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Chief Executive Officer
See Lee

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

March 2, 2022

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



RE: ARPA Fund Proposal - Boys and Girls Club of Merced County

Dear Honorable Dietz,

Please accept this proposal in response to the Request for Proposal for the ARPA Funds. **We are requesting support in the total of \$134,217.54.**

We have reviewed the Plan and its alignment with the Council's goals and priorities, and find that our mission, goals and objectives support that of the City, Council and residents of the City of Merced in its effort to recover from the pandemic and chart a course toward stronger economic vitality and sustainability.

Should you have any questions, I may be reached at 209-722-9922 or via email at seeleebgcmcerced@gmail.com.

Sincerely,

See Lee
Chief Executive Officer

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BOYS & GIRLS CLUB
OF MERCED COUNTY



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: **seeleebgcmcerced@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 Clubs Homework Power Hour Program.
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.

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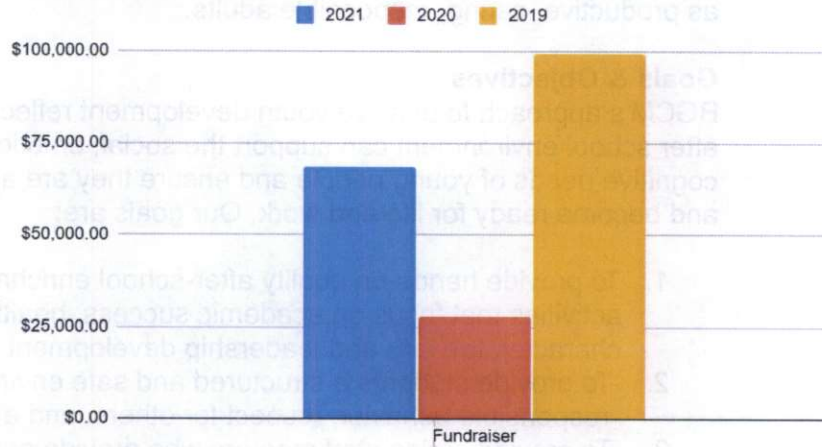
**BOYS & GIRLS CLUB
OF MERCED COUNTY**



c) Proposed Service Requested

BGCM is a nonprofit 501(c)(3) and has provided frontline support to families during the pandemic and is key to our economic recovery. BGCM's operation, programs and services have been supported mainly through our annual fundraisers and donor contributions. The COVID-19 pandemic has significantly impacted our ability to host annual fundraisers and annual giving campaigns. In 2020, we suffered a loss of 72% of our fundraiser revenue as compared to 2019, and 30% in 2021. The combined fundraising revenues for 2020 and 2021 falls below that of 2019.

2021, 2020 and 2019



We are requesting the support of the City of Merced in recouping our loss in revenues due to the impacts of canceled fundraising events during periods of closure or limited operations due to COVID-19 public health orders. **We are requesting \$134,217.54 to help us in rebuilding our staff capacity to provide household assistance with youth services and afterschool care.**

The mission of BGCM is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible adults. It is our goal to ensure that every child graduates from high school ready for college or career. To this end, BGCM provides youth with opportunities to participate in high yield learning activities and evidence-based programs such as academic support through Power Hour, leadership development through Torch Club and Passport to Manhood, and Youth for Unity for diversity, equity and inclusion. Additionally, we seek to engage the broader community in our services through camps during school recess or intersessions such as Summer Camp, Winter Camp, Presidents Week Camp and Spring Break Camp.

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d) Organization Experience

Started in 1998, the Boys and Girls Club of Merced is a non-profit community organization that is a part of the Boys & Girls Clubs of America. More than just an after-school hangout, the BGCM provides 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, and a sense of community outreach. The BGCM also provides tutoring, as well as programming in the areas of character development and leadership, health and life skills, education/career development, sports and fitness, and the arts. All programs offered are high-quality, cost-effective, evidence-based programs developed by the Boys and Girls of America.

The BGCM serves youth throughout the year. Examples 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.

During the pandemic, many businesses and organizations shut their doors. Not the Boys & Girls Club of Merced County. The Club remained open to serve kids in person and to fill school gaps. BGCM helped underserved children by providing access to their virtual classroom and homework help. Most children were not participating in their school's distance learning programs due to a lack of home supervision, computer access, or technology knowledge. The BGCM stepped in to assist children academically and to counter Social Isolation during this time. Eighty percent of children served by the BGCM are minorities.

BGCM sponsors various seasonal Camps during the periods schools are out for holiday recess. In fact, when schools are closed, the Club is open. During the school year, they hold a fall camp during November, a winter camp during December, Presidents' Week camp during February, and spring camp during April. Summer camp is typically an 8-week camp held during June and July. BGCM Camps held during school breaks address and counter Social Isolation by giving students a fun, engaging, and positive place to interact with other students and adults.

BGCM holds various fundraising events throughout the year to support programming operations as well as partnerships with the City of Merced, Merced City School District, and the Merced County Office of Education. BGCM has been selected by the Merced City School District to be a Learning Hub site

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OF MERCED COUNTY



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to help with learning loss support for school age students K-8 grades.

The BGCM has a positive track record of effectively implementing programming and a history of successful fundraising, fund management, and local partnerships that support programming.

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615 West 15th Street, Merced, CA 95340 | boysandgirlsclubofmercedcounty@gmail.com | 209-722-9922 | www.bgcmerced.org



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2. INDIVIDUAL 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.

Eugene Drummond, Chief Operating Officer, comes to the BGCM with over 30 years of programming and recreation services. He is an alumni of CSU San Diego where he received a Bachelor of Arts in Recreation Administration. Mr. Drummond has been a long-time partner of the Boys and Girls Club and has been working as the interim COO for BGC since September 2021.

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.

Yvette White Eddings, Office Manager, has over 20 years of experience working with youth from Pre-K- Seniors in high school. She is a Certified Educational Interpreter, and has worked with the BGCM for 1 year and 9 months.

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.

Our programs are further supported by four part-time Youth Development Professional (YDP) staff with an average tenure of one year with BGCM.

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OF MERCED COUNTY

3. PROPOSED PROJECT & SCOPE OF SERVICES

Boys and Girls Clubs, in thousands of cities throughout the U.S., are more than after-school hang outs. Beyond providing after school support for kids who need a healthy snack, a safe place and help with homework, clubs introduce kids to leadership training, career readiness, college preparation and open doors to life enhancing opportunities.

Boys and Girls Clubs have remained relevant to kids and communities for the last century by continually evolving services and programs and are truly making a difference for kids. The Club CEO has personally talked to numerous parents who said the Club had a positive effect on their child. One single mother from her Club said, "My son has had many educational experiences and memorable adventures at the Club! Getting care and direction from staff has helped my son to do better in school and want to achieve his dreams. He has also been getting along better with his siblings and making better choices at home and at school. I will be forever grateful to the Club!"

How we make a difference:

Our program aims to help serve the needs of the community by developing partnerships in the community to help children to be their best, to achieve their highest potential and to be college or career ready upon graduation. In Merced County, 2 out every 3 children are living in poverty and 32% of County residents 25 years and older do not have a high school diploma. To make a positive difference we aim to fill in the gaps to help change these statistics.

Program Description:

Our Program provides a positive, educational, healthy, safe and fun environment with hands on learning and activities that inspires and enables youth to reach their full potential as productive, caring and responsible citizens with an emphasis on being college or career ready and how to choose a healthier lifestyle and understand the importance of proper exercise and making good food choices. BGCM proposes to deliver programs focused on five core program areas:

CHARACTER & LEADERSHIP DEVELOPMENT

To empower youth to support and influence their Club and community, to sustain meaningful relationships with others, to develop a positive self-image, to participate in the democratic process and to respect their own cultural identities as well as those of others.

EDUCATION & CAREER DEVELOPMENT

To enable youth to become proficient in basic educational disciplines, to apply learning to everyday situations and to embrace technology and to achieve success in a career or to be prepared for college.

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OF MERCED COUNTY

HEALTH & LIFE SKILLS

To develop our young people's capacity to engage in positive behaviors that nurture their own well-being, set personal goals and to live successfully as self-sufficient adults.

THE ARTS

To enable youth to develop their creativity and cultural awareness through knowledge and an appreciation of the visual arts, crafts, performing arts and creative writing.

SPORTS, RECREATION, & FITNESS

Develops fitness, positive use of leisure time, skills for stress management and appreciation for the environment and social skills as well as the information necessary to help our youth to choose a healthy lifestyle.

The Boys & Girls Club of Merced County is a part of one the largest and most impactful community organizations from across America that sets out to serve our youth, their families, and our communities through impact and youth development.

It is our goal that every child graduates high school ready for opportunities in the workforce, vocational trade or postsecondary education. It is through our passionate and caring staff, volunteers, partners, and supporters that we are able to do just that.

Through strategic partnerships, dedicated sponsors, and passionate mentors and leaders, we are able to and will continue to serve our youth based on their interests and their needs.

Project Timeline

July 1 - July 29, 2022 - Summer Camp 2022

Monday - Friday; 7:30 AM - 5:30 PM

August 10, 2022 - June 2, 2023 - Regular Programming

Monday-Friday; 2:00 - 6:00 PM

June 5 - June 30, 2023 - Summer Camp 2023

Monday - Friday; 7:30 AM - 5:30 PM

(Note: BGCM is closed on federal holidays)

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Deliverables

1. A minimum of 40 families will be served during camps
2. A minimum of 100 youth and household will be served through our regular program
3. Members will expect to graduate from high school and complete postsecondary education or pursue a career.
4. Members will volunteer in their community at least once per year.
5. Members will get at least an hour of physical activity on five or more days per week.

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OF MERCED COUNTY

5. PROGRAM BUDGET

6. REFERENCES

(Please see attached projected budget for Jul. 2022 - June 2023)

Project: Title I Coordinator, Student and Family Engagement
Kale McClarity
Merced City School District
444 West 23rd Street
Merced, CA 95340
209-385-6600
KMcClarity@mercedk12.ca.us

Project: Los Banos Summer Camp (pending)
Dr. Mark Marshall
Superintendent
Los Banos Unified School
1717 S. 11th Street
Los Banos, CA 93802
209-826-3801
MMarshall@losbanosusd.k12.ca.us

Project: Qualine Summer Camp (pending)
Jami Viscovich
Economic Development Director
City of Qualine
325 5th Street
Qualine, CA 95322
209-854-6474
jvisev@cityofqualine.com

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BOYS & GIRLS CLUB
OF MERCED COUNTY

5. REFERENCES

Project: Learning Hub

Kate McClatchy
Title 1 Coordinator, Student and Family Engagement
Merced City School District
444 West 23rd Street
Merced, CA 95340
209-385-6600
KMcClatchy@mcsd.k12.ca.us

Project: Los Banos Summer Camp (pending)

Dr. Mark Marshall
Superintendent
Los Banos Unified School
1717 S. 11th Street
Los Banos, CA 93635
209-826-3801
MMarshall@losbanosusd.k12.ca.us

Project: Gustine Summer Camp (pending)

Jami Westervelt
Economic Development Director
City of Gustine
325 5th Street
Gustine, CA 95322
209-854-6471
jwestervelt@cityofgustine.com

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Boys & Girls Club of Merced County

Projected Budget 2022-23

		Notes
Income		
41100 Individual Contributions		
41112 Individual Restricted Donations	0.00	
41113 Individual Unrestricted	35,000.00	
41120 Corporate Employee Giving Campaign	1,000.00	Corporate - Individual - employee gifts
Total 41100 Individual Contributions	\$ 36,000.00	
41200 Corporate Contributions	25,000.00	
41210 Corp. Unrestricted	30,000.00	
41212 Corporation Restricted	5,000.00	
Total 41200 Corporate Contributions	\$ 60,000.00	
41300 Foundations, Grants & Trusts	50,000.00	Kiwanis, Lions Club, Soroptimist, Rotary, Dignity Health/Mercy
41301 Foundations Unrestricted	15,000.00	BNSF Railway, Taco Bell, Ford,
41310 Norther CA Tennis Foundation	250.00	
41320 PG&E Corp Foundation-Restricted	13,000.00	Ford, OJP
Total 41300 Foundations, Grants & Trusts	\$ 78,250.00	
42000 Fundraiser/Special Event Revenue		
42020 Dinner Event-Auction	90,000.00	\$30,000 income Los Banos - \$60,000 Merced
42500 Misc Other - Fundraising Event	10,000.00	Wine event
42510 Mystery Dinner	10,000.00	
Total 42500 Misc Other	\$ 20,000.00	
Total 42000 Fundraiser/Special Event Revenue	\$ 110,000.00	
45100 Revenue From Government Agency		
45110 Federal Contracts/Fees	0.00	
45120 State Contracts/Fees	0.00	
45130 Local Government Contracts/Fees	0.00	
45131 City of Merced	35,000.00	
Total 45130 Local Government Contracts/Fees	\$ 35,000.00	
Total 45100 Revenue From Government Agency	\$ 35,000.00	
45200 Program Sales and Fees	10,000.00	
45250 Program Transportation	4,800.00	
45270 Soccer Program	0.00	
Total 45200 Program Sales and Fees	\$ 14,800.00	
45300 Revenue from Membership Dues	4,000.00	
45500 Revenue from Summer Camp	5,000.00	Summer Camp income
45700 Revenue from Fall Program	5,000.00	
45800 Other	0.00	
45810 Rental Income	10,000.00	
Total 45800 Other Income	\$ 10,000.00	
Total Income	\$ 358,050.00	
Gross Profit	\$ 358,050.00	
Expenses		
55000 Other Personnel Related Expenses	2,000.00	
55100 Staff	2,500.00	
55101 Volunteer	1,500.00	
55107 Staff Apparel	1,000.00	
55200 Training	3,000.00	
55300 Personnel Expense Reimbursement		
55320 Cell Phone	500.00	
55321 Mileage Reimbursement	2,500.00	
Total 55300 Personnel Expense Reimbursement	\$ 3,000.00	

Total 55000 Other Personnel Related Expenses	\$ 13,000.00	
59000 Salary & Benefits	280,000.00	
59100 Unemployment taxes-self funded	28,000.00	
Total 59000 Salary & Benefits	\$ 308,000.00	
60030 Insurance	3,000.00	
60031 Liability Insurance	24,000.00	
60040 Postage	500.00	
60050 Printing	2,000.00	
60070 Bank related Expenses	600.00	
60074 PayPal Discount & Fees	1,000.00	
60075 Interest Expense	1,000.00	
60080 Miscellaneous Expense	500.00	
60090 Marketing	2,500.00	
61000 Facility Related Expenses	1,000.00	
61150 Facility Security cost	1,500.00	
61200 Repair and Maintenance	25,000.00	
61300 Telephone	2,500.00	for the building
61400 Utilities		
61402 City of Merced	5,000.00	
61404 PG & E	5,000.00	
61405 Utilities-MID	20,000.00	
Total 61400 Utilities	\$ 30,000.00	
Total 61000 Facility Related Expenses	\$ 60,000.00	
62000 Fundraising Expenses	5,000.00	Postage - marketing - flyer - sponsor gifts - etc
62100 Fundraising Costs-Annual Dinner	15,000.00	
Total 62000 Fundraising Expenses	\$ 20,000.00	
63000 Technology	3,000.00	
63005 IT Contract Services	0.00	
63010 Technology Access	3,000.00	
63013 Internet	867.54	
Total 63010 Technology Access	\$ 3,867.54	
63100 Software Costs		
63130 Financial Software	1,000.00	
63131 QuickBooks - Intuit	1,400.00	
Total 63130 Financial Software	\$ 2,400.00	
63150 Operations		
63151 N-Focus	700.00	
Total 63150 Operations	\$ 700.00	
Total 63100 Software Costs	\$ 3,100.00	
Total 63000 Technology	\$ 9,967.54	
64000 Dues, Fees & Memberships	500.00	
64100 BGCA Organizational Dues	3,700.00	
64200 Other Dues, Fees, Memberships & Subscriptions	1,000.00	
64300 Area Council/State Alliance	500.00	
Total 64000 Dues, Fees & Memberships	\$ 5,200.00	
65000 Professional Service Expense		
65010 Accounting	500.00	
65013 Consulting Services	-	
Total 65000 Professional Service Expense	\$ 500.00	
66000 Program Related Expenses	2,500.00	
66020 Supplies	5,000.00	
66022 Equipment	5,000.00	
66400 T-Shirts	2,500.00	
66500 Field Trips	5,000.00	
Total 66000 Program Related Expenses	\$ 20,000.00	
66550 Food Costs	3,000.00	
67000 Vehicle Expense	2,500.00	
67010 Fuel	2,500.00	
67020 Maintenance	3,000.00	
Total 67000 Vehicle Expense	\$ 8,000.00	
68000 Supplies and Equipment Expenses	500.00	

68010 Computer Hardware/Software	1,000.00	
68020 Office Supplies	5,000.00	
Total 68000 Supplies and Equipment Expenses	\$ 6,500.00	
68500 Equipment Leases		
69000 Travel and Conference Expenses		
69010 Conferences	3,000.00	
Total 69000 Travel and Conference Expenses	\$ 3,000.00	
90000 Unapplied Credit Card Charges	0.00	
Total Expenses	\$ 492,267.54	
Net Operating Income	-\$ 134,217.54	



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5. REFERENCES

Project: Learning Hub

Kate McClatchy
Title 1 Coordinator, Student and Family Engagement
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