter Program Fee	5,000.00
45235 President week Program	3,500.00
45240 Spring Break Program	2,500.00
45245 Summer Program	5,000.00
45280 President Sponsorship	0.00
45801 Los Banos Summer program	2,000.00
45810 Rental Income	10,000.00
45811 Misc Income	0.00
<b>Total 45800 Other Income</b>	<b>28,000.00</b>
<b>Total Income</b>	<b>803,560.00</b>

#### Expenses

52000 Payroll Expenses	0.00
52100 Gross Wages	275,000.00
53100 Payroll Taxes	34,000.00
53500 Medical benefits	17,675.32
53550 Dental Benefits	1,317.16
53570 Vision Benefits	209.04
53600 Retirement Admin Expense CEO COO	3,089.84
Retirement Expense staff	5,250.00
53700 Life/Disability Ins	313.00
53800 Workers Comp	6,000.00
54000 HR & Payroll Services	15,800.00
<b>Total 52000 Payroll Expenses</b>	<b>358,654.36</b>
55100 Staff events	600.00
55101 Volunteer	0.00
55107 Staff Apparel	1,300.00
55200 Training	350.00
55300 Staff new hire reimbursement cost	1,700.00
55321 Mileage Reimbursement	2,400.00
55322 Admin. Expenses	420.00
60020 Awards	250.00
60021 Board	250.00
60022 Staff	250.00
60031 Liability Insurance	22,800.00
60040 Postage	300.00
60070 Bank related Expenses	300.00
60074 PayPal Discount & Fees	1,275.00



60080 Miscellaneous Expense	600.00
60090 Marketing	12,000.00
61000 Facility Related Expenses	1,870.00
61200 Repair and Maintenance	4,700.00
61300 Telephone	3,000.00
61400 Utilities	0.00
61402 City of Merced	11,868.00
61404 PG & E	5,500.00
61405 Utilities-MID	18,800.00
62100 Fundraising Costs-Annual Dinner	3,000.00
63010 Technology Access	150.00
63011 Portal Costs	325.00
63013 Internet	3,600.00
63131 QuickBooks - Intuit	960.00
64000 Dues, Fees & Memberships	500.00
64100 BGCA Organizational Dues	3,700.00
64200 Other Dues, Fees, Memberships & Subscriptions	70.00
Total 64000 Dues, Fees & Memberships	4,270.00
65011 Auditing Costs	17,400.00
66000 Program Related Misc Expenses	2,500.00
66020 Program Supplies	5,000.00
66022 Program Equipment	1,000.00
66400 Program T-Shirts	1,000.00
66500 Program Field Trips	600.00
66550 Program Food Costs	1,400.00
67000 Vehicle Expense	900.00
67010 Fuel	2,000.00
68020 Office Supplies	2,400.00
69000 Travel and Conference Expenses	1,000.00
Total Expenses	500,962.36
Net Income	302,597.64



## 5. REFERENCES

### **Project: Literacy Program**

Ms. Vernetta Doty

Director

Community Engagement Center, University of California of Merced

5200 Lake Road,

Merced, CA 95343

209-228-4201

[vdoty@ucmerced.edu](mailto:vdoty@ucmerced.edu)

### **Project: Planada Summer Camp**

Mr. Jose Gonzalez

Superintendent

Planada Elementary School District

9722 Haskell Avenue

Planada, CA 95365

209-382-0756

[jgonzalez@planada.org](mailto:jgonzalez@planada.org)

### **Project: Community Projects**

Ms. Susan Walsh

Community Volunteer

WCW Solutions Inc.

PO Box 3316

Merced CA 95344

209-756-1473

[susanwalsh@walshcassadywalsh.com](mailto:susanwalsh@walshcassadywalsh.com)

**GREAT FUTURES START HERE.**





**Merced Hispanic Chamber of Commerce**

531 W. Main Street

Merced, CA 95340

Office: 209-384-9537

[info@mercedhcc.com](mailto:info@mercedhcc.com)

**Primary Project Contact:**

Annisia Fragoso

MCHCC President

890 Hansen Avenue

Merced, CA 95340

Work: 209-626-5551

Cell: 209-628-2920

[afragoso@mercedhcc.com](mailto:afragoso@mercedhcc.com)

[afragoso@farmersagent.com](mailto:afragoso@farmersagent.com)

Ms. Stephanie Dietz  
City Manager  
City of Merced  
678 West 18<sup>th</sup> Street  
Merced, CA 95340

April 28, 2022

Dear ARPA Community Funding Selection Committee:

The Merced Hispanic Chamber of Commerce (MCHCC) was founded in 1947 by a group of dedicated leaders in Merced who realized the enormous potential of the Hispanic business community. The Hispanic Chamber was formed so that the needs of this community would be well represented through the public and private sectors. The mission of the MCHCC is to promote Hispanic-owned small businesses and to further the economic development of all Merced businesses through advocacy, networking, marketing, educational or training opportunities, language assistance, and by creating valuable partnerships within our community. MCHCC provides members with the tools to establish, improve, and sustain their businesses. Chamber membership is key to strong economic development in our community. Support for entrepreneurs is key to the MCHCC mission.

"Working for you and your community" is MCHCC's tag line because it is true. The Chamber actively engages in projects to benefit the community at large, in addition to its programs for supporting small businesses. The downtown night market known as The Mercado was launched



on a \$2,000 budget in May of 2020, not long after the initial covid19 pandemic lockdown. Despite a small budget, MCHCC successfully designed and implemented this community-driven project. The Mercado continues to host many vendors, entertainers, artists, and nonprofits in bimonthly night markets downtown. Participation increases with every event. Mercedians are loving the Mercado.

With the popularity of the Mercado, MCHCC has seen many new business vendors working to launch their small enterprises by offering their services and wares to the community through this inexpensive venue. To encourage their entrepreneurship, the Chamber seeks to host a series of "challenges" for small business startups. The goal of these "challenges" is to create visibility and encourage sales for new ventures, especially those led by youth, seniors, veterans, and Hispanics.

At each Mercado, a different group of vendors would be featured. Applications for "challenge" participation would be collected and ranked by a subcommittee of the MCHCC Board of Directors in order of business viability and likelihood of success. The top five vendors would be invited to participate in the "challenge." Vendor fees would be waived for the featured competitors. Outstanding new businesses would be chosen by the public attending the Mercado. People would visit all five competitor vendors to acquaint themselves with their products, services, and sales styles. To encourage public participation, everyone who turns in a "challenge" ballot would have a chance to win raffle prizes. The competitor earning the most votes from the public would win a grand prize to help them launch their new business. Remaining competitors would receive consolation prizes for their participation. All competitors would have MCHCC support to move forward with their business plans.

MCHCC has spearheaded many different types of projects over the years, some annually and others just once. The Chamber generally works on tight budgets to produce big projects. In the past five years, some projects have been especially successful:

Kicking off with Mercy Gulch Day downtown Merced in May of 2017, MCHCC has hosted an annual 5k run with High School track coach, Alfonso Garcia, to facilitate the race and Sue Emanivong of Tsunami Collaboration to support organization. Given a budget of only \$3,000, the event drew hundreds of runners and good times were had by all. Alfonso Garcia may be contacted at 209-658-1156, 1800 N. Buhach Road, Atwater, CA 95301. Sue Emanivong is available at 209-760-6850 or [tsunamicollaboration@gmail.com](mailto:tsunamicollaboration@gmail.com).

In March of 2018, MCHCC collaborated with Luis and Irene de la Cruz to establish the annual Latina Luncheon to honor exceptional community service, professional achievements, and healthy family life in the Hispanic community. Every year, accomplished Latinas are recognized and honored with a catered meal and awards ceremony on a budget of merely \$3,000. Although the de la Cruzes are no longer involved in the Latina Luncheons, they may be reached at 209-261-0007, or [dlcirene@aol.com](mailto:dlcirene@aol.com).

Beginning in January of 2019, under the direction of Board member Dr. Diana Odom Gunn, MCHCC incorporated an affiliated 501(c)3 Scholarship Foundation to fundraise and distribute educational awards to deserving Hispanic high school students applying for colleges or universities after graduation. With the support of Steve Teitjen and the Virginia Smith Trust, the



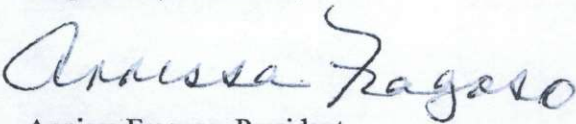
MCHCC Scholarship Foundation has successfully helped students every year with these desperately needed scholarship awards. Diana Odom Gunn may be contacted at 408-784-4732 or [dodongunn@comcast.net](mailto:dodongunn@comcast.net). 2021 P Street, Merced, CA 95340. The current Scholarship Foundation President is Geneva Rojas at 209-430-5592, 12961 Le Grand Road, Le Grand, CA 95333. Steve Teitjen, Superintendent of Schools at 632 W. 13<sup>th</sup> Street, Merced, CA 95341 or call 209-381-6601.

Between January 2019 and December 2021, MCHCC ran "Project with a Purpose". The Chamber interned three to four students at a time through consecutive school semesters. Students learned important event planning, administrative skills and social networking with the Chamber staff and membership. Collaborator Juan Morales Aguayo, Employer Relations and Internships Coordinator from the Office of Leadership, Service, and Career, at the University of California, Merced, can be reached at 209-228-2462.

Taken together with many years of annual events and special projects, MCHCC has demonstrated the ability to rise to every occasion as a successful Chamber. MCHCC is making a difference in the growth and stability of small businesses and in the quality of life for residents of the City of Merced.

Thank you for your careful consideration of this proposal.

Respectfully submitted,

A handwritten signature in dark ink, reading "Annissa Fragoso". The signature is fluid and cursive, with the first name "Annissa" and the last name "Fragoso" clearly distinguishable.

Annissa Fragoso, President  
Merced Hispanic Chamber of Commerce

## INDIVIDUAL STAFF EXPERIENCE

### Administrative Staff:

Current administrative staff, Sarah Herrera, will serve as the primary contact for business outreach and needs assessments. Staff will schedule appointments, coordinate resources, perform clerical duties and interact regularly with Chamber members participating in this project. Must read, write, and speak fluently in Spanish. At least five years of progressively responsible experience in an administrative assistant. Experience in sales, marketing, and computing (including word processing, spreadsheets, Quickbooks, social media management, and website maintenance.) Outstanding customer service and keen attention to detail. Self-motivated.

Sarah Herrera is currently the administrative assistant for MCHCC. Sarah will provide administrative support to this project by collecting vendor and competitor applications, organizing the Board of Directors' evaluations, and managing public balloting to identify winners. Sarah brings over five years of experience which includes account management, marketing, general business operations, and exemplary customer service skills. Sarah is fully bilingual in Spanish and English.



## PROPOSED PROJECT AND SCOPE OF SERVICES

### Background

In the post-covid economy, new small businesses are opening every day. The pandemic shattered the occupational goals of many people and they are re-tooling for self-sufficiency and self-direction. Local vendor fairs are booming with new entrepreneurs testing the market for their goods and services. The Merced Mercado, hosted by the Merced County Hispanic Chamber of Commerce (MCHCC) is a hot bed of new business opportunities in the City of Merced. MCHCC wants to encourage these new entrepreneurs to succeed in their enterprises.

### The entrepreneurial challenge match at the Mercado

The Merced Mercado hosts about 65 local vendors at each bimonthly event. Of those, roughly 25 are new enterprises coming to the market. The goal of the current project is to stimulate these new enterprises and encourage the entrepreneurial spirit of the Mercado. New small businesses will be defined as those serving the public for three years or less. Among the new small businesses, certain demographic groups will be featured at most events, with one event open to everyone.

Vendor applications will be revised to include an application for the upcoming entrepreneurial challenge match. Competitions will be featured at each bimonthly Mercado during the grant period (excepting the winter hiatus). Challenge applicants will be screened for eligibility to comply with participation criteria so that targeted groups are identified for consideration.

There is no targeted group for the July 2022 event and all vendors will be eligible to compete. In September 2022, only junior entrepreneurs will be eligible--vendors age 21 years or younger. In November 2022, only senior entrepreneurs will be eligible--vendors age 50 years or older. Following the winter break, eligible competitors will be military veterans in March 2023, and Hispanic vendors in May 2023.

### The competitions

Eligible applications will be screened by a subcommittee of the MCHCC Board of Directors for the feasibility, marketability, and likely success of the business concept. Five competitors will be selected for each competition. Those five vendors will be featured at the Mercado event. The public in attendance will be given ballots to vote for their favorite of these five businesses. Ballots will be tallied as they come in. Ballots will also serve as raffle tickets for participation prizes for the attendee voters. The business earning the most votes on these ballots will be awarded the grand prize to help launch their business. The remaining four competing businesses will receive a consolation prize to offset additional expenses incurred for their participation in this competition. All five competitors will complete an evaluation of their experience with the entrepreneurial challenge. All competitors will have the support of MCHCC to launch their new businesses, from business plans to ribbon cutting.



Selected businesses will setup their vendor booths on Bob Hart Square. These businesses will be promoted with the regular advertisements of the Mercado event. During the event, selected businesses will be featured and the competition will be announced frequently. Press coverage for these businesses will be encouraged. Attendees will be given one ballot per person (over about age 12) to vote for their favorite business. Ballots will be collected at the MCHCC booth and the vote totals will be summed. The winner will be announced near the end of the event and awards presented on Bob Hart Square. The business receiving the most votes will be named the grand prize winner.

#### Awards, Incentives and Prizes

The five competitors will enjoy the support of MCHCC to launch their new businesses. The grand prize winner will earn a \$500 cash bonus to defray some costs of their business start-up. The other four competitors will earn \$100 cash bonuses toward their participation costs. Voting members of the public will have one chance per person to win raffle prizes. There will be five raffle prizes per competition. The raffle prizes will be \$25 gift cards for locally owned small businesses. The raffle provides participation incentives for the public.

#### Outcomes Assessment

The goal of the entrepreneurial challenge is to support and encourage new entrepreneurs. New business interest in these competitions will be indicated by the number of applications received for each event. Public interest and support for these new businesses will be shown by the number of ballots received from attendees and their patronage promises will suggest new business viability.

Other measurable outcomes include the competition application information, especially past profit and future revenue projections. Sales during the competition will be compared to those values and are expected to exceed past profits because of the featured promotion. Sales projections will also be compared to revenue averages at six months after businesses launch.

Evaluations of the entrepreneurial challenge completed by competitors will gage their costs and income from participation, as well as general profit and loss information. This information will be used for comparison with future profits as those businesses launch under the wing of MCHCC after each competition. Profit improvement is expected.

After the challenge matches, competitors will be given needs assessments and prescribed individual interventions to strengthen their business plans. Specific interventions will depend on assessments for direction. MCHCC will provide support to achieve a successful business launch and host a grand opening for each competitor. Each participating business will be followed over time to document success or failure of the enterprise over the first 6 months post-competition.



## PROJECT TIMELINE

<b>Mercado Markets 7/1/2022-6/30/2023</b>	<b>Featured challengers</b>	
Project launch		7/1/2022
July 2022	Open competition	7/7/2022
September 2022	Young (< 21 years)	9/1/2022
November 2022	Seniors (> 50 years)	11/3/2022
March 2023	Military veterans	3/2/2023
May 2023 (Cinco de Mayo)	Latinx heritage	5/4/2023
Project close		5/30/2023

PROGRAM BUDGET  
For the project period of July 1, 2022 through June 30, 2023

<b><u>Project Expenses</u></b>	<b><u>Cost</u></b>	<b><u>Funding Source</u></b>
<b><u>Project Staff</u></b>		
<b>Administrative Assistant</b> (internal position) 8 hrs/market, 40 hrs total @ \$17/hour	\$ 680	City Community Grant
<b><u>Competition Expenses</u></b>		
<b>Vendor fees</b> waived for selected competitors 5 competitors/market, 5 markets @ \$45 each	\$1125	City Community Grant
<b><u>Prizes</u></b>		
<b>Competition Grand Prize</b> 5 market competitions, 1 prize @ \$500 each	\$2500	City Community Grant
<b>Competition Consolation Prizes</b> 5 market competitions, 4 prizes each @ \$100	\$2000	City Community Grant
<b>Raffle Prizes</b> for ballot drawings 5 market competitions, 5 prizes each @ \$25	\$ 625	City Community Grant
<b><u>Administrative Expenses</u></b>		
<b>Targeted Marketing</b> Newspaper ad, flyers, other media	\$1000	MCHCC
<b>Copy costs</b> for competitions Forms, ballots, etc,	\$ 300	MCHCC
<b>Indirect Costs</b> 10%	\$ 800	City Community Grant
<b>TOTAL PROJECT COST</b>	<b><u>\$9030</u></b>	
	\$1300	MCHCC
	<b><u>\$7730</u></b>	<b>City Community Grant requested funding</b>



## REFERENCES

### **Tsunami Collaborations, Inc.**

Sue Emanivong, 209-720-6850, [tsunamicollaboration@gmail.com](mailto:tsunamicollaboration@gmail.com)  
2859 Oleander. Merced, CA 95340

Partner for inaugural MCHCC annual 5k Run on Mercy Gulch Day downtown Merced

### **Merced Boys and Girls Club**

Nellie McGarry, 209-201-5693, [chubbs1@sbcglobal.net](mailto:chubbs1@sbcglobal.net)  
615 W. 15<sup>th</sup> Street, Merced, CA 95340

Partner for Merced Jams, a shared fundraiser. Mayor Serratto, Supervisor Pedrozo, and Maria Soto were basketball contestants.

### **Students With Aspiring Goals (SWAG)**

Devon Hilliard, 209-676-0335, [dhilliard.swag@gmail.com](mailto:dhilliard.swag@gmail.com)  
1404 W. Main Street, Merced, CA 95340

Partner for Merced Jams, a shared fundraiser. Mayor Serratto, Supervisor Pedrozo, and Maria Soto were basketball contestants.

APPENDIX  
Herrera Resume

**Sarah Herrera**

1705 Redwood Ave  
Atwater, CA 95301  
Herrer63@yahoo.com

**Profile Summary**

Outstanding member of society with 8 years of professional experience in management exceeding in sales growth, marketing strategies, and team building. Able to create direct approaches to meet or exceed all designated intentions of the task. Expert knowledge includes management reviews in preparation of descriptive reports, office or store space utilization to ensure proper allocation of floor space, arrange meetings and/or conduct individual discussions with using personnel to gain their concurrence in recommendations and department. Training Coordinator for personnel in safety regulations. Reliable and adaptable with the ability to maintain a positive work environment, accomplishing task in a thorough and timely manner.

**Key Skills**

- Clear Oral Communication
- Training Skills
- Task Delegating
- Computer Skills
  
- Leadership Experience
- Bilingual (English and Spanish)
- Sales and Marketing Experience
- Phenomenal Customer Service



## **Education**

El Paso Community College

**Associate of Arts Degree, Accounting, Business, and Economics**

12 credits

University of Alaska Fairbanks

**Certificate of Applied Business, Management**

15 credits

El Paso, TX

October 2018-Present

Fairbanks, AK

May 2016-May 2018

## **Experience**

Merced County Hispanic Chamber of Commerce

**Administrative Assistant**

Merced, CA

August 2021- Present

Manage accounts of 100+ chamber members maintaining the customer profile database up to date electronically and by file. Meeting new and possible members providing information about our membership. Using Quick books and providing support to our Treasurer in handling all payment coming to and being made by the chamber. Creating and distributing weekly newsletter to all our membership and partners. Keeping our members informed of various resources available to them that could help assist them with their business growth. Maintaining our chamber website to reflect a professional and up to date look. Answering calls, emails and mail that come into the chamber in a timely manner and with excellent customer service. Ensuring that the information is received correctly and relayed to the proper department or individual of the chamber. Personally, distributing chamber materials throughout the County of Merced. Overseeing that our calendar is well kept and not over book. Meeting with businesses and organizations to keep the chamber actively involved in current events and issues. Project Coordinator of The Mercado Night Market coordinating vendors, programs, and marketing material.

El Paso Hispanic Chamber of Commerce

**Membership Coordinator**

El Paso, TX

February 2019-August 2019

Managed accounts of nearly 1,200 chamber members problem solving any issues in regards to membership and maintaining the customer profile database. Planned and coordinated monthly networking events with 50+ attendees as well as creating the agendas for each different event. Provided support to the Executive assistant, Department Directors, and the Chief Executive Officer of the chamber with a demonstrated ability to improvise, improve procedures, and meet crucial deadlines. Provided excellent customer service by building strong relationships with members and sponsors. Helped staff with sales strategies for signing on new and recurring members. With the CEO, I helped to develop and implement a new program that was designed to increase and retain membership. Handled credit card information retaining customer confidentiality to the highest degree. Protected sensitive client information when the occasion called. Managed a committee of 30+ business owners and company representatives, assuring members interest were consistently addressed. Designed and published weekly mass email

communications. Created a new ceremony guide to assist members on planning their celebration events.

**Retail  
Person in Charge**

Fairbanks, AK  
April 2016- May 2018

Trained and coached 10+ associates in basic skills training from customer service, department policies and procedures, safety policies and procedures, organizing, prioritizing, and scheduling work assignments. Achieved 30% sales growth in promotional event from previous year by marketing and advertising sales promotions. Responsible for ensuring efficient workflow to meet organizational objectives. Responsible for proofreading advertisements. Resolve customer complaints and problems with innovative solutions. Conducted and led daily staff meetings to maintain consistent communication. Supervised hourly shift employee's (5-6 associates per shift).

**Wyndham  
Community Marketing Agent**

San Antonio, TX  
March 2015- March 2016

Community brand ambassador in the Wyndham Destinations sales experience. Developed and practiced marketing and sales tactics. Collected data and analyzing details on potential clients. Established and enhanced client relationships with incentives. Managed customer inquiries and reservations. Writing formal invitation for tour reservation using customer relation management program. Organized departures and pick ups for guest. Processed required deposits from clients to secure a place at our marketing presentation.

**Wyndham  
Manifest Dispatcher for Sales and Marketing**

San Antonio, TX  
December 2013-March 2015

Answer inbound calls from over 100+CMA, guest, or other locations directing them to the right department. Customer service and data entry into separate systems. Collected and secured sensitive client information keeping documents filed in organized system. Live updating and tracking sales, running periodic and end of day reports. Create, track, and process tours on CRS system. Enter accurate tour appointment information into database and provide confirmation number by phone and/or e-mail. Utilize Office Microsoft (Word, Excel, Power point) and multi-line phone system.

**Awards**

- Employee of the month for June
- Employee of the month for July
- Employee of the month for September
- Reservations employee of the year 2014



Sbarro

San Antonio, TX

**General Manager**

January 2012- August 2013

Direct and coordinate all operations of business. Develop the team by conducting interviews and hire qualified staff. Train all personnel in their field including cross training. Ensure all administrative services are done in a timely and thorough manner. Count all inventory in a weekly basis. Keeping track of all food loss. Ordering food and supplies while keeping under the required budget amount given by corporate. Scheduling labor using past years sales and allowed hours. Ensures all OSHA, local health and safety codes, and company safety and security policies were being met. Controlled profit and loss, by following cash control/security procedures, maintain inventory, managing labor, reviewing budgets, and taking appropriate actions.



# **League of United African American Citizens (LUAAC)**

**City of Merced**

**Request for Proposals for Community Funding  
RFP # 04292022A**

**Friday, April 29, 2022 by 5:00pm PST**



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- 1. Introductory Letter**
- 2. Individual Staff Experience**
- 3. Proposed Project & Scope of Services**
- 4. Program Budget**
- 5. References**

# INTRODUCTORY LETTER

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The League of United African American Citizens (LUAAC) is a 501c3 non-profit organization. Mr. Raymond Lewis Walton, Sr. is the Chief Executive Officer and primary contact for LUAAC. The mailing address and physical address of LUAAC is 1635 Tumbleweed Way, Los Banos, CA 93635, phone number is (209) 675-6475, and email address is [luaac7@yahoo.com](mailto:luaac7@yahoo.com). Further information about LUAAC can also be found on their website at <http://webtestsdev.com/league-of-united-african-american-citizens>.

A non-profit organization that caters to the plunged Black communities of the country, empowering them to fight racism one day at a time, LUAAC's mission is to build a Racism-Free World. Racial injustice in the United States dates back to the beginning of times. The Black people face racial discrimination, police brutality, emotional, physical, psychological violence, systemic racism, and the list goes on. Unfortunately, the centuries of racism are now deep-rooted in our minds, and we might not fight it as aggressively as we should. Our goal is to educate the Black community to stand up for their rights and defeat the racists. The League of United African American Citizens stands in solidarity with our oppressed Black brothers and sisters. We are working tirelessly for over a decade, helping Black communities deal with socio-economic problems.

In response to this Community Funding Request for Proposals, administered by the City of Merced, LUAAC is applying for grant funding in the amount of \$35,000. We propose to help marginalized and non-marginalized children in Merced County by assisting in eliminating the Scrooge of bullying. We



believe there is an increase of students being bullied in our community, thus creating a state of emergency. In 2019, suicide was the 10<sup>th</sup> leading cause of death in the United States which resulted in 47,511 deaths. We believe bullying prevention is more effective in reducing negative consequences of the harm students experience when bullied.

Our plan is to dramatically reduce the ugliness of bullying. According to the Center for Disease Control and Prevention (CDC), any effective bullying prevention program should always include the student's background: race, rural and city, sex, primary language, and disability status. We are aware there are several anti-bullying programs. LUAAC believes our anti-bullying program is more effective and has taken the initiative to design, print and donate anti-bullying posters to local schools. We will continue to donate these resources free of charge. These posters and resources are specifically designed to reduce bullying in the schools which will be distributed to the schools within our city at no cost.

The League of United African American Citizens looks forward to a fruitful partnership with the City of Merced and the school district. We look forward to your help.

Thank you for this opportunity.

Sincerely,

*Ray Walton*

Ray Walton, CEO – LUAAC

# INDIVIDUAL STAFF EXPERIENCE

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Ray Walton

Chief Executive Officer

League of United African American Citizens – LUAAC CEO for 4 years

Los Banos, CA 93635

Annette Walton

Chief Operating Officer (COO)

League of United African American Citizens – LUAAC COO for 4 years

Los Banos, CA 93635

Frank T. Watters

Retired Professor / Retired Social Worker

League of United African American Citizens – Part-time professional #1

Gilroy, CA 95020

Arnold Grimes

IT Manager, Ray O. Sheets Taxes

League of United African American Citizens – Part-time professional #2

Los Banos, CA 93635



# PROPOSED PROJECT & SCOPE OF SERVICES

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MOTHERS AGAINST BULLYING PROJECT (MAB) wants to educate kids about the scourge of bullying IN ALL ITS UGLINESS:

- ❖ Provide the school with specially designed printed media professionally designed by specialists in the field of bullying.
- ❖ Our goal is to help the marginalized and non-marginalized children with coping skills that will enable them to be free of bullying.
- ❖ We will partner and coordinate with additional organizations such as the Centers for Disease Control and Prevention (CDC) and Mothers Against Bullying campaign (MAB).
- ❖ We want to maximize the impact of the MAB campaign by implementing their programs in our community. The CDC has valuable information on bullying that needs to be used in our schools.
- ❖ This will be on-going throughout the program start to end.

GET ALONG WITH POLICE STAY SAFE AND STAY OUT OF JAIL PROJECT:

- ❖ The goal is to slow down and eventually stop the violent interactions with all forms of law enforcement in all of our communities and their members.
- ❖ We will hire a professional ex-police officer to educate those who are not incarcerated but vulnerable to becoming incarcerated.
- ❖ We want to work with incarcerated youth to enable them to learn more effective ways to express themselves through assertive skills, as opposed to aggression, thus learning more law abiding ways to conduct themselves.
- ❖ When interacting with all divisions of law enforcement I have approached Los Banos Police Chief Gary Breezy and others within law enforcement by holding educational Zoom meetings with targeted individuals with potential to in-person meetings as the incidents of bullying decreases in our schools.
- ❖ This will be on-going throughout the program start to end.

# PROGRAM BUDGET

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## **Annual Operating Budget (7/1/2022 – 6/30/2023)**

### **Payroll Expenses = \$14,400 total:**

- ✓ CEO = \$4,000 salary
- ✓ COO = \$3,000 salary
- ✓ Professional #1 = \$2,500 salary
  - Part-time effort
- ✓ Professional #2 = \$2,500 salary
  - Part-time effort

### **Salary Total = \$12,000**

- ✓ Benefits = Salary Total X 20% rate

### **Benefits Total = \$2,400**

### **Non-Payroll Expenses = \$20,600 total:**

- ✓ Program supplies = \$7,000
  - Posters approved by the school district that will be donated to various school districts to support anti-bullying programs
- ✓ Operating expenses = \$6,000
  - Rent, communications, and utilities costs
- ✓ General supplies = \$4,600
  - Office equipment and materials
- ✓ Travel expenses = \$3,000
  - Local transportation, mileage, and gas

**Operating Budget TOTAL = \$35,000**



# REFERENCES

---

Ms. Robyn Reliford  
Finance Director – Non-Profit Industry  
Independent Consultant – Tax and Financial Services  
132 Argonaut Avenue, San Francisco, CA 94134  
(415) 713-4207

Mr. Carl Burch  
Truck Driver – LGT Transport  
944 Windrift Way, Oakley, CA 94561  
(209) 403-6395

Mrs. Liz Holliman  
Childcare Provider – Touch of Love Day Care  
2368 Portal Way, San Jose, CA 95148  
(408) 661-8874



Empowering Impoverished  
Neighborhoods to Thrive

lifeline@lifelinecdc.org



**Loughborough Community Center**  
3135 Meadows Ave. Bldg. 8 #59  
Merced CA 95348

**Winton Community Center**  
7081 N Winton Way  
Winton CA 95388

**Office:**  
393 E Donna Dr.  
Merced CA 95340

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



**Re: Grant Proposal to open a new neighborhood community center**

Dear Ms Dietz and City Council,

LifeLine CDC would like to be considered to receive a grant for Community Engagement in a new neighborhood Community Center in the City of Merced. LifeLine CDC has a 15 year history of providing resources and opportunities for under-served neighborhoods in Merced County. Our strength-based approach to engage community members in their own solution has proven to be effective in empowering impoverished communities towards resilience and move towards thriving. It addresses the need for training, capacity building and community unity.

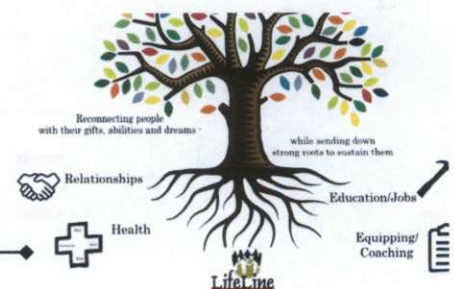
Our current community center in the Loughborough area is a place where people can come to receive help like emergency food, computer help, signing up for services, volunteer and community service opportunities, job searches, referrals to other resources and much more. Our many conversations with community members help determine what neighbors feel they need to take steps out of poverty. In the Loughborough community the request for youth activities was a driving factor to create an after school program where children have a safe place to be, get help with homework, learn social skills and experience life with new opportunities. Among other things we just completed our VITA (Volunteer Income Tax Assistance) program for our local community members and brought \$250,000 back into the local community. Our work (Asset Based Community Development) is helping people to (re)discover their own strength, helps them to engage in their own solution and then help someone else. It builds the social capital of people and gives people access to resources (e.g. HSA, BHRS, Health Department, WorkNet) that they might not have known about before. We are creating platforms for people to move towards their preferred future.

Every community is different and it is important to have community buy-in from the beginning and let people set the agenda for change. So, we won't assume that the new center will have the same services, but we will be open to the community input. The new community center will be located in a under-resourced neighborhood based on the current census track.

We would like to open a 3<sup>rd</sup> community center in one of our under-resourced neighborhood in the City of Merced, and request a grant for \$50,000 to determine a new the site, have conversations with community members, managers and stakeholders and create a presence in the community.

Thank you for considering our request.

Monika Grasley  
Executive Director







**Empowering Impoverished  
Neighborhoods to Thrive**

209.259.8950



lifeline@lifelinecdc.org



www.lifelinecdc.org



**Loughborough Community Center**

3135 Meadows Ave. Bldg. 8 #59  
Merced CA 95348  
209-354-4914

**Winton Community Center**

7081 N Winton Way  
Winton CA 95388  
209-358-6939

**Mailing Address:**

731 E Yosemite Ave Ste B # 165  
Merced CA 95340

**Office:**

393 E Donna Dr.  
Merced CA 95340

29 April 2022

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

**Re: Grant Proposal to open a new neighborhood community center**

**Project Scope of Work:**

Open a new Community Center in an under-resourced neighborhood in Merced

Living in an under-resourced neighborhood is like living in a bubble. You might not know where to find resources, who to contact, how to take steps that move you out of poverty. A Community Center is place where some of the 'bubbles can be popped', by providing a one stop for community members to have access to resources, work together towards a better community, and build the resilience of families. We recognize that relationships are always the driving force to see individual and community change. We value community members and their resilience and want to work together to see change. We never do for people what they can do for themselves.

Over the last year we have built the capacity of the staff, explored neighborhoods where a community center might be helpful and have dreamed about next steps. Our amazing staff (all coming out of under-resourced life situation themselves), have gifts, strengths and stories that provide platforms to help others move forward.

Asset Based Community Development work follows several steps to ensure that a community center can be successful:

1. Explore the neighborhood
2. Have conversations with community members to share their vision for the community
3. Map the assets of the neighborhood and bring people together who care enough to act (What has already been done? Who are the community leaders? What is already present? etc)
4. Bring neighbors together to set the agenda of what they would like to see happen (How can we partner? Who are the stakeholders that need to be a the table?)
5. Work together to see change – and open a community center that will be a good fit for the community
6. Celebrate small successes and work on new initiatives to see change happen

We want to build the resilience of community members (that in turn will enhance the neighborhood) by providing access to resources that move them out of their current life situation and empower them to work together to help each other move forward. We recognize that most people have been effected by ACE (Adverse Childhood Experiences) and the move towards reliance is a long and difficult road, but we also know how many times we have seen these changes in the past and that in community change can happen.





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29 April 2022

**Re: Grant Proposal to open a new neighborhood community center**

**Project Outline:**

July – September 2022

- Determine a neighborhood for the next community center - conversations with community members, apartment complex managers, City Council members and other stake holders

October 2022

- Finalize a location and work with community members

November – December 2022

- Have a community center in the neighborhood and develop the resources needed for it (furniture, staff/volunteers, resources etc.)
- Celebrate the opening of the center with the community

January 2023

- Have the center open at least 20 hours a week with a combination of staff and community volunteers
- Develop partnerships with organizations that would benefit the community

February – June 2023

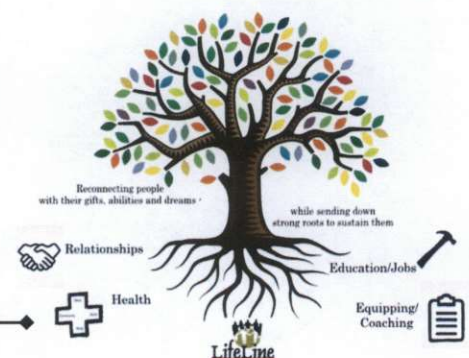
- Center is fully functioning and providing recourses and opportunities for community members

In the past our community centers have provided resources and activities in a variety of areas, and we believe that similar requests will be made, but we do not want to limit to those.

Some of our current activities include:

- Community meetings
- After school programs
- Help with resources
- Partnerships/Collaborative work with HSA, MHRS, WorkNet, Health Department, First 5, non-profits and faith communities, and many others
- Workshops and learnings around a number of topics
- Opportunities to volunteer, do community service, do internships
- Community clean-ups and graffiti abatement
- Community gardens/SNAP education
- Partnerships with schools
- Reentry Assistance

These are all ways that we can help people have them to move towards better lives.



LifeLine CDC is a community benefit organization,  
all donations are tax deductible.





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**Re: Grant Proposal to open a new neighborhood community center**

**Staffing Experience:**

Monika Grasley, ED of LifeLine CDC has over 30 years of Asset Based Community Development training and work history. Monika is passionate about helping under-resourced neighbors discover their gifts and passions and move towards resilience and thriving.

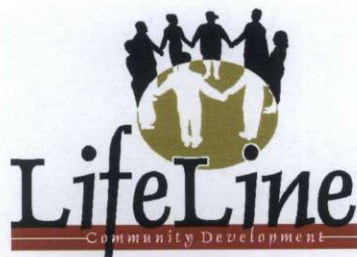
Our staff has all come out of difficult living situations themselves and are the best advocates for change. They know the struggle of self-sufficiency and the difficulty in balancing life in poverty. They are passionate in helping other people and have been trained in a variety of skills that will enhance the community.

**Proposed Scope of Work and Services:**

Open a 3<sup>rd</sup> community center in an under-resourced neighborhood in the City of Merced as a hub for community engagement, enrichment and training. Our centers help community members have access to resources, develop new skills, and take steps to move out of their current situation. We believe strongly in collaboration and enjoy partnering with groups that further the vision to empower impoverished neighborhoods to thrive. The new community center will be a place to where people come together, receive resources and work together toward a preferred future.



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29 April 2022

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

**Re: Grant Proposal to open a new neighborhood community center**

**Budget:**

Request for \$50,000 to develop a new community center in an under-resourced neighborhood

\$30,000 staffing

\$10,000 for ED for training and equipping of the

Establishment of the new community center

\$20,000 for 2 part time employees to establish the community center

\$10,000 supplies for community gatherings, meetings, food etc

\$10,000 material and equipment for the center

We always work with community members and community partner and we estimate about \$20,000 of in kind-services.



Lifeline CDC is a community benefit organization,  
all donations are tax deductible.





Dear City of Merced:

I am a native of Merced and love my community. The Merced County Nut Festival has grown out of my love for Merced. The mission of the festival is to celebrate the men and women who for generations have dedicated their lives to creating one of the most prosperous nut industries in the nation that then allows the people of Merced County to learn about the process that brings this product from "tree to table." Our goal is to give back to our community in the form of scholarships and sponsorships that allow us to invest in Merced youth ages twelve to seventeen. The method used to achieve our objectives relies on the support of the City of Merced and citizens dedicated to making a difference in the lives of our young people.

On October 26, 2019, the first annual Merced County Nut Festival took place with just four months of planning. Almost 2,000 people were in attendance! Imagine what we could have done with real financial resources from the City of Merced. Everyone said it couldn't be accomplished in such a short time, but we raised over \$16,000 in sponsorships, advertising sales, and vendor fees. The festival had twenty-six vendors, eight food trucks, two bands, a dance company, and a community bake-off as well as Chef Rob Matsuo from Five-Ten Bistro showcasing a cooking demonstration with nuts.

The Merced County Nut Festival is requesting \$10,000 from the City of Merced. These funds will go towards the following areas:

- Insurance
- Hand-washing stations
- Banner Across G Street
- Merced County Fairgrounds rental fees
- La Guardia security guards
- Print advertising
- Kid-Friendly Activities

Due to COVID-19 our only project to date, which was a huge success, was the 2019 Merced County Nut Festival. The festival was held at the Merced County Fairgrounds at a cost of \$16,220. We are very proud of the fact that volunteers included youth from El Capitan and Golden Valley High Schools. The day was life affirming in that we saw young people, and older adults working together for the betterment of our community.

This was all made possible because I had a dream, and with your help and support, we can continue this dream.

Sincerely,

Necola Adams, President  
Merced County Nut Festival  
3144 G Street Suite 125-383  
Merced CA 95340  
209-761-8279  
mercedcountynutfestival@yahoo.com



**2022 Merced County Nut Festival**

**Expenses**

Merced County Fairground Fee	\$2300.00
G Street Banner	\$2495.00
Insurance	\$ 921.00
Knight's Portables	\$ 796.65
La Guardia Security	\$1100.00
Print Advertising	\$2000.00
Radio Advertising (All of Radio Merced Stations)	\$3000.00
Graphic Arts & Design	\$ 500.00
County Banners	\$ 400.00
Flyers	\$ 300.00
Stage Canopy	\$ 300.00
Booth Signs	\$ 100.00
Entertainment (2 bands)	\$1600.00
DJ Rasta	\$ 200.00
Face-Painters (7 Face-painters)	\$ 420.00
Children's Train	\$ 425.00
Central Valley Virtual Reality Game Truck	\$1250.00
<u>Fiscal Agent Fee</u>	<u>\$1850.00</u>
Total:	19957.65

**In-kind Services**

Office of Education	\$1500.00
Printing Commemorative Book	
Image Masters (2 Banners)	\$1000.00

**Projected Income/donations**

Vendor fees	\$1300.00
Merced Junior College	\$1500.00
Harris Woolf Almonds	\$1000.00
Hostetler Ranches	\$1500.00
Ads	\$3200.00
EECU	\$1000.00
Total:	\$9,500.00



## **The staff of the Merced County Nut Festival**

### **Dr. Kim McMillon:**

PHD in Humanities, Instructor of Global Arts Studies program at UC Merced

Playwright

Producer/director

Organizer of the 2010 Ethiopian New Year's Festival, as well as many others

Co-Creator of Midnight Shakespeare for the San Francisco Shakespeare Festival

Part of the team that developed and held the first Merced County Nut Festival

Dr Kim McMillon, is the Editor of the Book Black Fire, released March 2022, Willow books

### **Dr. Wanda Patrick:**

AA in Social Science,

AS in Administration of Justice,

BA in Social Science,

MA in School counseling with PPS Credential,

Mild/Moderate Special Education Teacher's Credential,

PHD in Education emphasis in Special Education

Dr Wanda Patrick is currently a special Education Resource Instructor at Weaver School

### **Jerome Raspberry:**

25 years of community organizing,

20 years in the field of education

Jerome Raspberry is currently the Foundation Director for the organization C.A.R.S.P.L.U.S.

**Necola Adams:**

Owner of Mrs. Adams Gourmet Cookies, 28 years

Former owner of Limey's Lunchbox.

Former owner of the Cookie Lady's bakery and Café,

Volunteer parent in the Merced City School District, 18 years,

Former substitute teachers aid for the Merced City School District

Community advocate, over 30 years,

Past President of the League of women voters,

Past 2<sup>nd</sup> vice president of the National council of Negro women,

Past 1<sup>st</sup> vice president of the NAACP Merced Chapter,

Past commissioner of Parks and Recreation for the city of Merced,

Former Mayoral candidate for the city of Merced,

Former caterer to 22 sitcoms, 5 record labels in Hollywood

Presently, Real Estate agent with Coldwell Banker Premier Real Estate

President of the Merced County Nut Festival



# Gwen Hagaman

Gwen Hagaman is a creative, customer-driven, and adept marketing leader who meets the challenges of both “highly competitive metropolitan” and “remote rural” markets. She is highly successful in network building, creative services development and multi-channel marketing strategies. Using proven creative process skills, multi-channel marketing strategies and consumer trend analysis, she spearheads dynamic market campaigns for her clients. Her motivating leadership and organizational focus inspire others during stressful and dynamic situations.

Working to promote the Whitewater Rafting Industry in the New River Gorge area, Ms. Hagaman received a “Star of Tourism” award from the State of West Virginia. She authored a documentary book detailing the process of developing hydropower at Summersville Dam. Her work in graphic design and marketing have consistently been recognized by peer organizations on the local, state, regional and national levels since the mid-1980 to date.

After choosing Merced as her home, Ms. Hagaman has provided marketing and design services to local businesses and Chambers of Commerce. Her projects have included several years of publishing “Merced Today” magazine for the Greater Merced Chamber of Commerce. Currently she publishes “Vámonos” magazine for the Merced County Hispanic Chamber of Commerce. This “things to do in Merced County” publication helps to realize her career goal of attracting tourism dollars into this community and closing the existing “Tourism Deficit.”

Ms. Hagaman was part of the team that developed and held the first Merced County Nut Festival. She remains devoted to contributing to the event’s long term success in celebrating Merced County’s biggest industry.

## Areas of expertise:

- Multi-Channel Advertising
- Project Development
- Community Affairs
- Website Development
- Marketing Strategies
- Creative Services including Design, Writing, Illustration and Photography
- Grant Funding Resources
- Project Leadership
- Public Relations

- Contract Negotiations
- Public Speaking and Training
- Publicity Campaigns
- Online Sales Strategy
- Strategic Market Development
- Promotions
- Business Networking

Specialties:

- Economic Development Marketing
- Tourism Attraction Campaigns
- Corporate Sales Support
- Internet Marketing Training

Education:

Associate of Science Degree from Kanawha Community & Technical College with course work from San Jose City College and Porterville College



## **Proposed project**

The Merced County Nut Festival will take place on Saturday, October 22, 2022, at the Merced County Fairground, 900 Martin Luther King Jr. way, from 10am-5pm.

This festival will have 5 major Nut vendors including Buchanan Nut Hollow. 8 Food trucks D.J. Rasta, The South Pacific Dance Company, G Street Revolution Band, Comprised of U.C. Merced Professors. The festival will also include a central Valley V.R. Gaming truck and a rock- climbing wall.

We would like to see Merced become a true destination place where people from all over the world come to celebrate our Agricultural Nut Industry.

The last Merced County Nut Festival drew an attendance of almost 2,000 people, this year, we are looking forward to an attendance of over 4,000. If needed, we will obey whatever COVID 19 protocols that are in place.

The future of the Merced County Nut Festival is to grow into one of the largest festivals on the West Coast within the next 5-10 years. Eventually we hope to grow it from a 1day event into a 3day event. This will bring to our city new businesses in all sectors that will create good paying jobs. The festival will also bring people that will fill up our hotels and restaurants, shop our stores, drive out to see our beautiful U.C. and maybe some of them will fall in love with our small-town feel, purchase homes and decide to make Merced their permanent home.

When The Merced County Nut Festival transitions to the 3day event, it has the potential of bringing Millions of dollars to the City of Merced in just those few short days, not just that, but it will create thousands of dollars towards scholarships and sponsorships for organizations that give our teenage youth positive life skills and alternatives that are deterrents from joining gangs.

The Merced County Nut Festival will not only be entertainment and fun, it will also be educational on the process our Walnuts, Almonds and Pistachios go through before they come to the grocery store or a families kitchen table. It will also educate the public on the understanding of water management issues, which are pivotal not just for us, but our agricultural survival.

To summarize the Merced County Nut Festivals mission, it is to celebrate the Nut industry and those in it, educate the public on what happens from "tree to table" and give back to our community in the form of Scholarships and sponsorships for youth 12-17 years old.

## **Scope of services**

The Nut Festival is an event for the whole community, it has no age limit, there is something for everyone who attends.

The success of the Nut festival will be because we thought of public safety first. These are the measures we have taken for that:

- 4 Deputies from the Merced County Sheriff's Department
- 6 Security guards for La Guardia Security service
- Metal detector wands at both entrances
- Medical personal at the First Aid booth
- Information specialist at the Information booth/lost and found

For the young children there will be Face painters, Merced Rocks organization with rock painting, and a Train for train rides.

For the older youth, there will be a virtual reality truck, and a Rock-climbing wall

For the adults, there will be a host of vendors, food trucks and great music from several local bands and D.J. Rasta. There will be a cooking demonstration by Chef Rob Matsuo of 510 Bistro as well as trophies and a cash prize for the best dessert entry in the bake-off contest.

For the whole family there will be educational speakers and material on how nuts are grown, harvested, and processed, as well as information on water management.

We have made sure that the Merced County Nut Festival looks like the community. It is inclusive of all those who live within our City and our County. Flyers will be in the 6 major languages of the county, and the volunteers will be a representation of what our city looks like. Although this festival is about the celebration and education of the Nut industry, it is also about connecting us as one, celebrating our diversity and appreciating each person as they are.



**References for the Merced County Nut Festival**

Dr. Susan Walsh

Partner of Walsh, Cassidy and Walsh

1715 Mondo Drive, Merced CA 95340

209-756-1473

Julie Wilkes

Retired Clerk for Raley's

345 E. Emerald Drive Merced CA 95340

209-383-4155

Ella Luna-Garza

Pastor United Methodist Church, Merced

2983 Wainwright, Merced CA 95340

214-606-2774



*"To nurture and inspire the arts and artists in Merced County by cultivating a place for creative discovery, community, and dialogue."*

April 28, 2022

Re: Letter of Support

To Whom It May Concern,

The Merced County Arts Council is proud to support and be the fiscal sponsor of the Merced County Nut Festival.

Back in October 2019, Necola Adams organized Merced County's first inaugural Nut Festival with huge success that helped promote our region. Now, after the nearly three-year pandemic, we hope the festival will continue its success of promoting our county. The festival is an opportunity to lift our community up and unite us in our collective achievement.

On behalf of the Merced County Arts Council, we look forward to celebrating our region's nut industry through this annual Merced County Nut Festival.

Sincerely,

Colton Dennis

Executive Director  
Merced County Arts Council  
Multicultural Arts Center (the MAC)  
EIN#: 94-2451184



April 28, 2022

Merced City Council  
678 W 18<sup>th</sup> Street  
Merced, CA 95340

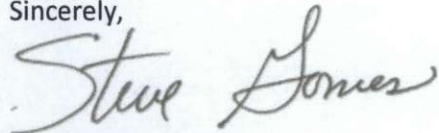
Dear Merced City Council:

This letter is to express my endorsement of the Merced County Nut Festival and to ask for your support. As Merced grows and the downtown area continues to flourish, growing the Nut Festival will only add momentum to people discovering that Merced is a wonderful place to raise a family and retire in later years. Like Gilroy with garlic, Lodi with wine, Los Banos with tomatoes, and Castroville with artichokes, Merced can find its place in the spotlight with the celebration of our one of our greatest commodities.

In addition to serving as a great marketing tool, the festival also provides a forum for agriculture to educate the public about the great economic impact commodities like almonds, pistachios, and walnuts have on this county. The festival can discuss the need to manage our water to provide food and fiber for the state and country. Unlike other things produced exclusively in other countries, we cannot become dependent on other countries for our food and fiber.

In reading the Merced Vision 2030 General Plan, it "envision[s] a growing community that preserves much of its small-town flavor and social setting, a city that has an improved economy, adequate public services and cultural facilities, and a good overall quality of life for its residents." by its nature, the Merced County Nut Festival, creates a small-town flavor and a good overall quality of life for its residents. The festival aligns with the Merced Vision 2030 General Plan and needs community support. Therefore, I hope the Council will give thoughtful consideration to providing the Merced County Nut Festival with the requested grant funding.

Sincerely,

A handwritten signature in cursive script that reads "Steve Gomes". The signature is written in dark ink and is positioned above the printed name.

Steven E. Gomes, Ed.D.

Retired Merced County Superintendent of Schools Emeritus





# **The First Annual**



## **Commemorative Program**

**Celebrate · Educate · Give Back**

**Saturday, Oct. 26, 2019**





# and th

Alnuts and pistachios from  
an understanding of water  
h are pivotal for our  
cultural survival.

he future vision for the  
County Nut Festival is to  
one of the largest festivals  
held on the West Coast  
ive years. We plan to grow  
ree day event with over  
visitors attending.

he Merced County Nut  
Festival is a nonprofit organi-  
with the goal of supporting  
nonprofits using proceeds  
costs. We will focus on  
that support youth ages 13  
At ages 12 to 13, children  
e not involved in sports or  
e out of almost every after  
program operating in this  
This is a vulnerable age,  
It's most important for a  
feel some kind of kinship  
onging. Money raised by  
festival will help our  
are generations.

Merced County Nut Festival's  
(intended), it is to celebrate  
stry, educate the public on

To inspire and nurture the Arts in Merced County...

The Merced Multicultural Arts Center is a modern, open three story facility providing space and support for arts education, training, world-class performances, tours, and five galleries showcasing arts and cultural exhibits of local, regional and national importance. Included is the Arbor Gallery; a retail cooperative of over 30 regional artists.





A MESSAGE FROM THE FESTIVAL PRESIDENT

## Let's Celebrate, Educate and Give Back to Our Youth

The Merced County Nut Festival was created out of a love, respect and deep appreciation of our farming community. There is no other commodity that unites every city – large and small – in Merced County the way our almonds, walnuts and pistachios do.

Currently, the nut industry in our county produces over \$750 million a year. We are one of the world's largest exporters of almonds. We supply most of the United States and almost 85 percent of the entire world's demand for almonds. We provide over 40 percent of the entire world with our pistachios and walnuts – making Merced County a premiere player on the world stage.

The Merced County Nut Festival celebrates everyone who contributes to the success of this industry – its growers, hullers, producers, equipment makers, distributors, and thousands of workers. It's an opportunity to lift our community up and unite us in our collective achievement.

This festival is also an opportunity to educate the public about what

happens with almonds, walnuts and pistachios from "tree to table," along with an understanding of water management issues which are pivotal for our agricultural survival.

The future vision for the Merced County Nut Festival is to become one of the largest festivals to be held on the West Coast within five years. We plan to grow to a three day event with over 100,000 visitors attending.

The Merced County Nut Festival is a nonprofit organization with the goal of supporting other nonprofits using proceeds beyond costs. We will focus on groups that support youth ages 13 to 17. At ages 12 to 13, children who are not involved in sports or band age out of almost every after school program operating in this county. This is a vulnerable age, when it's most important for a child to feel some kind of kinship and belonging. Money raised by this festival will help our communities protect our future generations.

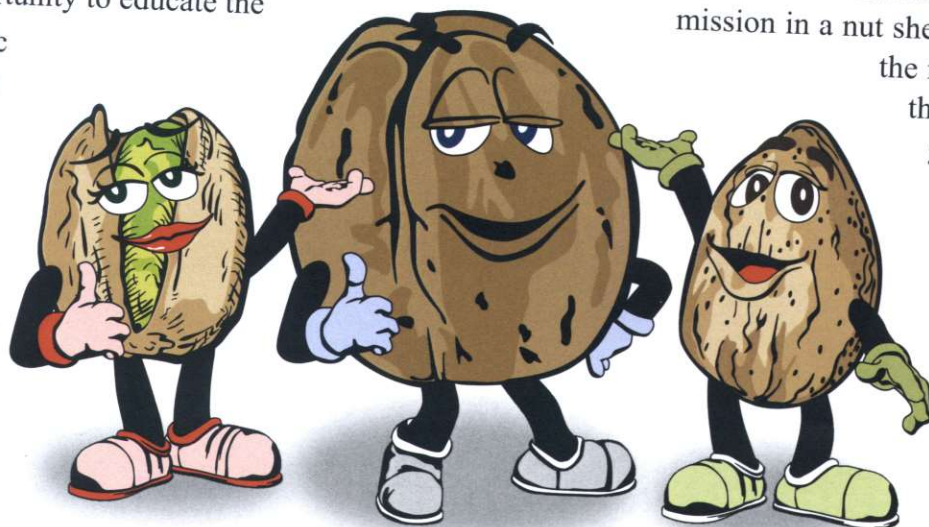
To summarize the Merced County Nut Festival's mission in a nut shell (pun intended), it is to celebrate the nut industry, educate the public on the process from "tree to table", then give back to the community. This will be our legacy and our success.



**Necola Adams**

*President*

*Merced County Nut Festival*

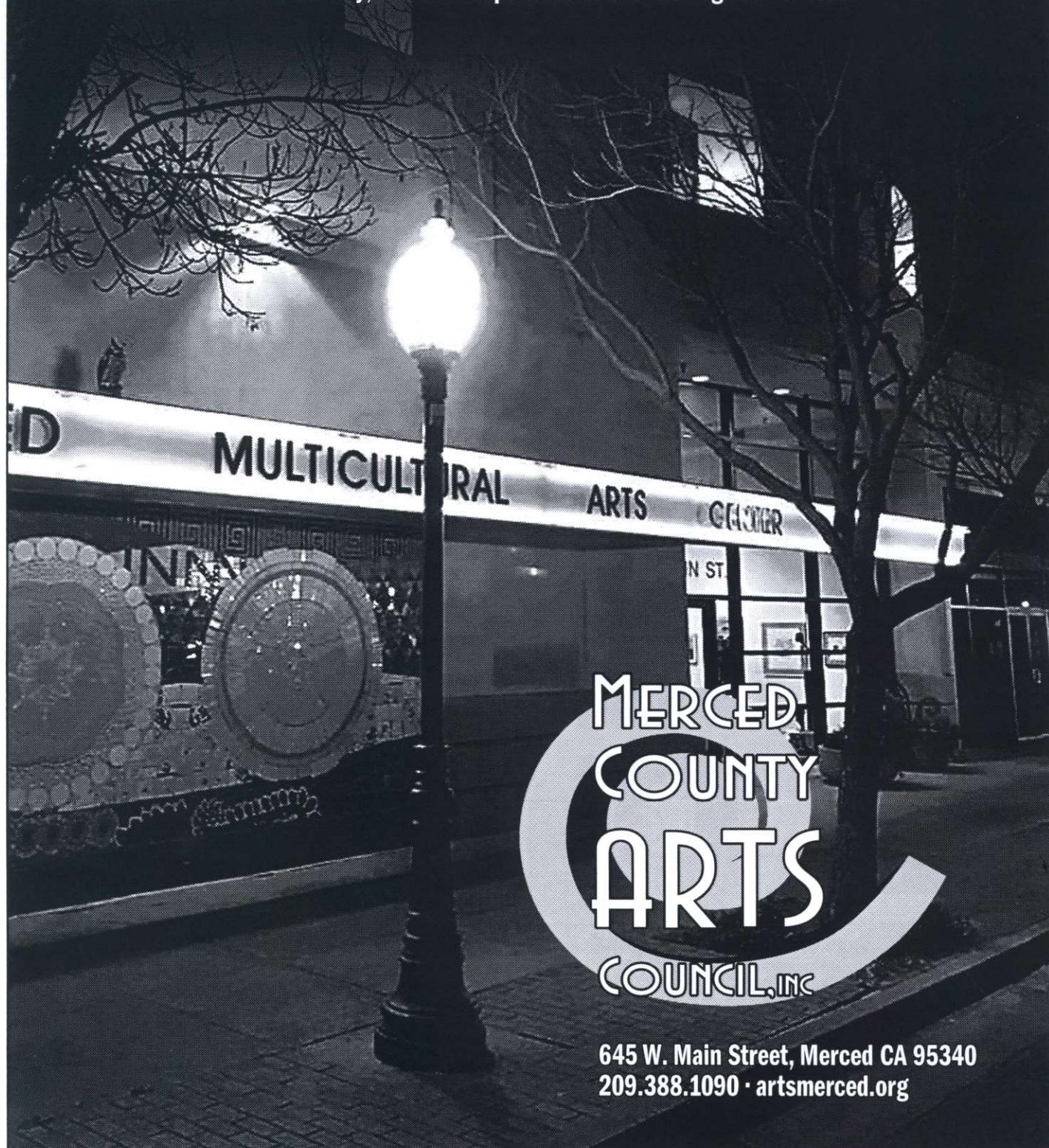


**We're  
delicious!**



To inspire and nurture the Arts in Merced County...

The Merced Multicultural Arts Center is a modern, open three story facility providing space and support for arts education, training, world-class performances, tours, and five galleries showcasing arts and cultural exhibits of local, regional and national importance. Included is the Arbor Gallery; a retail cooperative of over 30 regional artists.



645 W. Main Street, Merced CA 95340  
209.388.1090 • [artsmerced.org](http://artsmerced.org)





# NOW OPEN

## Golden Valley Health Centers Merced Northview

### Services Offered



Golden Valley Health Centers welcomes all private pay, full and partially insured, Medi-Cal and Medicare patients. For patients without insurance, we offer a sliding fee scale based on income and family size to ensure that quality compassionate health care is readily accessible to everyone.

3940 Sandpiper Avenue, Merced, CA 95340  
1.866.682.4842 | [www.gvhc.org](http://www.gvhc.org)



**GOLDEN VALLEY**  
HEALTH CENTERS



# Please Patronize Our Generous Sponsors

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Merced County Arts Council

Coldwell Banker Gonella Realty

Hostetler Ranch

Stonefield Home

Merced County Board of Supervisors

Harris Woolf Almonds

Minturn Huller Cooperative Incorporated

Merced College

Costco

Hunter Farms

The Davis-Underwood Family

Merced School Employees Federal Credit Union

Image Masters

Central Valley Trophies

City of Merced Mayor Mike Murphy



**Allstate**  
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**Allstate**

3321 G Street, Suite A  
Merced CA 95340

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## Thank You ...

Three years ago I started talking about having a "Nut Festival" for Merced County. A lot of people thought it was a good idea, but that's about as far as it went. Well, this past June something said to me... "Now's the time to do the Nut Festival."

I went to several organizations for help but they told me that it wouldn't be successful. There wasn't enough time to do it. We wouldn't be able to raise enough money. We should wait until next year.

Fortunately, I didn't listen to them. I knew this is what our county needed. Somehow I convinced enough people to share my vision. They came on board and here we are – hosting our First Annual Merced County Nut Festival. So, to ALL of you I say "THANK YOU!"

First – to the backbone of the Merced County Nut Festival – this could not have happened without you fabulous women!

**Gwen Hagaman     Kim McMillon**  
**Cynthia Adams     Vicki Underwood**

Next a big THANK YOU to our sponsors who believed and trusted that we could make this happen. They are listed on Page 4.

And we have many, many individuals and organizations who have stepped up to help out and enhance the festival guest experience. This would not be the same celebration event without the help of each and every one.

**Scott Oliver**  
**Merced Rocks**  
**Chef Rob Matsuo at five.ten.bistro**  
**Roger King**  
**Amped Up Mobile Video Game Truck**  
**Vault Works**  
**Bill and Garret Adams**  
**Jean Obad at Diamond Prints**  
**Miss Merced**  
**Diego**  
**Steve Adams**  
**Elks Lodge 1240**  
**Bake-Off Competition Judges**  
**... and all the many volunteers**

Lastly, thanks to everyone who came to this event and helped us all celebrate our Nut Industry's contribution to our communities!

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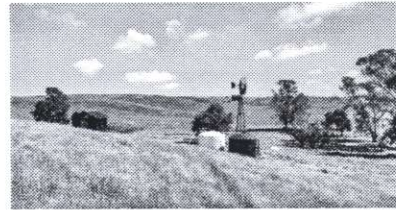
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A black and white photograph of the interior of a Costco Wholesale store. The image shows high ceilings, industrial shelving units filled with boxes, and several employees in uniform working. In the foreground, there are large stacks of white bags, likely rice or flour. A sign for "Business Delivery" is visible on a shelf. In the background, a sign reads "FLOWERS AVAILABLE FOR DELIVERY AT COSTCO.COM".

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for their success in world markets.*



### BUSINESS SERVICES

The Business Services Department provides business-type services to the Merced County Office of Education and the county's 20 school districts. This includes accounting, financial, information technology, purchasing, warehouse, print shop, grants, district services and payroll.

### EARLY EDUCATION

The Early Education Department provides leadership to ensure quality early care and education service to our community and is home to programs that provide care and education services to children and their families.

### HUMAN RESOURCES

The Merced County Office of Education Human Resources Department Staff is dedicated to creating and managing an efficient, effective, and harmonious organization committed to continuous quality improvement and a customer service orientation.

### EDUCATIONAL SERVICES

Merced County Office of Education's Educational Services Department is committed to providing leadership and instructional services to Merced County districts to ensure quality instruction and accelerated learning for all students. We are dedicated to services, researched based practices and data-informed decision-making as we respond to the challenges in education today. We partner with districts and other educational agencies throughout the county to ensure that all teachers are provided with quality professional development experiences, and ultimately, all students receive a rigorous and challenging education.

### SPECIAL EDUCATION

Merced County Office of Education provides a wide range of services for children and young adults with special needs. Ranging in age from newborn to 22 years, these young people may need special education for disabilities related to hearing, vision, speech, learning or physical development. They are served in a variety of places: homes, local schools, and schools with specialized classes. Services are available to students residing in Merced County.

## MERCED COUNTY OFFICE OF EDUCATION

632 West 13th Street, Merced CA 95341

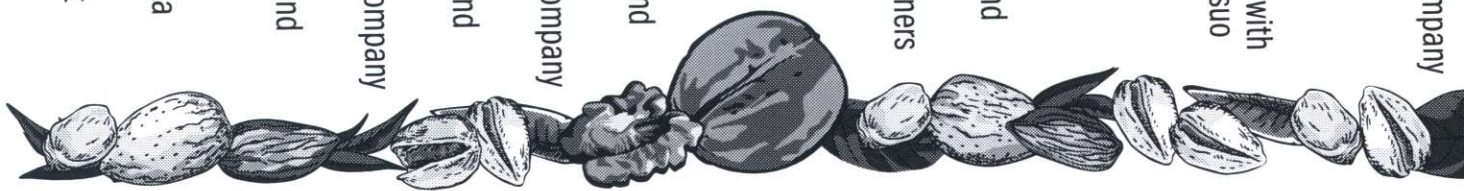
(209) 381-6600 • [www.MCOE.org](http://www.MCOE.org)



# Schedule of Events for the

Food vendors, booths and attractions

1:45 p.m. —	South Pacific Dance Company
1:30 p.m. —	
1:15 p.m. —	Cooking demonstration with nuts with Chef Rob Matsuo of five-ten-bidtro
1 p.m. —	
12:45 p.m. —	
12:30 p.m. —	G Street Revolution Band
12:15 p.m. —	Announce Bake-Off Winners
12 p.m. —	
11:45 a.m. —	
11:30 a.m. —	G Street Revolution Band
11:15 a.m. —	South Pacific Dance Company
11 a.m. —	G Street Revolution Band
10:45 a.m. —	South Pacific Dance Company
10:30 a.m. —	G Street Revolution Band
10:15 a.m. —	Remarks by Congressman Jim Costa
10 a.m. —	Opening Ceremony Nut Festival President



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# Merced County Nut Festival

are open through the entire festival.

<b>2 p.m.</b>	<b>2:15 p.m.</b>	<b>2:30 p.m.</b>	<b>2:45 p.m.</b>	<b>3 p.m.</b>	<b>3:15 p.m.</b>	<b>3:30 p.m.</b>	<b>3:45 p.m.</b>	<b>4 p.m.</b>	<b>4:15 p.m.</b>	<b>4:30 p.m.</b>	<b>4:45 p.m.</b>	<b>5 p.m.</b>	<b>5:15 p.m.</b>	<b>5:30 p.m.</b>	<b>5:45 p.m.</b>	<b>6 p.m.</b>
Los Amigos Band			Drawing for Door Prizes	Los Amigos Band			Drawing for Door Prizes	Los Amigos Band			Drawing for Door Prizes	DJ Rasta plays music				Close of Festival



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# Festival Site Map

## ENJOY OUR SELECTION OF LOCAL VENDORS & FOOD SELECTIONS

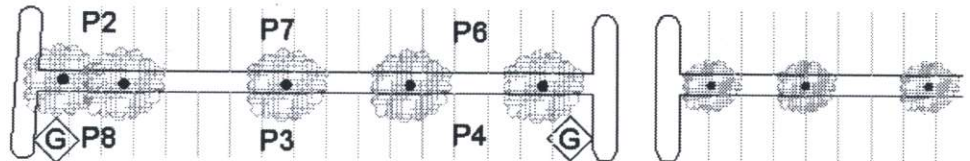
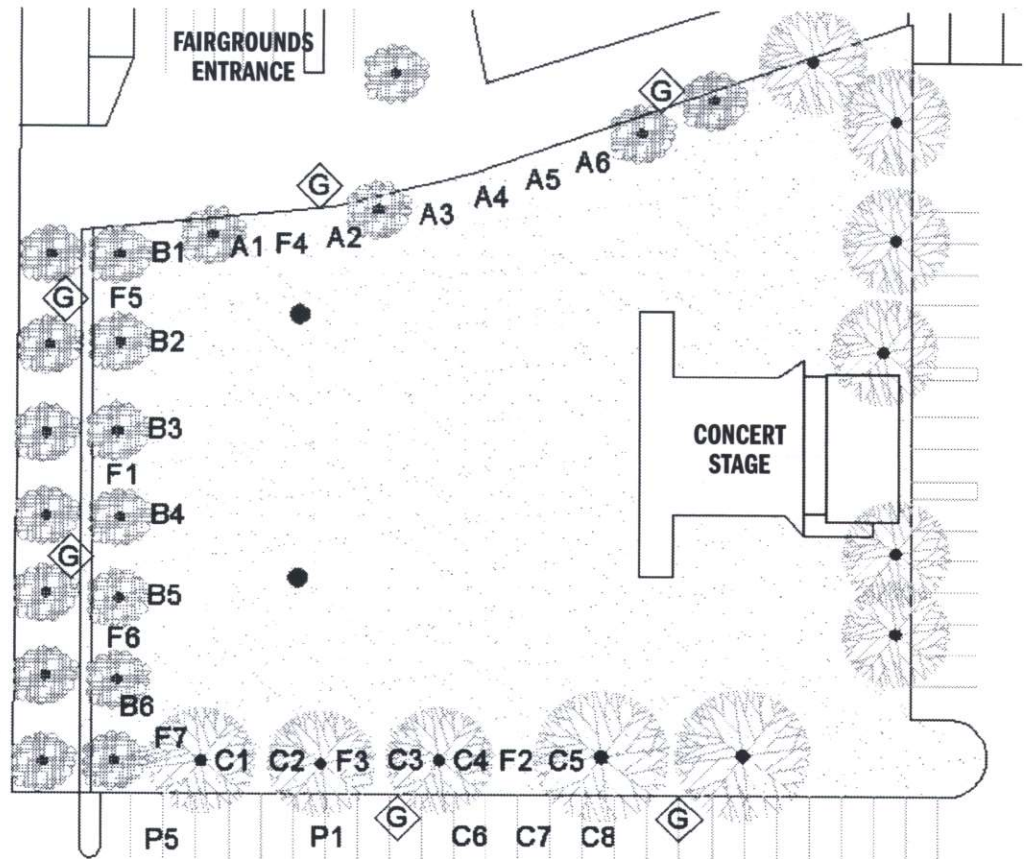
- A-1 Coldwell Banker Gonella Realty-Sales
- A-2 Coldwell Banker Gonella Realty-Property Management
- A-3 David Zang, Shen Yun Performance Theatre
- A-4 Green Valley Soaps
- A-5 AAA Insurance
- A-6 Curves/Jenny Craig

- B-1 Party Lite
- B-2 Justi Smith, State Farm Insurance Agent
- B-3 U.S. Census Public Information for 2020
- B-4 Mount Pisgah AME Zion Church
- B-5 Healthy House
- B-6 Merced County Probation Department

- C-1 Golden Valley Health Centers
- C-2 Property Team Realty
- C-3 Color Street
- C-4 Stone Family Spreading
- C-5 United States Marine Corps
- C-6 doTERRA Essential Oils
- C-7 Robotics Society at UC Merced

- F-1 The Sweet Potato Pie Company
- F-2 Roberts Ferry Nut Company
- F-3 Tres Bien Creamery
- F-4 The Chocolate Dipper
- F-5 The Nut Hub
- F-6 Monez Apiaries
- F-7 Hilmar Meat Market

- P-1 The Tri Tipery
- P-2 Rawlings Concessions
- P-3 The Cheezy Grill
- P-4 Poppin' Popples Kettle Corn
- P-5 Mattos Concessions
- P-6 Two Angry Guys
- P-7 Vickie & Sue Kona Ice, LLC
- P-8 LR Philly Cheesesteak Sandwiches





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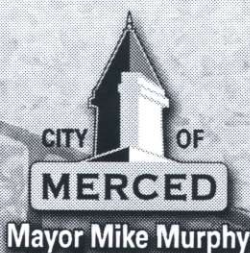
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**If you have questions call 209-761-8279 or  
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Merced CA 95340**

Business: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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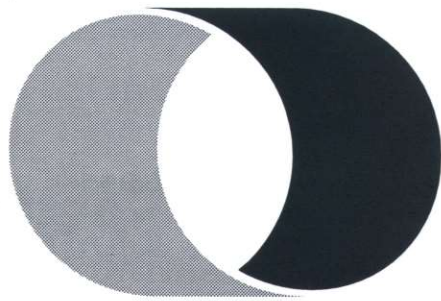
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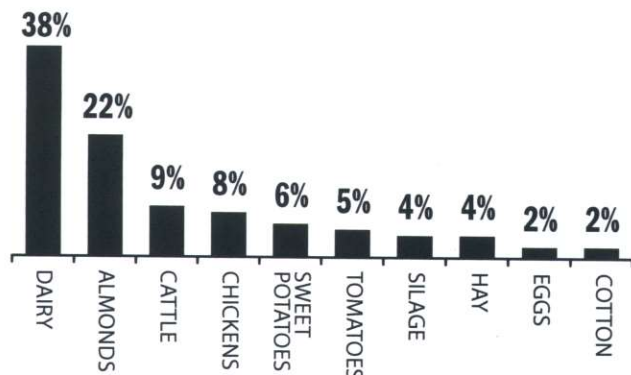
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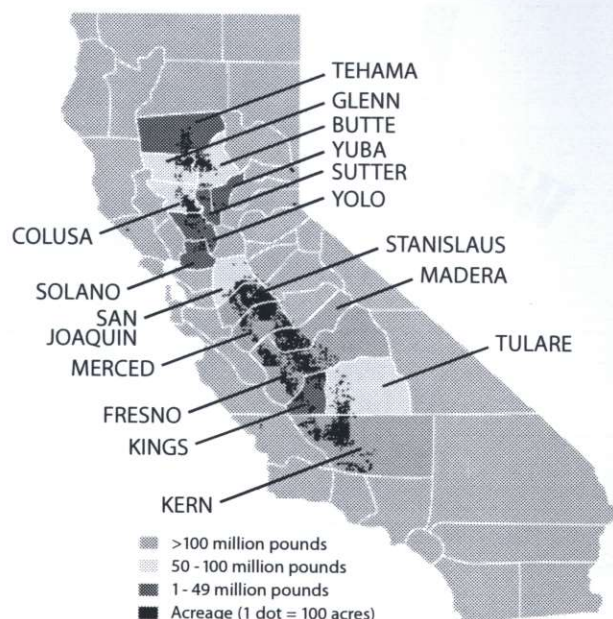


## Merced County Agriculture Production Report

Merced County's agricultural commodities grossed more than \$4.4 billion in 2014 for a record high. This is the first time Merced agriculture surpassed the \$4 billion mark.



- Almonds, both meats and hulls, added over \$821 million to the county's economy in 2014.
- Almonds ranked second in agricultural production with nearly 100,000 producing acres.
- There are seven almond handlers in Merced County (ABC).
- There are six huller/shellers in Merced County (AHPA).



Merced County ranks fourth in almond production, providing 10 percent of the entire California crop value.

Source: Merced County 2014 Agricultural Crop Report

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## Merced County Agriculture Facts from the 2012 Census

The U.S. Department of Agriculture National Agricultural Statistics Service completes a comprehensive summary of agricultural activity for the United States and for each state and its counties every five years. Per the 2012 Ag Census:

- There are approximately 2,486 farms in Merced County.
- Average farm size is 394 acres. However, 57 percent of farms are smaller than 50 acres.
- Farming is the primary occupation for over 64 percent of farm operators.

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April 28th, 2022

Merced Youth Soccer Association  
President, Daniel Jovan Pulido - [jovan@mercedunited.com](mailto:jovan@mercedunited.com)  
410 W. Main St G, Merced, CA 95340  
[Board@mercedunited.com](mailto:Board@mercedunited.com)  
EIN: 94-2626228



Dear City Manager Stephanie Dietz,

It is with great pleasure and excitement that we are applying for the City of Merced Community Funding. The Merced Youth Soccer Association (MYSA) is traditionally known for providing the Merced community with opportunities to learn about and develop their soccer skills, but our goal with our application is to expand our services so that we can better prepare a group of youth players with the college planning and financial literacy to feel confident in the next steps they take on their career and life path. Below, I have provided insights into the MYSA mission, our goals as we move forward with building the organization, and programming that our organization has coordinated over the past few years.

**Mission:**

Merced Youth Soccer Association provides recreational and competitive youth and 9adult soccer programs that inspire players to develop to their highest potential, and experience the rewards of pursuing excellence, teamwork, and sportsmanship. Our Core Values & Beliefs – Our players, families and coaches aspire to:

- Demonstrate integrity, respect, leadership and sportsmanship in all we do.
- Instill a lifelong love of the game.
- Build a strong sense of community among all our club members.
- Take a holistic approach to developing our student athletes (Technical, Psychological, Social, Physical)
- Develop all student athletes, regardless of skill level, to their full potential.

**Goals for our Organization moving forward:**

- Establish Merced Youth Soccer Association as a leader in youth sports in our region
- Increase recreational program participation rates to underserved communities and vulnerable youth populations
- Establish K-12 educational opportunities for our student athletes
- Establish a full player development pyramid (4 year olds to adults)
- Create our own soccer complex
- Create a women's semi pro team

**Objectives:**

- Educate our volunteer coaches and staff with official US Soccer coaching licensing classes
- Lower the cost for all recreational programs by 50%
- Create educational programs outside the realm of sports, such as Merced United Leadership Academy
- Establish connections with community organizations and businesses to raise funds for a soccer complex.

Through the execution of our organization's mission over the past forty years we have realized a gap that needs to be filled for the youth within our organization. The funding we are requesting is only the beginning of the Merced United Leadership Academy will help prepare high school students for the next steps in their career with exposure to a variety of community leaders, opportunities, and college majors/options. We are also prioritizing financial literacy because we are seeing this is a huge need in our community as well. Our goal is to expand the program to allow more student athletes to participate in the future. With our past experiences and collaborations with various organizations we are confident we can bring together the sessions proposed for the Merced United Leadership Academy to develop a valuable program for the youth in Merced.

MYSA organizational experiences and programming are listed below:

***MYSA Recreational City League***

- **Description:** Established in 1979, our flagship youth recreational programs serve age groups from U6 (4 and 5 year olds) to U18s. With a Spring and Fall season, together both programs combined bring in around 1,600 youth players yearly. All coaches are volunteers within our community and kids come from every school in the City of Merced. Since 1979, MYSA Recreational City League has been overseen by the California Youth Soccer Association, which is affiliated with the national governing body of the sport; US Soccer Federations.
- **Dates:** *Spring Season:* - April - June.
- *Fall Season:* September - November
- **Location:** Merced Sports Complex and Merced College (All practice locations are at Merced City School's that have a joint use agreement with the City of Merced, and local parks.)
- **Cost of Services Per Year: \$130,000** - Merced College, Sports Complex Lights, Referees, Field Maintenance, Field Equipment, Player Uniforms, Insurance, and Miscellaneous.

***Merced United***

- **Description:** Established in 1990, our flagship competitive program has created opportunities for boys and girls to develop and compete at the highest levels of soccer domestically and internationally. With close to 400 competitive players annually, the



coaches follow a club wide curriculum to train players in a holistic approach combining technical, psychological, social and physical training methodologies. All of our youth teams play in NorCal Premier Soccer, a statewide organization that is affiliated with the US Soccer Federation; the governing body of the sport in the United States. The age groups are from under-8 teams to a recently established semi-pro team where most of our high level high school, Merced College and UC Merced players are rostered. Our semi pro team plays in the United Premier Soccer League. Thus creating a player pathway for the boys to develop from 7 years old to adults in soccer. We are currently establishing the groundwork for the women's semi pro team. We have also created programs to help our student athletes to connect with college programs and professional teams domestically and internationally, as well as establishing the groundwork for educational programs outside of sports.

- Dates: Year-round
- Location: McNamara Park and Merced College
- Cost of Services Per Year: **\$120,000**- Merced College Fields, McNamara Lights, Merced College Field and McNamara Turf Maintenance, Referees, Player Jerseys, Equipment, Insurance, and Miscellaneous.

#### ***Merced United Adult Recreational League***

- Description: Established in 2018, the Adult Recreational Program was created because of the high demand for an adult soccer league from the Merced soccer community. With a Men's Premier division where the top teams play, to a Coed division and a 35+ division, there is a division for every level of play for both genders. With over 300 adults playing every Sunday, it has grown in popularity and created a safe and fun environment for adults to play organized recreational soccer in Merced. 90% of the proceeds from the adult recreational programs goes to our youth programs, the rest helps the semi-pro teams become established.
- Dates: Every Sunday, Year-round
- Location: McNamara Park
- Cost of Services Per Year: **\$27,000** - McNamara Park Lights, Field and Turf Maintenance, Insurance, Field Equipment

#### ***MYSA Indoor Futsal Recreational League***

- Description: Established in the Winter of 2020, the indoor futsal program was created for those players that wanted to develop their soccer skills in a rapid environment. The league's first season had about 145 kids and all the games were in the morning at the Boys and Girls Club. The COVID-19 Pandemic of 2020 stopped the league from progressing, and has not started up since.
- Dates: Winter 2020 January - March. (Planned for Winter and Summer)
- Location: Boys and Girls Club
- Cost of Services: **\$6,500** - Renting of Boys and Girls Club, 2 Futsal Goals, Futsal balls, Uniforms

### ***Merced United eSports Tournaments***

- Description: Created in the Spring of 2020 due to COVID-19 Pandemic, Merced United eSports is an innovative program that combines sports, and computer technology, where players compete against each other in tournaments in the Xbox, PlayStation or PC platforms. Merced United eSports led the groundwork for a Northern California eSports League under NorCal Premier, where over 800+ players competed online representing their youth soccer club in the game FIFA 2020. This program will involve the learning of the innovation, business, technology, computer programming and social psychology of eSports gaming. This was the first eSports program under a youth soccer club in the State.
- Dates: Spring 2020
- Location: E3 Gaming in Merced (closed)
- Cost of Services: **\$4,500** - Gaming equipment, renting spaces.

### ***Merced United Day***

- Description: Created in 2017, Merced United Day is an event that brings all the programs in MYSA together as well as the Merced community to celebrate our teams and take a Merced United group picture with all 400 players. We invite community members, as well as vendors as well as food trucks to make the environment fun and lively. All teams play in skill challenges and older teams connect with younger teams to create a club culture.
- Dates: Every Summer (except 2020 and 2021)
- Location: Merced College or Golden Valley High School
- Cost of Services: **\$3,000** - Renting location, Food, Promotional Material, Miscellaneous.

Each program has their own respective team of volunteer board members that coordinate and manage the duties involved with the leagues, but I oversee and assist with each one as the President, the board can be reached at- [board@mercedunited.com](mailto:board@mercedunited.com). Additional information about the Merced United Leadership Academy, budget, and staff experience will be provided in the attached documents.

Thank you for your time in reviewing our application for the City of Merced Community Funding, we look forward to hearing back from you soon!

Warmest Regards,  
Daniel Jovan Pulido



President, Merced Youth Soccer Association



## **Merced United Leadership Academy (MULA)**

The Merced United Leadership Academy was developed to expose student athletes to community leaders to further their educational and career goals. Throughout the program student athletes will build their network by engaging in conversations and group activities focused on professional development. With a dual focus on college planning and financial literacy the graduate from the

**Program Timeline:** The MU Leadership Academy will begin in January 2023 and Continue through May 2023. Session dates and speakers will be secure during the remaining of the year in 2022.

**Target Population:** Youth High School Students who are planning to pursue a career in soccer or plan to attend college to further their education.

### **Goals:**

- Create youth leaders in our community
- Network with various industry leaders to mentor our youth leaders
- Create college pathways for youth leaders
- Educational Field trips to various industries in Merced

### **Objectives:**

- Prepare student athletes for obstacles outside of sports
- Connect student athletes to leaders in the community through speaker sessions, Q&A seminars, and group activities
- Learn about the various college pathways and career opportunities.

### **Applicant Criteria:**

- High School Students
- 3.0 GPA
- Resume
- Plays soccer in MU
- Interview with MU Board members

Only 20 applicants will be accepted into the Merced United Leadership Academy per cycle.

### **Merced United Leadership Academy Session schedule:**

#### **1st session- Introduction to the City**

Christopher Jensen, Director of Parks and Recreation  
City Council/mayor

#### **2nd session- Making money and managing money**

MUSCU, Mary Andre  
Hector Berber, Fruta Loca

**3rd session- Introduction to Merced County**

Valente Huitron, Merced County Worknet  
Bryan Behn, Merced County Deputy Director Parks and Rec  
County Supervisor

**4th session- Credit Score/Cards**

Adrian Jimenez CPA, ACTS  
Rabobank representative

**5th session- College Pathways: Schools and Majors**

UC Merced Admissions  
UC Merced Women's Head Soccer Coach  
Jovan Pulido, President of Merced Youth Soccer Association  
Merced College Puente Program

**6th session- Financial Aid: How to pay for college**

UC Merced Financial Aid  
Yolanda Campos, MCOE- Scholarships

**7th session- Technology and Innovation careers**

Norma Cardona, Vice President Bitwise Merced  
Daniel Sabzehzar, Tesseract Ventures  
Danny Royer, Ag Tech  
UC Merced Technology Professor

**8th session- Health**

Dr. Christie Bryant  
Dr. Thelma Hurd UC Merced  
Dr. Humberto Baragan

**9th session- Connecting with Community Organizations**

Claudia Corchado, Cultiva La Salud  
Anissa Faraguso, Merced Hispanic Chamber of Commerce  
Manuel Alvarado, United Way and Downtown Neighborhood Association  
Tom Siverly, Merced Youth Soccer Association

**10th session- MULA Graduation**



Every student athlete gives speech on what they learned/what they envision their career path being after the program/how the program helped prepare them for college and career. The speech can be presented at any City, County, or non-profit board in Merced.

- 5-8 minute speech
- Last MULA requirement

Merced United Leadership Academy Voluntary Seminar schedule:

- Soccer College Pathways hosted by Jovan Pulido
- Resume Workshop hosted by Christopher Bernal
- Introduction to Graphic Design hosted by Adrian Ramirez

Upon completing the Merced United Leadership Academy

- High School Graduation Stole/cord
- MULA Trophy
- MULA Certificate of Completion

# MU Leadership Academy (MULA)

Item	Cost
Program Logistics	
Transportation	\$1,200
Reservations	\$1,000
Food/Snacks/Beverages	\$2,500
Graduation Dinner	\$1,300
<b>total</b>	<b>\$6,000</b>
Program Supplies/Gear	
MULA Notebooks	\$400
MULA Pens	\$200
MULA Decals	\$200
MULA Backpacks	\$800
MULA Graduation Stole/Cords	\$500
Program Completion Trophies	\$500
<b>total</b>	<b>\$2,600</b>
Staff	
Program Coordinator	\$3,500
<b>total</b>	<b>\$3,500</b>
<b>Program TOTAL Cost</b>	<b>\$12,100</b>



## Merced United Leadership Academy Staff Experience

### **Daniel Jovan Pulido -**

President of Merced Youth Soccer Association for the past 5 years. Has worked on every program that MYSA has created, and represents MYSA at the City and County level connecting with numerous organizations and colleges to create college pathways for student athletes.

*US Soccer C License, Director of Coaching Diploma.*

Has been involved with every program at MYSA for the past 7 years. He has coached at every level from youth recreational, youth competitive and assistant to the semi-pro team. Having is professional coaching license with US Soccer, and in a Professional Scouting Program under San Jose Earthquakes has led him to connecting with numerous collegiate soccer programs creating college pathways for MYSA student athletes

### **Christopher Michael Bernal -**

Vice President of Merced Youth Soccer Association for the past 4 years. During his undergraduate studies at UC Merced, he worked four years in Development and Alumni Relations, where he coordinated events, speaker series, as well as bridging the gap between UC Merced and the Community of Merced.

Bachelors in Management and Business Economics with a double minor in Art and Public Health from *University of California, Merced*,

Masters in Sports Management, *University of San Francisco*.

PhD Candidate in Management of Complex Systems at *University of California Merced*



# **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  
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**

<b><u>Line Item</u></b>	<b><u>Amount</u></b>
Director- \$500.00 month	\$4,500.00
Assistant Director- \$400.00 month	\$3,600.00
Program Manager- \$400.00 month	\$3,600.00
Mentors- \$20.00 per hour/ 3 Mentors daily	\$8,100.00
Payroll Taxes/Unemployment/WC	\$2000.00
Payroll Services- Accounting Services	\$2000.00
Incentives- Gift Cards to Participants/Food	\$2000.00
Equipment- Program Equipment	\$1000.00
 Total-	 <b>\$26,800.00</b>



**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. 13<sup>th</sup> Street,

Merced CA 95341

(209) 381-6600

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



# **REQUEST FOR PROPOSAL FOR COMMUNITY FUNDING**

**RFP# 04292022A**

**Symple Equazion**

**EIN: 45-2736191**



Symple Equazion, Inc (SE)  
**Physical Address:**  
1840 T Street  
Merced, CA. 95340  
[www.sympleequazion88.com](http://www.sympleequazion88.com)

**Mailing Address:**  
2093 Nebela Drive  
Atwater, CA. 95301

Kelly Turner  
[kturner@sympleequazion88.com](mailto:kturner@sympleequazion88.com)  
209-349-8355

### **Introductory Letter**

**Mission Statement:** We are dedicated to fostering healthy communities through personal development to restore safe homes, schools, streets, and workplaces.

**Vision Statement:** Symple Equazion will guide individuals through the process of overcoming the inhibiting cycle of self destruction, and to achieving personal empowerment through positive thinking.

In 2011, Symple Equazion (SE), was formed by independent publisher and author Kelly Turner. Over the last 11 years, Kelly has single-handedly operated and grown her organization into a non-profit entity with 3 staff and core group of trusted volunteers. In 2015, SE began providing services at the McNamara Community Youth Center from 3pm to 6pm, Monday through Friday, for youth ages 8-17. The services provided to youth in the community include, but are not limited to, homework assistance, structured physical fitness activities, community service, life skills, work readiness, excursions and health snacks. In addition to community services, SE provided Merced Union High School District has collaborated with SE for 4 semesters to facilitate The P.O.W.E.R Process at Sequoia High School (**annual cost 15K**), and 4 years of services were provided at Bear Creek Academy, Iris Garrett Juvenile Justice Center (**annual cost 36K**), using the evidence-based curriculum *Thinking for a Change*, developed by Barry Glick, Ph.D., Jack Bush, Ph.D., and Juliana Taymans, Ph.D. To aid in the restoration of healthy relationships and prevent sexual assaults, SE facilitates Domestic Violence and Sexual Assaults workshops utilizing the evidence-based curriculum, California Partnership To End Domestic Violence and Sexual Assault, and **The P.O.W.E.R Process** (*Positive Objectives and Words Equal Results*) with Cognitive Behavioral Circles, a 12-week curriculum authored by Kelly Jermaine Turner covering the following processes: Make The Decision, Reconstruct Your Thought Process, Personal Growth Through Self Discipline, Value Systems and Rules To Communication. In conjunction with the above curriculum is **The Art of Frowns to Smiles**, also authored by Kelly



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Jermaine Turner, covering the topics of: Accepting Responsibility, Goal Setting, Forgiveness and Self-Esteem.

In 2018 through 2021, SE was awarded the VIPER grant and collaborated with SWAG (**annual cost 125K**), Providing services that engage and challenge youth-at-risk, particularly during the vulnerable after-school hours when they are typically unsupervised, socializing with peers and engaging in at-risk activities, is essential to reducing the allure of gangs which often attract youth without strong family or community ties. The services and programs SE and its collaborative partners will provide effectively respond to the need of enhancing public safety through the rehabilitation and transition of gang members into law-abiding, productive members of society.

In 2019, SE opened Aim High (AH), a no-cost transitional home located at **1840 T. Street Merced, CA**, for homeless young woman (**annual cost 125K**).

**Program Description~** Life skills to assist youth in improving their everyday decision making, and guide them through the turbulence of difficult situations. Without sufficient guidance and mentoring, many youth are not naturally inclined to make good choices. Living free of responsibility is not conducive to learning self-sufficiency and deprives one from building self-esteem produced from earning their stability in addition to developing a sense of ownership and desire to take care of material belongings. Aim High residents are not charged to live in the home, they are taught money management and budgeting to acquire a critical life skill and create a feeling of accomplishment. AH residents navigate a Process to obtain self-sufficiency, and be responsible for managing a budget.

In 2020, SE launched Symple Soul Food Truck parking location varies (**annual cost 72K**).

**Program Description~** A work readiness program for youth and adults overcoming self-destructive behaviors. as a result have learned that building their self-esteem is tantamount to breaking the cycle of self-destructive behaviors.



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209-349-8355

### **Individual Staff Experience:**

Key Staff ~ Kelly Turner (See Resume) & Eugene Drummond (See Resume)

### **Scope of Services**

To provide rich and diverse personal development opportunities all services will be offered throughout the fiscal year 2022-2023.

***Life Skills/Development:*** The Girls and Women of Color Rising program, facilitated by Kelly Turner and SE, and officially recognized by The California State Assembly in 2015 with a State Resolution. The program works with young ladies, ages 12-24, to address the topics of: Make The Decision; Reconstructing Your Thought Process; Personal Growth Through Self Discipline; Value Systems; Rules to Communication; Keeping Good Hygiene; Understanding Puberty and Sexuality; Learning about Menstruation; Domestic Violence and Sexual Assault. Classes covering these topics are also available for young men. This program is now mentoring young men too.

To demonstrate the enhanced skill gain participate will take a pre and post test.

***Visual Art:*** SE-CBO volunteer Castaway Blues works with youth through the utilization of visual arts as a forum for safe self-expression, communication, exploration, imagination, and culture. The visual arts offer participants a creative tool to document their current realities, concerns, fears, and goals. Participants are provided the opportunity to learn how to capture their lives through photography and video imagery, with instruction on how to edit that material in a creative format including audio narration.

At the conclusion of fiscal year 2022-2023, youth will host a public screening for their mini documentary.

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**Community Service/Work Readiness:** Youth, 14 to 17 years of age, will engage in workshops to learn how to write resumes and *dress like a prospect, not a suspect*. Youth will build their skill-sets with actual On The Job Training while completing court ordered community service hours as concessionaires and greeters at various community events coordinated by SE. This unique approach to completing community service hours is an opportunity for youth development, engaging them in a variety of activities and projects that are of interest to them and, along with the learning of valuable life skills, provide them with a sense of accomplishment and pride for what they are contributing to themselves and their community.

Participants will complete community service and work readiness with a Resume to exhibit the learned skills or volunteered hours worked.

**Excursions:** Based on actual experiences, SE strongly believes excursions are an essential part of personal development through exposure. Providing opportunities for participants to leave their immediate environment and experience communities beyond their neighborhoods allows youth to realize a world outside their immediate surroundings, thereby expanding their imagination and goals for success. For example, SE collaborates with CBO and non-profit Sacred Rok to take youth on day trips and camping trips to Yosemite National Park. Sacred Rok's goal is to transform the lives of young people who feel society is closing in on them. The goal of Sacred Rok is to help youth, including incarcerated youth, to heal by learning a respect for nature, and through this process learn how to respect themselves. It is a philosophy of learning how to become a participant in a caring and nurturing community, one that shares a common love and trust for each and every individual. Excursions will be captured in their documentaries.

**Daily Snacks:** Hunger affects and impedes the ability to learn. To overcome this impediment to learning, youth participating in classes and/or activities which occur during meal times will be provided healthy snacks.

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### **Budget Narrative**

#### **PERSONNEL.....\$15,600.00**

Executive Director.....\$6,500.00  
Staff .....\$5,000.00  
Benefits (taxes, worker's comp).....\$2,300.00

Directors primary role is to oversee, implement and carry out the objectives of the SE approach and objectives. To maintains the relationship with the City Agencies, Community based Organization and youth, serves as a liaison partners, schools, stake holders, and volunteers, for the purposes of planning and carrying out program objectives. Roles also include maintaining a program budget, semiannual report, capacity building.

Staff will be responsible for data entry, accounts payable and receivable, scheduling and coordinating logistics for training's and facilitation of services.

Visual Arts Facilitator .....1,800.00

#### **NON-PERSONNEL.....\$7,800.00**

Program Supplies.....\$4,300.00  
Supports the costs of program supplies for personnel and youth, including computer supplies, colored printer supplies, photo printing, pens, pencils, paper, poster boards, markers, folders, printing costs, postage stamps, mailings, brochures and other needed materials.

Incentives.....\$1,500.00

Supports incentives for youth, snacks and drinks.

Travel.....\$2,000.00  
Supports personnel travel and youth and to and from local, conferences, training's, excursions and other travel related convening's to ensure the goals and objectives of the program are satisfied.

**INDIRECT COSTS.....\$1,177**  
Phones, internet, insurance and other costs related to support on-going operations of the program.

**TOTAL .....\$24,577.00**

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**Kelly Jermaine Turner- Phillips**

2093 Nebela Drive

Atwater, CA. 95301

[kturner@sympleequazion88.com](mailto:kturner@sympleequazion88.com)

682-553-2366

**Objective:** To assist in developing life changing skills for individuals facing dire circumstances.

**Highlights of Qualification**

- October 2009-January 2011- The Kenaly Complement Inc- Responsible for insuring post secondary schools adhered to State and Federal student loan regulations.
- January 2011- June 2011- CROP Foundation  
Administrative Assistant- Group Facilitator, mentoring male and female clients, Petty Cash Officer for two facilities, day to day problem solving for facility issues, responsible for reporting daily count, writing company policy, public speaking for community events, court and CPS representative. (company went out of business)
- June 2011 to Present- Symple Equazion  
CEO/President- Author and independent publisher of 3 self-help books, facilitate workshops for the purpose of changing thought processes to correct behavior, and serve as an inspirational speaker. Provide housing for homeless ladies 18- 24 years of age.
- March 2012 – 2014 Executive Secretary NAACP
- February 2013 – June 2015 Established four semester Personal Empowerment Classes at Sequoia High School Merced, California.
- January 2014 to 2017– Facilitator for Bear Creek Academy at Merced County Juvenile Hall.
- January 2015 to Present - Received McNamara Youth Center from City of Merced.
- September 2019 to Present – Opened Aim High Transitional Home for homeless young women.

**Education**

Coastline Community College, Fountain Valley, California 2007-

Certificate of Completion in General Business.

2009- 71.5 units completed. Associate's of Arts Degree. 2018-

Received Certificate of Rehabilitation



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## EUGENE DRUMMOND

1533 Walden Court · 209-626-0112

[eugeneath2o@gmail.com](mailto:eugeneath2o@gmail.com)

March 2014 – Retired 2021

Community Liaison, **MERCED POLICE DEPARTMENT**

Work with Community Based Organization, Non-Profits, Schools, Other Government Agencies, Fundraise, Organize Various Community Events Prepare Oral and Written Reports. Through my work with the Merced Police Department I have been able to increase the interaction and trust between the Merced Police Department and the community.

March 2002 – March 2014

Recreation Supervisor, **CITY OF MERCED PARKS AND COMMUNITY SERVICES**

Hired, Trained, Disciplined, and Evaluated Staff. Worked on Business Department Plan, Department Master Plan, Youth Master Plan, Park Development and Renovation Projects. Developed, Research, Manage the largest Budget in the Department. Through my work in Parks and Community Services I was able to reorganized or develop all the program listed above in a way that increased customer satisfaction and also made the programs more cost effective. Supervised Sports & Aquatics, Senior Center, Facilities, Youth Services, Special Event, Mobile Recreation, Tiny Tots, Summer & Specialty Camps and Youth Council.

### Education

May 1996

B.S., **SANDIEGO STATE UNIVERSITY**

Recreation Administration, I was on the Dean's List and Distinguish in my class Major.  
98 Semester Credits

May 1993

A.S., **MERCED COLLEGE**

General Studies, Liberal Studies, Physical Education, 112 Semester Credits

### Skills

- Plan, organize, direct, coordinate and evaluate department operations
- Prepare and administer the department budget
- Evaluate facility development needs and programs
- Direct, train and evaluate subordinate staff
- Maintain positive and regular communication
- Evaluate and make recommendations on improvement to existing operation and programs
- Establish and maintain cooperative relationships internally and externally
- Create and maintain positive morale with Parks and Community Services Staff
- Produce oral and written reports

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**References:**

**Merced County Probation**

Kalisa Rochester, Chief of Probation  
3191 M Street  
Merced CA 95348  
(209) 381-1380  
Project in Progress Work Readiness Training

**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

**Hoffar Associates, LLC**

Claudia Hoffar  
1860 JOEYS CT  
ATWATER, CA 95301  
209-648-3900  
Grant Manager



**United Way of Merced County**  
531 W. Main Street Merced, CA 95340  
(209) 383-4242  
[www.unitedwaymerced.org](http://www.unitedwaymerced.org)  
(A 501 (c) (3) Organization—Donations are tax deductible)



**Officers**

*President*  
**Tim Robertson**  
North Valley Labor  
Federation

*Vice President*  
**Daniel Sabzehzar**  
Tesseract Ventures

*Past President*  
**Enrique Guzman**  
U.C. Merced

**Board of Directors**

**Joy Alexander**  
Mid-Valley IT

**Jeff Porto, Jr.**  
California State  
University, Stanislaus

**Ashley Smith-Jenkins**  
Aureus Consultants Inc.

**Jose Gonzales**  
Planada Unified School  
District

**Colton Dennis**  
Merced Multi-Cultural  
Art Center

**Sheila Brooks**  
Merced County Office  
of Education

**Christie Hendricks**  
Retired from MCOE as  
Assistant  
Superintendent

**Rosanna Ayers**  
Biomimicry Institute

**Jessica Moran**  
Merced College

**Susan Walsh**  
Walsh, Cassidy & Walsh

**Chief Executive Officer**  
**Manuel J Alvarado**

April 29, 2022

**Introductory Letter from Authorized Representative**

**Applicant 501c3:**

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](mailto:ceo@unitedwaymerced.org)

**Fiscally sponsored group to implement the proposed program:**

Community Partnership Alliance, 936 W. 18<sup>th</sup> Street, Merced, CA 95340  
Stergios (Steve) Roussos, Coordinating Director, 209-489-9913,  
[sroussos5@gmail.com](mailto:sroussos5@gmail.com)

**Community Funding 2022-2023 Project Name: People's Promise**

Dear City of Merced Team, Dear City of Merced Team,

Thank you for the opportunity to propose a request for Community Funding for 2022-2023. Community Funding would support the growth of the **People's Promise** to provide dozens of community events serving youth, families, and the general community and hundreds of volunteer opportunities. All activities from the People's Promise enable local residents of all ages (current volunteers range from age 4 to 84 years-old) to both serve and receive nutritious fruits, vegetables, and other healthy foods through the People's Garden, the People's Fridge, and the Pop-Up People's Pantry.

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.

\* People's Garden, <https://www.facebook.com/MercedPeoplesGarden/>, Started in July 2018 with a \$6,000 grant 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](mailto: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. The People's Garden engages dozens of local volunteers each week to maintain vegetables, flowers, and fruit trees. The People's Garden has become a beautiful place to visit and serve food security needs in downtown Merced and surrounding neighborhoods.





\* 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](mailto: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 (e.g., gardens in box, planter hand-painting, gardening workshops for families). 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 \$42,000 to date. This project is funded by a Go Fund Me campaign, grassroots-fundraising, ongoing weekly donations, and in-kind support, with substantial resources from UC Merced’s Office of Sustainability. Contact Steve Roussos, [sroussos5@gmail.com](mailto:sroussos5@gmail.com), 209-489-9913 and Erin Meyer, [emeyer4@ucmerced.edu](mailto:emeyer4@ucmerced.edu), (209) 205-8102 This is a partnership with 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 \$60,000 raised to date. This project is funded by a Go Fund Me campaign, Dignity Health Merced Community Grants, grassroots-fundraising, ongoing weekly donations, and in-kind



support. This is a partnership with the UC Merced Bobcat Eats Food Waste Awareness and Prevention Program. Contact Steve Roussos, [sroussos5@gmail.com](mailto: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. Karen McCombs, a local artist, helps to custom paint each People's Fridge to match its community location. Dozens of volunteers and a small staff from the pantry help to stock, clean, and maintain the fridge daily. It is open 24-hours, every day. Every day, dozens of people use each People's Fridge. This includes people of all ages, including youth going and returning from school. 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 Delhi People's Fridge, Winton LifeLine People's Fridge, and Loughborough People's Fridge. In May 2022, there will be a new Village of Hope People's Fridge (with the Rescue Mission), and an All Gods' Children People's Fridge. Our team is working with Mr. Christopher Jensen, the City of Merced Parks and Recreation Department Director, to determine how to best place People's Fridges in existing Community Centers and other public areas serving the public with food security needs.



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.

\* City of Merced Community Funding 2021-2022, People's Promise, \$10,000, June 1, 2021 - July 30, 2022. Contact Steve Roussos, [sroussos5@gmail.com](mailto:sroussos5@gmail.com), 209-489-9913. Our team was thrilled to have received support for People's Promise as a 2021-2022 Community Funding grantee. Our goals were to increase volunteerism for the People's Fridge, Garden, and Pantry, increase locations of People's Fridges and Gardens, and provide monthly events for community members (especially families and youth) related to the gardening, nutrition and community building. The support launched the new People's Fridge in Loughborough Apartments with



LifeLine and supported a new front-yard garden with vegetables and fruits on the corner of Buena Vista and Wathen Ave (across First Baptist Merced, Church of Hope, in partnership with a local member of the Merced Master Gardeners). Another People's Fridge is being planned for the Merced Central Youth Center (with help from Christopher Jensen of Parks and Recreation) and in the Senior Center on 15<sup>th</sup> Street (in partnership with the Merced Sunrise Rotary). The new locations and growth have increased our volunteers and volunteer opportunities (with over 20 new volunteers assisting).

Free community events have occurred biweekly to monthly depending on the weather and COVID concerns. Each event has reached between 10 to over 30 people. These have included BBQs and potlucks, holiday events at the garden (e.g., Halloween and Thanksgiving) including children's activities, and promotion of literacy with our "Little Library" and a small book campaign. One of the more successful events has been the Your Rock appreciation. Twice each month, People's Promise volunteers celebrate community helpers by inviting the residents to paint rocks as a "thank you." Beautiful painted rocks are given as gifts, placed in the garden, or taken home as token of appreciation. Among the helpers celebrated to so far are bus drivers, fire and police teams, teachers, health workers, and food and pantry staff and volunteers.





The Community Funding for People's Promise has strongly established the People's Garden and its partner locations as safe, fun places to meet other residents and community leaders, to be part of the community, and to give back through volunteering with your neighbors. Our team was honored with the recent recognition for City of Merced, Volunteer of the Year for District 2 through our lead partner Erin Meyer. We hope to continue to live up to the expectation of this honor in service to our community.

We are requesting \$25,000 for 1-year to continue to grow 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 (at least one Community Center, at least one Senior Center, at least one new school location, and at least one new community organization serving families with food insecurity). The Community Funds 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 black ink, appearing to read 'Manuel Alvarado', with a stylized flourish at the end.

Manuel J. Alvarado, CEO



## **Proposal for the City of Merced Community Funding 2022-2023**

Applicant: United Way of Merced County,  
Fiscal sponsor for the Community Partnership Alliance to implement the program

Project Name: People's Promise

### **Individual Staff Experiences**

***Stergios (Steve) Roussos, PhD, MPH*** will serve as the Program Director. Dr. Roussos is an original co-founder of the Community Partnership Alliance (CPA) since 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. He will be responsible for overall project management, administration, and reporting. He works daily with all staff and volunteers of CPA to ensure success of the People's Garden, the People's Fridge, and the Pop-Up People's Pantry. Dr. Roussos was also the Program Director for the 2021-2022 City of Merced Community Funding for the People's Promise.

***Ortensia Vasquez*** will serve as the bilingual (Spanish) Program Coordinator. Mrs. Vasquez has been an integral part of the People's Garden, Fridge, and Pantry since April 2020. She is the heart and spirit of these initiatives for our community. Mrs. Vasquez has over 35 years of experience in community-based programs serving youth and families working to overcome barriers of poverty, violence, and marginalization. Her specialties include working with women and girls to improve behavioral health and empower positive life choices. Mrs. Vasquez will lead all daily operations of this project by coordinating staff and volunteers. This includes project planning and implementation, marketing and outreach, and community building and recognition.

### **Proposed Project & Scope of Services**

Project start-end dates: July 1, 2022, through June 30, 2023

Goal: Grow community-connectedness, trust and community service through events and volunteer opportunities to grow and share nutritious, free food for all, but especially for our community's children.

The overall goal of Project Promise is to grow volunteerism and community service among local residents for the purpose of improving food security for many (especially, young, developing children) who go hungry every day. Many people in our community experience food insecurity but do not show it. There is a lot of stigma to showing you are hungry. Our programs and activities are open to all people and are done in such a family-oriented way that people share and take food without fear of being seen in a poor way. We celebrate growing and sharing food – and make it fun too. 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 18<sup>th</sup> 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 18<sup>th</sup> Street and at least at two other locations in the City of Merced (prioritizing the three existing City-funded community centers).

Deliverable 1. (Timeline: July 1, 2022 – onwards.) Provide outdoor events (one to four per month, with compliance for pandemic physical distancing, masking, and protective measures) at the 18<sup>th</sup> 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). An estimated 20 to 40 people will participate each month, reaching over 400 people during the year. These participation rates will increase with the addition of new garden, pantry, and fridge locations as described below.

Deliverable 2. (Timeline: July 1, 2022 – onwards.) Grow and manage the volunteer “People’s Promise Team” to help with events at the current People’s Garden and new locations that start throughout the year. An estimated 25 new volunteers will be engaged at least once each month during the year. Volunteers will include people of all ages with a strong base of students from our city’s high schools, Merced College, and UC Merced. At least 25% of our current volunteers are older adults and people who are retired. This all makes for a generationally rich volunteer team.

Deliverable 3. (Timeline July 1, 2022 – onwards.) Begin at least two new People’s Fridge locations and at least one new People’s Garden location. Priority will be given to expand to the south side of Merced with a focus on youth- and family-serving locations in partnership with Parks and Recreation. All People’s Fridge locations are selected based on their direct, easy, safe access for neighborhoods with documented food insecurity and who may not have a grocery store nearby. Deliverable 3 activities include volunteer coordination to support garden maintenance and daily cleaning and food delivery and stocking of the People’s Fridge locations.



<b><u>Program Budget: July 1, 2022, through June 30, 2023</u></b>			
	<b>Total Project Costs</b>	<b>Requested for Community Funding</b>	<b>Other Committed Funding</b>
<b><u>PERSONNEL</u></b>			
<b><u>Salaries/Wages</u></b>			
Project Director (8% FTE)	\$6,240	\$2,500	\$3,740
Project Coordinator (30% FTE)	\$18,720	\$11,232	\$7,488
Total Salaries/Wages:	\$24,960	\$13,732	\$11,228
<b><u>Fringe Benefits</u></b>			
35%	\$8,736	\$4,806	\$3,930
Total Benefits:	\$8,736	\$4,806	\$3,930
Total Personnel Expenses:	\$33,696	\$18,538	\$15,158
<b><u>OPERATING EXPENSES</u></b>			
Rent/Space Justification: Estimated \$1,500 per month	\$18,000	\$0	\$18,000
Utilities Justification: water, electricity and garbage adjusted for project to \$110 per month on average	\$1,320	\$0	\$1,320
Office Expenses Justification: \$100 per month for printing, \$50 per month for office supplies	\$1,800	\$360	\$1,440
Local travel for project: 250 miles per month at \$0.56 per mile	\$1,680	\$0	\$1,680
Communications Justification: 1 project phone \$100 per month	\$1,200	\$0	\$1,200
Outreach materials: social media, flyers, posters at \$120 per month	\$1,440	\$248	\$1,192
Materials and supplies to implement events (e.g., paints, gardening supplies, cleaning and maintenance items for fridge, garden, and pantry events, refreshments for event volunteers and participants). At least 30 events serving 15 people on average, at \$10 per person.	\$4,500	\$4,000	\$500
TOTAL Operating Expenses:	\$29,940	\$4,608	\$25,332
TOTAL Program Expenses:	\$63,636	\$23,146	\$40,490
Other Expenses: indirect costs of 15% of total, only charged 10% of total personnel expenses	\$14,982	\$1,854	\$12,174
TOTAL Other Expenses:	\$9,545	\$1,854	\$7,692
<b>TOTAL PROGRAM EXPENSES:</b>	<b>\$73,181</b>	<b>\$25,000</b>	<b>\$48,181</b>

### References

Ileisha Sanders, MPH, Public Health Program Coordinator,  
[Ileisha.Sanders@countyofmerced.com](mailto:Ileisha.Sanders@countyofmerced.com), (209) 381-1104  
Merced County Department of Public Health (MCDPH), 260 E. 15th St. Merced, CA 95341. MCDPH has been a client and funder for the community gardening work since 2016 and partners in current projects for gardening and food access (including the current planning for a new Food Policy Council).

Cori Lambert, Grant Program Specialist, [clambert@ccah-alliance.org](mailto:clambert@ccah-alliance.org), 831-430-2518  
Central California Alliance for Health, (CCAH, Merced County's Medi-Cal insurer),  
[grants@ccah-alliance.org](mailto: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 since February 2018.

Erin Meyer, MS, Sustainable Food Programs Coordinator, [emeyer4@ucmerced.edu](mailto: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 both a client and a partner from UC Merced for most of the projects described in this proposal. This includes the Pop-Up People's Pantry since April 2020 and the People's Fridge since September 2020.