

CITY OF EAST PALO ALTO -TOT

GRANT APPLICATION

COVERSHEET

PLEASE READ AND ANSWER ALL QUESTIONS ON THIS APPLICATION FORM.

Organizational Information

Legal Name Organization:	Bay Area Urban Eagles
Address of Organization:	1148 Mandela Court, East Palo Alto, CA 94303
Website:	https://urbaneagles.org

Collaborating Organization:	N/A
Website:	N/A

*Attach additional sheet(s) if necessary.

Contact Information

Grant Administrator	Michael Mashack		
Email	bayareaurbaneagles@gmail.com		
Phone	(650) 906-7937	Fax	

Grant Request

Amount Requested: (Not to exceed \$40,000)	\$ 40,000.00
Total Project Budget: (For this project)	\$ 40,000.00
Matching funds/in-kind donations? (No) Circle one. If yes, amount?	\$ _____
What is your organization's total annual operating budget?	\$ 200,000.00
Please list the names of matching funding or in-kind donation sources:	OBAP, Individual donors Black Pilots of America; Silicon Valley Community Foundation (pending), City of Palo Alto. Archer Aviation, Joby Aviation, BAUE Board Members,

Have you received TOT funding previously? No Year(s)? _____

Is that grant still active? N/A

If not, have you submitted your Closeout forms? N/A

Please indicate your service category: Summer Camp Leadership Development

Career/Employment/Entrepreneurship Other STEM Education, Community

Advocacy, Public Policy Education



Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children | Youth | Families | Seniors

Check Age Group(s):

under 5, 5-10, 10-15, 15-18, 18 – 24, 25 – 64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: >50

List the **total** number of Clients you intend to serve during this program: > 50

Summer Program Timeline

What are your dates of service for this program? START: June 2024_END: May 2025

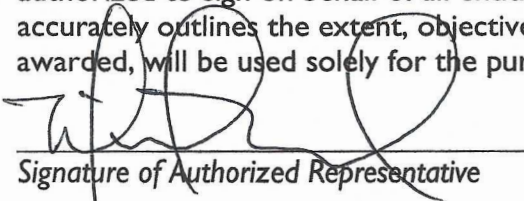
What days/nights will you run your program? (Ex: M-F) T, Th Fr, Sa_ Hours? Various

Acknowledgement

X I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

X I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section I, Item F. Contractual Requirements and additional requirements as a funded organization.

X I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.



Signature of Authorized Representative

Michael Mashack

Printed Name

04/12/2024

Date Signed

Executive Director

Title



Bay Area Urban Eagles, Inc.

No Limits!

*City of East Palo Alto
Small Grants Program-
Transient Occupancy
Tax Fund Proposal*



1148 MANDELA COURT
EAST PALO ALTO, CA 94303
<https://bayareaurbaneagles.org/>

Education and Training Services: Bay Area Urban Eagles, Inc. is a 501(c)(3) charitable educational organization focused on providing training programs, workshops, and professional development opportunities for East Palo Alto residents ages 8-22 years of age. Our programs aim to inspire a passion for STEM education, expose the array of opportunities and career paths afforded by the aviation industry, and strengthen communities through accessible education. We have adopted an experiential approach to support, train, and gain the necessary proficiency and experience for aviation careers. As a grantee, Bay Area Urban Eagles aim to reduce, or totally eliminate, costs associated with education for disadvantaged youth within the city of East Palo Alto.

Goals and Objectives – Work Plan:

1. Deliver engaging educational programs year-round that introduce participants to a variety of STEM topics specific to the aviation industry (AVSTEM).
2. Foster mentorship and guidance by pairing youth participants with experienced aviation professionals.
3. Provide hands-on training and experiential learning by collaborating with local aviation professionals to facilitate practical training and on-the-job experience.

Expected Outputs & Outcomes:

1. Provide aviation related programs on a continual basis for at least 25 children aged 8 to 14 (category A) and 25 youths aged 15 to 22 (category B). Aviation programming includes but is not limited to the following:
 - Aviation Career Panelist Q&A sessions, STEM education programs, and three 12-week Private Pilot Ground School sessions.
2. Achieve at least 85% completion rate for training programs for all participants categories.
3. Serve at least 300 minority youth from East Palo Alto, aged 8 to 22, through one or multiple Bay Area Urban Eagles program offerings over the course of five years.
4. Improve the overall academic performance of participants in STEM and aviation-related academic programs by 40%.

Clients Served: A total of 50 beneficiaries will be enrolled in one or more of the various program offerings throughout the year– 25 children aged 8 to 14 (category A) and 25 youths aged 15 to 22 (category B).

Project Partners (if any): N/A

Project Timeline: Bay Area Urban Eagles (BAUE) has developed a comprehensive schedule that outlines the sequence of activities over the course of a year. This plan includes identifying potential participants, procuring necessary resources, organizing training, assigning mentors, monitoring progress, hosting a career panelist Q&A session, and collecting feedback from stakeholders. As a TOT grantee, BAUE can ensure that the array of associated program costs are adequately addressed so as to provide quality programs for youth participants. The timeline

ensures a systematic and efficient implementation of the project, with clear deadlines and roles for each activity.

Organizational Mission: BAUE aims to provide educational programs, mentorships, and resources that expose young minority individuals to the world of aviation and aerospace by inspiring, educating, and empowering those youth through aviation experiences, promoting STEM education, and career exploration.

Evidence-Based Impact of Proposed Programs: The aviation/STEM programs offered by BAUE are designed by NASA and the FAA. The programs are intended to develop critical thinking skills using practical applications of math and science. Participants develop leadership skills by working in teams and learn effective communication and decision making. A study published in the "Journal of Research in Science Teaching" found that students engaged in STEM activities performed better in mathematics and science assessments.

Community, Families, & Seniors: Aviation/STEM workshops are designed for youth and families to learn together. Participation is open to all East Palo Alto residents to provide opportunities for community members to explore new interests, career opportunities, and engage in lifelong learning.

Organizational History: Bay Area Urban Eagles, Inc. is a 501(c)(3) nonprofit educational organization founded in 2023 by an African American Informational Technology professional passionate about youth, community, and aviation. The organization started in the City of East Palo Alto but, as the name implies, aspires to serve minority youth in communities throughout the San Francisco Bay Area.

Management and Key Personnel

Michael Mashack - Founder/President: Over the past 20+ years, Michael has worked in the U.S. and Asia as an IT Program Manager with major consulting firms including Deloitte Consulting and Cognizant Technologies in various industries, most recently Healthcare and Pharma. He holds a Bachelor of Science Degree in Business Administration.

Amber Hicks - Vice President: Amber has spent 10 years working with Youth as a Coach, Mentor, and Therapist and, for the past 3 years, employed in the field of Aviation.

Dave Forter - Treasurer: Dave is a long-time resident of Menlo Park and a Commercial Pilot with an Instrument Rating for Single Engine Land and Seaplanes. He earned his first license in 1968 while still in the U.S. Marine Corps. Dave is currently retired but has spent most of his professional career in Silicon Valley.

Kristal Jordan - Secretary: Kristal has an MBA in Finance and Marketing, a passion for animals, and community service.

Curtis Robinson - Director of Operations

Neil Archibald, Oscar Martinez, and Asante Day - Certified Flight Instructors

Jazmaya Reynolds - Managing Member

Proposed Budget Outline

The following is a proposed budget outline that details the allocation of funds that will be used to support the variety of programs offered by Bay Area Urban Eagles.

TOT Funds Requested: \$40,000
Program Development and Administration: \$3,400 (8.5%)
Curriculum Development: \$500
- Research learning models and design a curriculum for the Private Pilot Ground School and AVSTEM programs
- Finalize curriculum: create and print instructional aids, lesson plans, and workbooks for participants
Staff Training: \$900
- Quarterly training sessions for volunteers and staff on the AVSTEM program and youth engagement strategies
Administration: \$2,000
- Insurance, legal fees, and other administrative costs for a year
Marketing and Recruitment: \$1,800 (4.5%)
Promotional Materials: \$500
- Design and printing of brochures, business cards, and flyers.
Online Marketing: \$300
- Website maintenance, participant registration add-on, feedback/survey ad-on
Community Outreach: \$1,000
- Open House Events and activities to promote the program within the EPA community and schools.
Instructional Costs for Category A students: \$14,200 (35.5%)
Lead Instructor Salary: \$1,500
- Stipend for lead instructor to teach AVSTEM program three times a year
Educational Materials: \$4,500
- Craft supplies, workbooks, writing utensils, drones, laptops, etc.

Equipment for Aviation Demonstrations: \$2,000
- Desktop windtunnel, model airplanes, and hot air balloon launcher
Meeting room rental for four hours three times/year: \$3,200
- Rental costs to conduct AVSTEM workshops
Guest Speakers: \$3,000
- Fees for guest speakers from various aviation fields to inspire and educate students
Instructional Costs for Category B students: \$18,600 (46.5%)
Instructor Salaries: \$3,000
- Stipend for certified flight instructors to teach 12 week ground school sessions three times a year
Educational Materials: \$4,000
- FAA textbooks, software subscriptions (ATC Live, Foreflight, FlightAware), workbooks, navigation plotters, calculators, etc.
Equipment: \$8,500
- Aviation headsets, flight bags, kneeboards, fuel testers, flashlights, logbooks, multitools, etc.
Classroom rental: \$3,100
- Rental costs to conduct classroom instruction
Contingency Fund: \$2,000 (5%)
Unexpected Expenses: \$2,000
- Reserved for unforeseen costs or emergencies

Operational Budget

Our operational budget for our project at Bay Area Urban Eagles Inc. is approximately \$200,000. Below is the breakdown of the budget:

S/N	DESCRIPTION	AMOUNT (\$)
1	Hangar and Classroom Lease (Palo Alto Airport)	53,500
2	Study Materials	30,000
3	Classroom and Office Furnishings	20,000
4	Flight Training Simulators and Software	80,500
5	Pilot Supplies	16,000
	TOTAL	200000

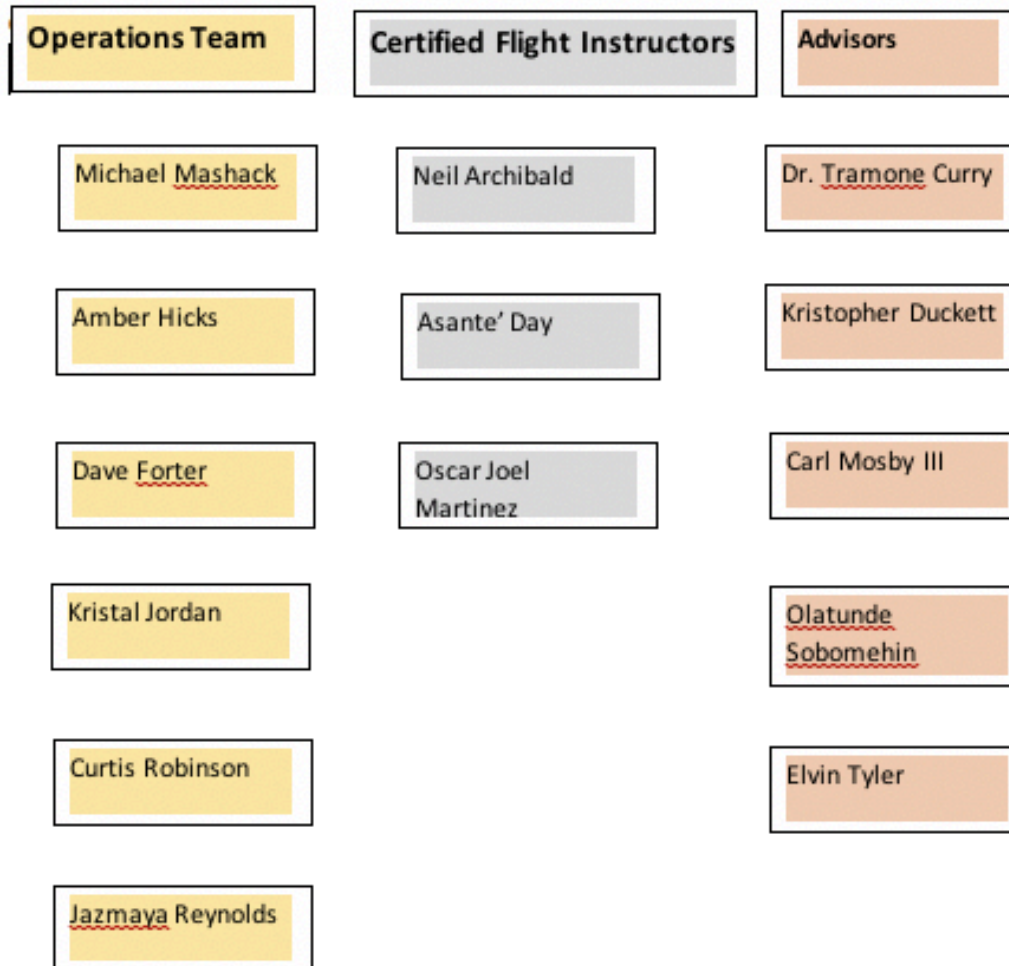
BUDGET JUSTIFICATION

- 1. Lease for Hangar and Classroom at Palo Alto Airport: \$53,500** - Ensuring a dedicated, safe, and equipped space for learning and training is vital. This cost covers the lease for a suitable location conducive to aviation education, providing a secure environment for practical training and theoretical classes.
- 2. Study Materials for Private Pilot Ground School & Aircraft Maintenance Courses: \$30,000** - Comprehensive educational resources are essential for quality education. This budget covers the purchase of up-to-date study materials and resources necessary for both Private Pilot Ground School and Aircraft Maintenance Courses, ensuring students have access to the latest information and materials for their studies.
- 3. Classroom and Office Furnishings: \$20,000** - A conducive learning environment is crucial for effective education. This budget is allocated for purchasing desks, tables, chairs, and other necessary furnishings for the classroom and office spaces, fostering a comfortable and functional environment for both learning and administrative work.
- 4. Flight Training Simulators and Software: \$80,500** - State-of-the-art technology significantly enhances hands-on learning. This expense covers the acquisition of advanced flight training simulators and accompanying software, providing students with realistic training experiences and exposure to various flight scenarios in a safe, controlled environment.
- 5. Pilot Supplies (Headsets, Kneeboards, Logbooks): \$16,000** - Equipping students with essential tools is fundamental to their training. This budget is allocated for purchasing necessary pilot supplies such as headsets, kneeboards, and logbooks, ensuring students have the required equipment for their training sessions and future professional endeavors.

LOGIC MODEL for Bay Area Urban Eagles, Inc. AVSTEM and Private Pilot Ground School

Inputs		Outputs		Outcomes		
<i>Budget:</i> \$40,000		<i>Activities</i>	<i>Participation</i>	<i>Short-Term</i>	<i>Intermediate-Term</i>	<i>Long-Term</i>
Equipment: Flight simulators, aircraft models, headsets, educational materials	Curriculum Development & Instructor Training	Students Enrolled: Number of students participating in the program.	Increased Knowledge: Students demonstrate increased knowledge in aviation science, technology, and careers.	Academic Improvement: Students exhibit improved academic performance in STEM subjects as a result of program participation.	Workforce Development: Contribute to the development of a skilled, diverse workforce for the aviation industry.	
Staff: Program coordinators, instructors with aviation experts, Certified Flight Instructors	Instruction: AVSTEM Programs & Private Pilot Ground School Sessions	Classes Conducted: Number of instructional sessions, workshops, and seminars held.	Skill Development: Students develop practical skills in aviation, including basic flight simulation and aircraft maintenance.	Career Aspirations: Students express a desire to pursue further education or careers in aviation and related fields.	Educational Pathways: Establish clear pathways for students interested in pursuing further education and careers in aviation.	
Facilities: Classroom and meeting rooms for practical instruction.	Student Recruitment and Targeted Outreach	Certificates of Completion: Number of students completing the program and receiving certificates.	Enhanced Interest: Students show increased interest in aviation and STEM fields as potential career paths.	Community Engagement: Increased awareness and interest in aviation among the wider community, including families and schools.	Program Sustainability: Secure ongoing funding and support to make the aviation youth program a sustainable, long-term initiative.	

Organization Chart



Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children | Youth | Families | Seniors

Check Age Group(s):

under 5, 5-10, 10-15, 15-18, 18-24, 25-64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: Approx. 200
List the **total** number of Clients you intend to serve during this program: Approx. 200

Summer Program Timeline

What are your dates of service for this program? START: MAY END: SEPTEMBER

What days/nights will you run your program? (Ex: M-F) M-F Hours? 9-5

Acknowledgement

I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section I, Item F. Contractual Requirements and additional requirements as a funded organization.

I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.

Andy Chan
Signature of Authorized Representative

ANDY CHAN
Printed Name

3/6/2024
Date Signed

PRESIDENT
Title



**City of East Palo Alto - TOT
Grant Application
Coversheet**

Organizational Information

Legal Name Organization: Beyond Barriers Athletic Foundation

Address: 50 Woodside Plaza, Suite 426, Redwood City, CA 94061

Website: <https://beyondbarriersaf.org/>

No Collaborating Organization

Contact Information

Grant Administrator: Andy Chan, BBAF Board President

Email: achanman@me.com

Phone: 650-208-7763

No Fax number

Grant Request: \$40,000

Total Project Budget (For this project): \$40,000

Matching funds/in-kind donations: Yes - anticipated matching funds - \$100,000 for all areas served.

Organization's Total Annual Operating Budget: \$140,000 total operating budget serves low-income families in Palo Alto, Menlo Park, and East Palo Alto.

Matching fund sources: Palo Alto Community Foundation, Westly Foundation, City of Menlo Park, Palo Alto Weekly Holiday Fund, The Olympic Club, John & Marcia Goldman Foundation, Individual donors, Community fundraising events

Have you received TOT funding previously: No

If not, have you submitted your Closeout forms: No

Please indicate your service category: Sports/Recreation

Narrative

Project Service Category: Sports/Recreation

Goals and Objectives:

Provide swimming lessons for 200 low-income children in EPA. BBAF serves children between 1 to 18 years of age who are members of “low-income” families (defined as having a combined household income of less than 300% of the designated Federal Poverty Level for the community, and who reside in Bay Area neighborhoods in need).

- 1) **Health & Safety:** *Provide children in underserved communities with affordable access to learn to swim, a lifelong recreational activity, and improve their overall health and safety.*
- 2) **Academic, Personal, and Career Success:** *Empower children to join swim and water polo teams and lifeguarding employment opportunities that result in academic and personal capabilities to increase academic advancement, social capital building, and work-related experiences that contribute to career success.*

Work Plan

How many clients do you intend to serve: 200 children in EPA.

Project Partners: BBAF partners with existing swim programs at local pools, a unique holistic, integrated approach that leverages existing providers and community facilities. BBAF partners that serve EPA youth: Lewis & Joan Platt EPA Family YMCA, Menlo Swim & Sport: Belle Haven, Rinconada & Burgess Pools, Palo Alto Stanford Aquatics.

Project Timeline: May-Sept 2024

How this project helps your organization fulfill its broader mission /Include

Mission Statement: BBAF’s mission is to promote healthy lifestyles, improve personal safety, and add structure for lifelong achievement by providing scholarships for aquatic programs to underserved youth. EPA TOT program funding will enable BBAF to serve additional East Palo Alto youth and families. Every additional \$100 raised teaches an additional underserved child to swim and lays the foundation for lifelong achievement.

How proposed program activities will increase a young person’s achievement or help positively develop their social skills. Evidence-based strategies will be viewed favorably: Learning to swim is an essential safety skill for children and provides a solid foundation for lifelong achievement in the classroom and beyond. A July 2023 New York Times article, *Drowning Is No. 1 Killer of Young Children. U.S. Efforts to Fix It Are Lagging*, stated: “*Though overall drowning deaths have decreased by one-third*

since 1990, they have risen by 16.8 percent in 2020 alone, according to the C.D.C. There are still over 4,000 of them in the United States annually, and about a quarter of the deaths are of children. An analysis by the C.D.C. shows that Black children between ages 5 and 9 are 2.6 times more likely to drown in swimming pools than white children, and those between ages 10 and 14 are 3.6 times more likely to drown. Disparities are also present in most age groups for Asian and Pacific Islander, Hispanic, and Native American and Alaska Native children.”

Swimming also provides young children an opportunity to develop social skills while participating in aquatic activities at their neighborhood pool. As their aquatic skills improve, kids have an opportunity to join swimming, water polo teams, and lifeguard. Children who participate in sports are more likely to obtain better grades, enhance time management skills, and develop leadership potential. Basic swim skills are a prerequisite to have access to many high school programs (swim, diving, water polo) and potential college scholarship opportunities.

Impact on families and/or seniors of East Palo Alto: When children can swim, families and caregivers (including seniors) are significantly less anxious about the safety and well-being of their children when at the pool on their own and/or with friends.

Organizational history: In 2012, a group of dedicated adult swimmers founded BBAF. starting with one partner provider at an East Menlo Park pool serving just under 100 children. Since its inception, BBAF has been able to successfully grow and impact over 10,600 children, subsidizing 44,500 swim lessons and 9,500 hours of other aquatic activities.

Lead staff/qualifications: BBAF is run by a five-person board of directors, all unpaid volunteers who are experienced business, legal, and non-profit leaders. Thus, BBAF can focus the majority of its funds on supporting swimmers directly, with very little administrative expense.

Proposed budget:

In 2024, \$100,000 (71%) of all funds raised will be distributed directly to low-income children to take swimming lessons at neighborhood swimming pools. \$21,600 (15%) will cover administrative expenses, and \$18,400 (14%) will be utilized as cash flow reserves for swimming lessons in early 2025.

Many potential funders (foundations and individuals) have donated to BBAF in prior years and are committed to the mission of BBAF going forward.

Logic Model

Program: Beyond Barriers Athletic Foundation (BBAF)

Budget: \$40,000

Matching Funds: \$100,000

Timeline: May-September 2024

Priorities and Intended Outcomes: Learning to swim is an essential safety skill for children and provides a solid foundation for lifelong achievement in the classroom and beyond. Objective: Provide swimming lessons for 200 low-income children at local neighborhood pools in EPA.

Inputs

- Local provider pools
- Funds to subsidize the cost of swimming lessons, swim team/water polo participation, lifeguard training

Outputs

Activities

- Swimming lessons

Participation

- Low-income youth, ages 1-18

Outcomes

Short

- Youth who learn to swim
- Fewer swimming-related deaths

Medium

- Swim and water polo team participation
- Increased confidence, social skills, belonging

Long

- Lifeguard employment and competitive sports participation
- College acceptance and scholarships
- Increased leadership and employment skills
- Lifelong friendships and health benefits
- Generational transformation re: no more fear of the water

**CITY OF EAST PALO ALTO –TOT
GRANT APPLICATION
COVERSHEET**

PLEASE READ AND ANSWER ALL QUESTIONS ON THIS APPLICATION FORM.

Organizational Information

Legal Name Organization:	Cooline Team of East Palo Alto
Address of Organization:	1750 Bayshore Rd Apt 10, East Palo Alto CA, 94303
Website:	https://www.coolinekids.org/
Collaborating Organization:	EPACENTER Arts
Website:	https://epacenter.org/

*Attach additional sheet(s) if necessary.

Contact Information

Grant Administrator	Joseph Finke, Vida Amanat		
Email	Coolinekids@gmail.com		
Phone	(650) 308-9161	Fax	

Grant Request

Amount Requested: (Not to exceed \$40,000)	\$ 20,000
Total Project Budget: (For this project)	\$ 37,235
Matching funds/in-kind donations? (Yes/No) Circle one. If yes, amount?	\$ _____
What is your organization's total annual operating budget?	\$ 37,235
Please list the names of matching funding or in-kind donation sources:	

Have you received TOT funding previously? Yes No Year(s)? _____

Is that grant still active? Yes No

If not, have you submitted your Closeout forms? Yes No

Please indicate your service category: Summer Camp Leadership Development

Career/Employment/Entrepreneurship Crisis Intervention

Sports/Recreation Re-Entry/Diversion Other



Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children | Youth | Families | Seniors

Check Age Group(s):

under 5, 5-10, 10-15, 15-18, 18 – 24, 25 – 64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: 100
List the **total** number of Clients you intend to serve during this program: 100

Summer Program Timeline

What are your dates of service for this program? START: 06/10/24 END: 06/28/24

What days/nights will you run your program? (Ex: M-F) Monday-Friday Hours? 8:30-3:30

Acknowledgement

I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section I, Item F. Contractual Requirements and additional requirements as a funded organization.

I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.

Joseph Finke Vida Amanat
Signature of Authorized Representative

03/06/24
Date Signed

Joseph Finke Vida Amanat
Printed Name

Program Director
Title



Thank you for giving us an opportunity to make adjustments to our application. Below are the adjustments and edits made based on the feedback that our program was too short to make a lasting impact.

Adjustments:

Extended Youth Engagement Program: Alongside our three-week summer camp, our main priority is a program aimed at youths aged 14-20. Our focus extends beyond the camp duration, emphasizing skill development through real-world service. Our weekly meetings with these youths prioritize skill enhancement. Currently we are teaching youth in areas such as curriculum design, fundraising, operations/student registration, and social media management. By nurturing their communication, leadership, collaboration, and creativity skills, we prepare them for meaningful contributions to their community beyond the camp period.

Post-Camp Youth Empowerment Events: Our commitment extends beyond the summer camp. We plan to organize events post-camp that emphasize community service. By offering platforms for high school-aged youths to engage in service-oriented activities, we aim to equip them with experiences essential for personal growth and community development. Collaborations with other non profits underscore our dedication to fostering ongoing youth involvement in community initiatives.

Enhanced Partnerships for Lasting Impact: We recognize the importance of strategic partnerships for sustainable community impact. Collaborations with organizations like Onyx and Bay Area Urban Eagles facilitate the development of post-camp programs led by our high school-aged youth leaders. With the funding provided by the city, we can work with these programs and give stipends to benefit the youth who are dedicated to serving the community they come from. These programs that occur past the 3 week camp period, aim to provide valuable educational opportunities for youth while promoting community engagement and leadership development.

Goals and Objectives

Below are the slight edits to the Goals and Objectives to better represent our long term impact on the community.

Goal 1: Extended Youth Empowerment Program

Through a youth engagement program, CoolineKids aims to empower over 20 youth aged 14-20 from diverse backgrounds in East Palo Alto. Weekly meetings will focus on skill development in areas such as communication, leadership, collaboration, and creativity, with a strong emphasis on real-world service. These skills will be honed through both active participation in organizational tasks and decision-making processes and classes that promote skills such as culturally responsive teaching, and junior leadership.

CoolineKids seeks to establish a sustainable impact on the community beyond the summer camp period. By organizing post-camp events and partnering with local organizations and partners, we aim to provide ongoing opportunities for youth leadership, service, and community involvement. These initiatives will contribute to the long-term development and empowerment of East Palo Alto's youth.

Goal 2: Provide High-Quality Summer Camp Experiences

CoolineKids aims to offer high-quality summer camp experiences to 80 K-8th grade students and 20 High school to College students in East Palo Alto. This includes the successful implementation of CrewCamp training for youth leaders from June 10-15 and the execution of KidsCamp from June 17-28, with a focus on collaboration, creativity, communication, and compassion skills.

Goal 3: Foster Community Engagement and Collaboration

To ensure lasting change and to foster community engagement, the project plans to gather feedback through end-of-camp surveys, informational meetings, surveys, and conversations with families. Collaborations and partnerships with EPACENTER, Samaritan House, East Palo Alto Library, Onyxx, The Little Blue House, Bay Area Urban Eagles, Robotics for All, and other local organizations aim to attract students and provide enriching opportunities for the youth in East Palo Alto to continue to engage in.

Funds

CoolineKids is requesting \$20,000 to support stipends for community youth, purchase programming supplies, wellness support services (for students who have IEP's and greater behavioral needs) as well as operation supplies. This funding will enable us to uphold the quality of our summer camp while ensuring the participation of dedicated high school-aged youths from the East Palo Alto community.

As outlined in our application, the \$20,000 budget will cover stipends for youth leaders, essential programming supplies. We aim to supplement this budget through community partnerships for meal donations and space rental, collaborating with local organizations for additional support, and establishing connections with potential funders for long-term sustainability.

Even with a reduced budget, such as \$15,000, we remain committed to delivering a high-quality summer camp experience. However, a lower budget would necessitate reducing stipends for our dedicated high school-aged youth leaders from East Palo Alto.

The Importance of Stipends:

Stipends are crucial to recognize the hard work and dedication of our youth leaders. These individuals invest significant time and effort to strengthen our community. By providing stipends,

we invest directly in the future of East Palo Alto, supporting the development of local talent and leadership.

It's important to note that stipends provided by the city are allocated solely to the youth participants, not to program directors or staff. Offering stipends not only compensates youth for their contributions but also provides them with valuable summer employment opportunities. This allows them to earn income, acquire new skills, and prepare for their future endeavors, thereby fostering dedication to CoolineKids and ongoing community engagement.

2024 CoolineKids Budget

2024 Budget Proposal	Goal Expenses
KidsCamp Program	
Stipends (25 staff @ apx. \$1,000)	\$25,000.00
Programming Supplies (4 classrooms @ \$500)	\$2,000.00
Wellness Services & Supports	\$400.00
Junior Leaders Projects	\$300.00
Extended Care Supplies & Equipment	\$200.00
Food (Snacks, Emergency Supplies)	\$200.00
Operations Supplies	\$450.00
Leadership Team Planning Retreat (15 members @ \$50)	\$750.00
Hiring Day Lunch & Gifts	\$150.00
Staff Swag & T-shirts	\$600.00
Student T-Shirts & Swag	\$1,700.00
General Operating	
Recruitment Expenses	\$100.00
Design Expenses	\$500.00
Financial Advisor	\$1,000.00
Platform Costs	\$30.00
Business License	\$55.00
Technology	\$200.00
Program Curriculum	\$200.00
Program Insurance	\$4,000.00
TOTAL	\$37,835.00

** Grant funds will primarily be allocated to line items highlighted in yellow*

CITY OF EAST PALO ALTO -TOT

GRANT APPLICATION

COVERSHEET

PLEASE READ AND ANSWER ALL QUESTIONS ON THIS APPLICATION FORM.

Organizational Information

Legal Name Organization:	East Palo Alto Tennis and Tutoring (EPATT)
Address of Organization:	PO Box 60597, Palo Alto, CA 94306
Website:	www.epatt.org

Collaborating Organization:	NA
Website:	NA

*Attach additional sheet(s) if necessary.

Contact Information

Grant Administrator	Amy Kohrman
Email	amy@epatt.org
Phone 650.799.0446	Fax NA

Grant Request

Amount Requested: (Not to exceed \$40,000)	\$ <u>40,000</u>
Total Project Budget: (For this project)	\$ <u>80,025</u>
Matching funds/in-kind donations? (Yes) Circle one. If yes, amount?	\$ <u>40,000</u>
What is your organization's total annual operating budget?	\$ <u>1,876,800</u>
Please list the names of matching funding or in-kind donation sources:	City of Menlo Park, Meta Local Community Fund, Eucalyptus Foundation

Have you received TOT funding previously? Yes X No

Please indicate your service category:

X Summer Camp X Sports/Recreation X Other (College Readiness Bootcamp)

Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children Youth Families Seniors

Check Age Group(s):

5-10 10-15 15-18 18 - 24, 25 - 64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: 70

List the **total** number of Clients you intend to serve during this program: 80

Summer Program Timeline

What are your dates of service for this program? START: 6/24 END: 7/26

What days/nights will you run your program? (Ex: M-F) Monday - Friday

Hours? 8AM - 4PM (Kinder/1st Literacy) 9AM - 4PM (College Readiness Bootcamp for 6th-9th)

Acknowledgment

I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section I, Item F. Contractual Requirements and additional requirements as a funded organization.

I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow-up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.

Signature of Authorized Representative

Date Signed

Printed Name

Title



2024 COLLEGE READINESS SUMMER PROGRAMS

EPATT is requesting funding for our College Readiness summer programs. We developed a Literacy Camp for rising kindergarteners and first graders to prepare students to be on a college track from an early age. Research supports that if students demonstrate academic mastery in the early grades, they are far less likely to fall behind in later grades and more likely to graduate and go to college. We first offered it in June 2022, and nearly all participants, non-readers at the start, learned to read in just four weeks. Our College Readiness Bootcamp for rising 6th to 9th graders is designed to help students achieve grade level in math and reading.

The five-week College Readiness summer programs are scheduled for June 24 - July 26. Literacy Camp will serve 25 students from the East Palo Alto community. Our goal is for at least 75% of students to read at or above grade level by the end of the program. We anticipate serving 30 middle and 25 high school students from the EPA community in our College Readiness Bootcamp. The program aims to help students achieve grade level in math and reading. It features weekly career talks by EPATT alumni and board members. One objective is to introduce students to various industries and trades.

Two of our partners are Cesar Chavez Ravenswood Middle School (CCRMS), which will provide classrooms, and the Ravenswood City School District (RCSD), which is considering incorporating EPATT's highly effective in-school tutoring program at district elementary schools. Other partners include the YMCA, Riekes Center, and Ecumenical Hunger Program.

The summer programs help us fulfill our broader organizational mission. We exist to equip youth to thrive in college and career pathways through academic one-on-one tutoring, parent empowerment, enrichment activities, mentorship, coaching, and tennis instruction. Even before the pandemic, many local students were not performing at grade level. We have observed that 6th - 9th graders are the most vulnerable. Without intervention, they will not likely catch up before graduating high school. There are few proven and effective interventions for middle school students struggling with reading and math. Tragically, "...the lowest-achieving students may further disengage from school, making it harder to graduate from high school and hold down even low-wage jobs...As the pandemic generation enters adulthood, they may face a lifetime of lost opportunities." (New York Times, "Students Are Making a 'Surprising' Rebound from Pandemic Closures. But Some May Never Catch Up", January 31, 2024) We are working tirelessly to help students recover and rebound from the pandemic - and we're making a difference.

For over 36 years, EPATT has used the unusual combination of tennis and tutoring to shrink the opportunity gap for local K-12 youth. Tutoring has been fundamental to our work; we are tutoring specialists. At EPATT, it entails academic skill-building, addressing the gaps in a student's knowledge, and boosting performance by focusing on a student's strengths with a tutor who knows them well. Our Executive Director, Kesha Weekes, co-authored and co-teaches a Stanford School of Education class on tutoring math. We offer students a safe, inclusive space where they feel welcomed. EPATT coaches and teachers serve as positive role models who reflect their students' lived experiences.

EPATT provides opportunities to support parents and builds community through workshops, meetings, activities, and a bi-weekly Friday BBQ, where parents can meet with staff and teachers to discuss student progress.

EPATT was founded as a summer tennis program in 1988. We added an academic component and expanded to a year-long format. After 10 years based in EPA, we moved to Stanford University, where we were headquartered for 23 years. In 2020, when the pandemic forced schools to close, we operated safe, distance-learning hubs for over 200 local students. In August 2024, the \$3.6 million EPATT Center, comprised of six tennis courts and four EPATT classrooms, will open on the CCRMS campus.

Our summer programs will be led by Kesha Weekes, Christina Erwin, Elementary School Group (ESG) Director, Carmen Chavez, Middle School Group (MSG) Director, and Yasary "Yaya" Villalobos, High School Group (HSG) Director, as well as EPATT tennis coaches. They'll be joined by literacy specialists/reading teachers specializing in the Science of Reading methods, tutors, and high school interns. Kesha and Christina, both graduates of Stanford, have been at EPATT for 26 and 24 years, respectively. Carmen has many years of experience managing after-school programs and collaborating with community members. An EPA native, she enjoys helping prepare the next generation for college and career. Yasary has over 14 years of experience working with youth, families, and community services. She is a compassionate teacher focused on helping students reach important milestones while maintaining a healthy work-life balance and a thoughtful advocate for students and parents.

A full-court press is required to achieve our ambitious goals for our summer programs. Our proposed budget reflects the inputs required (qualified instructors, experienced tutors, field trips) to accomplish our objectives. In return, most of our youngest students will have learned to read, and most of our bootcamp students will have staved off the summer slide and reached or exceeded grade level in math and reading.

Inputs	Activities	Outputs	Outcomes	Impact
Staff, literacy specialists, tutors, and interns	One-on-one tutoring	Percentage of students who show improvement in reading and math	Increased confidence and self-esteem related to academic abilities	Closing the achievement gap: The program contributes to narrowing the disparity in academic performance between under-resourced students and their peers, ultimately leading to greater equity in education.
Classrooms	Implementing reading comprehension activities, literacy interventions, and strategies to improve students' reading fluency, vocabulary, and comprehension skills.	Number of students who continue with EPATT in the fall	Higher rates of school engagement	Breaking the cycle of poverty: By improving academic outcomes and fostering a positive learning environment, the program helps empower under-resourced children to pursue higher education and future career opportunities, potentially breaking the cycle of poverty in their families.
Collaborations with CCRMS, YMCA, EHP, and Riekas	Implementing math-based activities, interventions, and strategies to help students achieve grade level math	Total hours of tutoring provided	Increased interest in pursuing higher education or career opportunities.	Strengthening communities: As students succeed academically and socially, they become more engaged and productive members of their communities, contributing to positive social cohesion and collective well-being.
Tablets, WiFi, headphones, educational software	Providing mentorship and emotional support to students, fostering positive relationships, and promoting socio-emotional development and resilience.	Attendance rate of students	Progress towards grade-level proficiency in key academic areas	Building human capital: The program invests in the development of human capital by equipping students with the skills, knowledge, and confidence they need to succeed academically and thrive in their future endeavors.
Funding	College tours to broaden students' horizons, expose them to new experiences, and inspire them to attend college.	Number of assessments administered to track student progress	Development of study skills and organizational strategies.	Improving future life outcomes: Through enhanced academic performance, socio-emotional development, and access to resources, participants are better positioned to achieve their goals and lead fulfilling lives as productive members of society.
Tennis and fitness	Hosting parent workshops and 1:1 parent meetings.	Number of extracurricular educational activities organized for program participants	Averted summer slide	Promoting lifelong learning: By instilling a love for learning and providing support beyond the classroom, the program fosters a culture of lifelong learning and continuous personal growth among participants.
Evaluation and assessment tools	Regularly assessing students' academic progress to ensure they're meet their evolving needs and learning goals.	Number of tutoring sessions conducted	Improved overall well-being and socio-emotional development.	Empowering individuals and families: Through increased educational attainment and socio-economic mobility, participants and their families gain greater agency and empowerment to shape their own futures and advocate for their needs.

Inputs	Activities	Outputs	Outcomes	Impact
Staff, literacy specialists, tutors, and interns	One-on-one tutoring	Number of students who learned to read	Increased confidence and self-esteem related to academic abilities	Closing the achievement gap: The program contributes to narrowing the disparity in academic performance between under-resourced students and their peers, ultimately leading to greater equity in education.
Classrooms	Educational games and field trips to reinforce learning concepts and engage students in interactive and hands-on learning experiences.	Number of students who continue with EPATT in the fall	Greater engagement and enthusiasm for learning	Breaking the cycle of poverty: By improving academic outcomes and fostering a positive learning environment, the program helps empower under-resourced children to pursue higher education and future career opportunities, potentially breaking the cycle of poverty in their families.
Tablets, WiFi, headphones, Zoom, educational software	Regularly assessing students' academic progress, tracking their performance, and adjusting instructional strategies as needed to meet their evolving needs and learning goals.	Number of assessments administered to track student progress	Decreased absenteeism and tardiness from school	Strengthening communities: As students succeed academically and socially, they become more engaged and productive members of their communities, contributing to positive social cohesion and collective well-being.
Funding	Reading comprehension activities and literacy interventions to improve students' reading fluency, vocabulary, and comprehension skills.	Percentage of students who show improvement in reading	Progress towards grade-level proficiency in key academic areas	Building human capital: The program invests in the development of human capital by equipping students with the skills, knowledge, and confidence they need to succeed academically and thrive in their future endeavors.
Training	Fostering positive relationships and promoting socio-emotional development and resilience.	Quantity of feedback surveys	Averted summer slide	Improving future life outcomes: Through enhanced academic performance, socio-emotional development, and access to resources, participants are better positioned to achieve their goals and lead fulfilling lives as productive members of society.
Evaluation and assessment tools	Hosting parent workshops and 1:1 parent meetings.	Number of extracurricular educational activities	Improved behavior and discipline within the school environment	Promoting lifelong learning: By instilling a love for learning and providing support beyond the classroom, the program fosters a culture of lifelong learning and continuous personal growth among participants.

CITY OF EAST PALO ALTO –TOT
GRANT APPLICATION
COVERSHEET

PLEASE READ AND ANSWER ALL QUESTIONS ON THIS APPLICATION FORM.

Organizational Information

Legal Name Organization:	Fresh Approach
Address of Organization:	5060 Commercial Circle, Ste C, Concord, CA 94520
Website:	freshapproach.org
Collaborating Organization:	
Website:	

*Attach additional sheet(s) if necessary.

Contact Information

Grant Administrator	Andy Ollove		
Email	andyollove@freshapproach.org		
Phone	925-771-2991	Fax	

Grant Request

Amount Requested: (Not to exceed \$40,000)	\$ <u>\$39,835</u>
Total Project Budget: (For this project)	\$ <u>\$107,334</u>
Matching funds/in-kind donations? (Yes/No) Circle one. If yes, amount?	\$ <u>\$67,499</u>
What is your organization's total annual operating budget?	\$ <u>\$2,786,366.63</u>
Please list the names of matching funding or in-kind donation sources:	
Costco Foundation, Packard Foundation, CDFA Specialty Crop Block Grant, Stanford Medicine Children's Health	

Have you received TOT funding previously? Yes No Year(s)? 2018, 2019, 2023

Is that grant still active? Yes No

If not, have you submitted your Closeout forms? Yes No

Please indicate your service category: Summer Camp Leadership Development

Career/Employment/Entrepreneurship Crisis Intervention

Sports/Recreation Re-Entry/Diversion Other



Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children | Youth | Families | Seniors

Check Age Group(s):

under 5, 5-10, 10-15, 15-18, 18 – 24, 25 – 64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: 7,600

List the **total** number of Clients you intend to serve during this program: 7,600

Summer Program Timeline

What are your dates of service for this program? START: April 2024 END: November 2024

What days/nights will you run your program? (Ex: M-F) Wednesday Hours? 8:30am - 12:30pm

Acknowledgement

I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section I, Item F. Contractual Requirements and additional requirements as a funded organization.

I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.


Signature of Authorized Representative

Laura deTar
Printed Name

3/5/24

Date Signed

Executive Director

Title



Connecting underserved residents with nourishing food in East Palo Alto (EPA).

Mission: Fresh Approach's mission is to connect communities with nourishing food from California farmers and expand knowledge about food and nutrition. This project connects low-income EPA households with locally grown, culturally appropriate food, enhancing health outcomes for entire families. It also creates resource-sharing, relationship-building through recreation, and educational opportunities on nutrition.

Organizational History: Fresh Approach's involvement in EPA is centered on managing the EPA Community Farmers' Market since 2018, following a merger with Collective Roots, another EPA-based nonprofit. Additionally, we've partnered with the Ravenswood Family Health Center since 2017 to provide nutrition education and distribute "prescription vouchers" redeemable for fruits and vegetables. Furthermore, our Collective Roots Community Garden, established in 2008, offers EPA residents access to free garden and climate resilience resources. This initiative has expanded to include collaboration with *Climate Resilient Communities* in installing rain gardens, enhancing environmental sustainability in the region.

Service Category: This project serves all three project priorities (Children/Youth, Family Services, and Seniors) through a holistic approach to providing affordable access to healthy, culturally appropriate food and nutrition education for seniors and families.

Work Plan & Timeline:

Goal 1: Provide Easy Access to Healthy Food, Promote Stronger Local Economies, Vibrant Neighborhoods, and Healthy People

- Objective 1.1: Operate the EPA Community Farmers' Market every week from April to November 2024, in alignment with Policy 6.2 of the Vista Plan 2035, which emphasizes retaining healthy food outlets in the city.
- Objective 1.2: Distribute \$60,000 in Healthy Food Incentives to low-income families from April to November 2024, as recommended in Policy 6.4 of the Vista Plan 2035, which encourages providing financial incentives for farmers markets. A portion of these incentives will be distributed through other community based organizations and the Ravenswood Family Health Network.
- Objective 1.3: Integrate Zumba classes into the market activities, held every other week, from May to November 2024. These classes will not only promote physical activity but also create a lively and engaging atmosphere at the market, contributing to the creation of vibrant neighborhoods and healthy communities as outlined in the Vista Plan 2035.

Goal 2: Increase Access to Nutrition Education and Complementary Community Resources

- Objective 2.1: Host monthly cooking demonstrations at the market from May to November 2024 to enhance awareness of culturally appropriate fruits and vegetables, as recommended in Policy 6.1 of the Vista Plan 2035, which

emphasizes improving the food environment and promoting healthy eating habits.

- Objective 2.2: Implement a multi-language nutrition education and food access campaign with materials distributed through schools, social media, and other outlets to raise awareness.
- Objective 2.2: Organize regular tabling for local organizations during the summer months, providing community engagement and resource-sharing opportunities.

Clients served: Through matching incentives programs and increased education around healthy food, we will serve 7,600 individuals; 5-10 volunteers and interns.

Improving Youth Academic Achievement: Recent research has underscored the correlation between increased consumption of fruits and vegetables and enhancements in cognitive function and mental well-being among young individuals (Carillo et al., 2019; Hayhoe et al., 2021). These findings align with the objectives in Goal HE-6 of the Vista Plan 2035, which aims to improve access to healthy food for all East Palo Alto residents, promoting healthier lifestyles and stronger academic outcomes for youth.

Supportive Community Environment: The EPA Community Farmers' Market, in line with the Vista Plan 2035, serves as a hub for promoting healthy behaviors and community connections. Collaborating with local partners (including The Primary School, Nuestra Casa, Mannakin Theater & Dance, Boys and Girls Club, College Track, the Ravenswood Family Health Center, and the EPACENTER), we aim to enhance access to healthy food and nutrition education, fostering vibrant neighborhoods and stronger local economies. Additionally, Zumba classes will be integrated into market activities to promote physical activity and community engagement.

Lead staff: **Isabel Medina, South Bay Food Access Program Manager**, who has managed the EPA Farmers Market since 2018, coordinating with dozens of farmers and vendors to sell at the market, and organizing market promotion with community partners; **Lizette Claderon, Food Access Program Specialist**, who started with Fresh Approach in 2019 supporting the operations at the EPA Farmers Market and the Mobile Farmers' Market.

Proposed Budget: The total budget requested for this healthy food access and community wellness project is \$107,334, and \$39,835 is requested from the TOT grant program. Matching funds are provided through grants and partnerships with Stanford Children's Health, the California Department of Agriculture, and the Costco Foundation. This budget will facilitate an expansion of programming and community impact goals in several key areas: Increasing the proportion of Healthy Food Incentives distributed to low-income residents via health clinics and community organizations, improving accessibility. Supporting operating costs for new offerings like biweekly Zumba classes which promote community vibrancy and wellness. Enabling pursuit of larger-scale grants to amplify the project's influence on nutrition, public health, and economic growth in EPA.

Personnel (lead applicant staff)							
Title / Item	Justification	Narrative	TOT Funds	% of Grant Request	In-Kind Match	Cash Match	Total Budget
Isabel Medina, Food Access Program Manager	1 person @ \$40.24/h @ 140 hours (8 months*4 h/week)	Oversee and manage project, lead data collection and evaluation; cash match provided by Costco Foundation	\$2,189	5.50%		\$2,962	\$5,151
Lizette Calderon, Program Specialist	1 person @ \$34.99/h @ 420 hours (8 months* 15 h/week)	Project development and management, coordinate outreach with market vendors and local partners; cash match provided by Stanford Medicine Children's Health	\$7,838	19.68%	\$0	\$8,957	\$16,795
Subtotal Personnel			\$10,027	25.17%	\$0	\$11,919	\$21,946
Benefits at 30%			\$3,008.04	7.55%	0%	\$3,575.73	\$6,583.78
Total Personnel			\$13,035	32.72%	\$0	\$15,495	\$28,530

Materials and Supplies							
Title / Item	Justification	Narrative	TOT Funds	% of Grant Request	In-Kind Match	Cash Match	Total Budget
Matching Incentive Funds		Funds spent for Healthy Food Incentives to double the buying power of low-income market shoppers, cash match provided by Costco Foundation, and Stanford Medicine Children's Health	\$25,000	62.76%		\$35,000	\$60,000
Promotion/Outreach of the EPA Community Farmers' Market and its Matching Incentives		Flyers, posters, banners, flags, ads, etc., cash match provided by CDFA Speciality Crop Block Grant	\$0	0%		\$2,000	\$2,000
Market and matching programs operating expenses		Market Transaction equipment, including wifi service, and new tables, cash match provided by Stanford Children's Health	\$200	1%		\$4,700	\$4,900
Community Wellness Offerings at the EPA Community Farmers' Market		Zumba/yoga classes offered bi-weekly at the EPA Community Farmers' Market (\$100/class twice month*8 months)	\$1,600	4%		\$0	\$1,600
Total Materials/Supplies			\$26,800	63%	\$0	\$41,700	\$68,500

Other							
Title / Item	Justification	Narrative	TOT Funds	% of Grant Request	In-Kind Match	Cash Match	Total Budget
Indirect Costs		Rent, utilities, insurance, office supplies, IT support, legal & accounting, etc., cash match provided by Costco, and CDFA	0	0%		\$10,304.00	\$10,304
Total Other			\$0	0%	\$0	\$10,304	\$10,304

SUBTOTAL PROJECT (personnel, materials, other)			\$39,835	100.00%	\$0	\$67,499	\$97,030
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TOTAL PROJECT (direct plus indirect)			\$39,835	100.00%	\$0	\$67,499	\$107,334
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ADDITIONAL BUDGET NOTES

OTHER GRANT SOURCES FOR THE PROJECT			
List grants that have already been awarded to support the project, if any.			
Funder	Amount	Timeframe	Additional Information
Stanford Medicine Children's Health	\$40,445	9/1/23 - 8/1/24	EPA Market operation/matching programs, outreach campaign in San Mateo and Santa Clara counties, farmer technical assistance, and community wellness offerings
CDFA Specialty Crop Block Grant Program	\$12,054	2/1/22 - 1/31/25	Culturally relevant marketing campaign to promote local produce
Costco Foundation	\$15,000	10/16/23 - 9/1/24	Support for matching incentives and community wellness offerings
Total	\$67,499		

Agency That Will Receive Funding	Budget Item	Project Budget	
	Agency 1 total	TOT Funds Requested	Other Secured Funds
Fresh Approach	Complete Budget	\$ 39,834.86	\$67,498.84
	Agency 3 total		
	Agency 4 total		
ALL AGENCIES	Grand Total	\$ 39,834.86	\$ 67,498.84

ORGANIZATION **Fresh Approach**

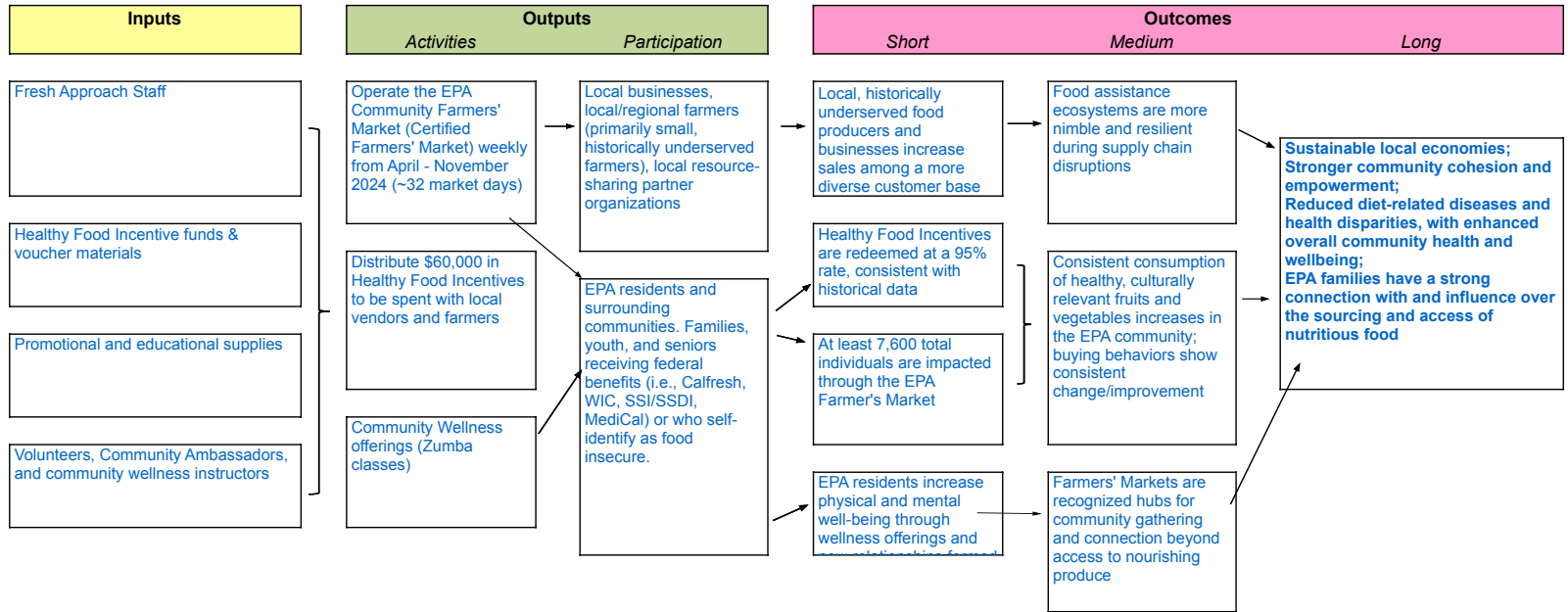
Situation:

East Palo Alto includes three census tracts that are designated as low income/low access according to the USDA Food Atlas Map. In the last 3 years, CalFresh participation has risen 27% in the County, indicating an overall increase in economic instability, particularly among limited-resource communities and households of color. **Objective 1: Provide Easy Access to Healthy Food, Promote Stronger Local Economies, Vibrant Neighborhoods, and Healthy People.** Outcomes: The market will operate for a minimum of 32 days between April and November 2024. Additionally, \$60,000 worth of incentives for fruits and vegetables will be distributed for use at the market. We anticipate that 95% of survey respondents will report positive changes in their fruit and vegetable consumption. Zumba classes will be offered every other week at the market to encourage physical activity and community engagement.

Budget: \$ 34,324.00

Matching Funds: \$ 52,546.00

Timeline: April 2024 - November 2024



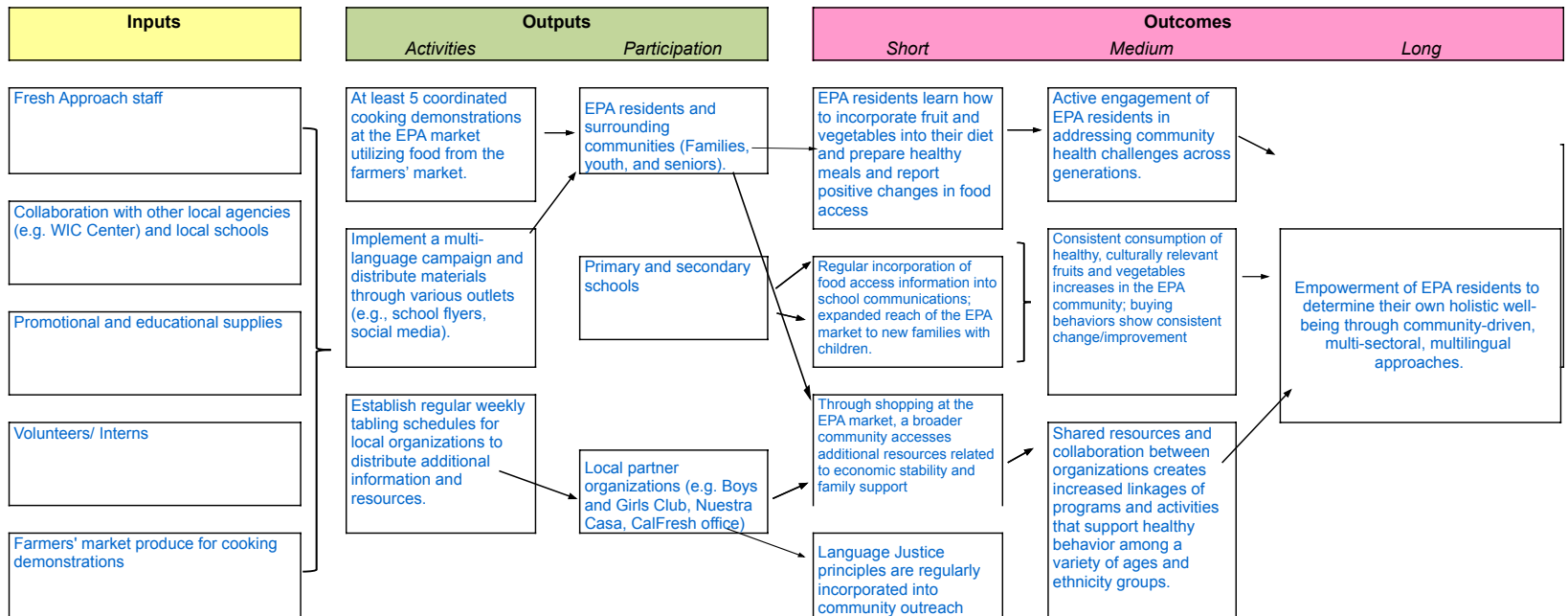
Assumptions and External Factors: Assumptions include ability to operate in-person community events, ability for market vendors to accept Healthy Food Incentives, and reliable availability of volunteers. Potential challenges for this project include: low resident participation due to lack of time, transportation, or social stigmas; threats to the Market Match program in the CA state budget. Challenges will be mitigated by fostering strong partnerships with agencies offering community services, and curating a welcoming market environment with clear, multi-lingual messaging; and by engaging in advocacy efforts for more equitable access to healthy foods for all residents.

Evaluation: We will be collecting the following data: number, demographics and frequency of shoppers and match program participation; incentives distributed and redemption rate (proxy for consumption) at the EPA Community Farmers' Market. We also offer pre and post surveys to assess changes in shopping behaviours and eating habits, as well as gather information on food security status. We meet regularly with our Community Advisory Board, which includes EPA residents, to solicit input on program function.

Program: Fresh Approach **Logic Model**

Budget: \$5,510
Matching Funds: \$4,648
Timeline: April 2024 - November 2024

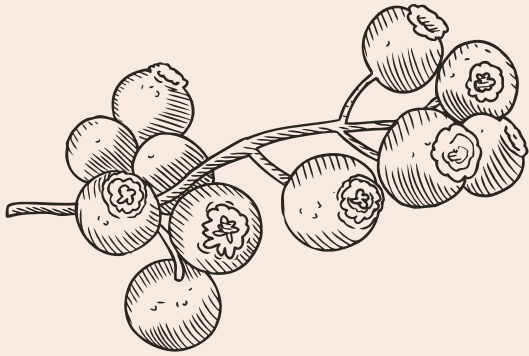
Situation: Households that do receive SNAP benefits face resource and social constraints to finding local sources of fresh, nutritious foods, including accessing farmers' markets. This is reflected in the fact that over 80% of SNAP benefits are used at superstores and supermarkets, yet less than 0.1% are spent at farmers' markets. **Objective 2: Expand awareness for culturally relevant fruits and vegetables, market healthy food incentives, and other benefit programs to families through a multi-language marketing and outreach campaign, including promotion to local schools and other community partners, and hosting monthly cooking demonstrations/recipe promotions at the EPA market.** **Outcomes:** At least 5 cooking demonstrations are held, resulting in increased knowledge and consumption of fruits/vegetables; local tabling and multilingual community outreach reach new families, particularly those with children; food access resources become more regularly linked to broader efforts to address economic instability



Assumptions and External Factors: Assumptions include conditions for in-person community events, ongoing existence for all community partners, and availability of volunteers. In any project that is collaborative, it will be important to maintain frequent communication to ensure partners are administering the project correctly and adhering to Fresh Approach principles of Language Justice. Additionally, it is the hope that new partnerships will develop between the organizations beyond the scope of the incentive program. The strategy to address this challenge will be maintaining a monthly contact cadence and arrange in-person visits whenever possible.

Evaluation: We will be collecting the following data – promotional materials distributed, media posts created, number of project beneficiaries/stakeholders reached, incentives distributed and redeemed at the EPA Community Farmers' Market. Bar codes on the vouchers distributed through outreach will allow to track redemption rates. We also offer pre and post surveys to assess changes in shopping behaviours and eating habits. Finally, we will meet regularly with our Community Advisory Board, which includes EPA residents, to solicit additional input on program function

Organizational Chart



Fresh Approach Leadership Roster

Top Executive

Laura deTar - Executive Director

Board of Directors

McKinley Baker - Chair, Altman Solon

Petros Maskal - Vice Chair, US Dept of Agriculture

Kaitie Conrad - Secretary, Accenture Strategy

Allen Moy - Treasurer, Pacific Coast Farmer's Markets Association

Ed Chan - Board Member, Kaiser Permanente

Nicole Silva - Board Member, El Camino Health Medical Network

Jeanne Yu - Board Member, Los Altos High School

**CITY OF EAST PALO ALTO –TOT
GRANT APPLICATION
COVERSHEET**

PLEASE READ AND ANSWER ALL QUESTIONS ON THIS APPLICATION FORM.

Organizational Information

Legal Name Organization:	Saint Mark AME Zion Church
Address of Organization:	1794 Bay Road; East Palo Alto, CA. 94303
Website:	Saintmarkamez.org

Collaborating Organization:	N/A
Website:	N/A

*Attach additional sheet(s) if necessary.

Contact Information

Grant Administrator	Dr. Cheryl Stephenson		
Email	Cherylstephenson10@gmail.com		
Phone	404.428.5790	Fax	

Grant Request

Amount Requested: (Not to exceed \$40,000)	\$ 26,500.00
Total Project Budget: (For this project)	\$ 34,500.00
Matching funds/in-kind donations? (Yes/No) Circle one. If yes, amount?	\$ 8,000.00
What is your organization's total annual operating budget?	\$ 216,000.00
Please list the names of matching funding or in-kind donation sources:	
Saint Mark	

Have you received TOT funding previously? Yes No Year(s)? 2023

Is that grant still active? Yes No

If not, have you submitted your Closeout forms? Yes No

Please indicate your service category: Summer Camp Leadership Development
 Career/Employment/Entrepreneurship Crisis Intervention
 Sports/Recreation Re-Entry/Diversion Other



Target Demographic

Please check the appropriate box(es) indicating the target category and age group(s) (if appropriate) that will be served with the funds requested:

Check Target Category (categories):

Children Youth Families Seniors

Check Age Group(s):

under 5, 5-10, 10-15, 15-18, 18 – 24 25 – 64, 65 & up

Clients Served:

List the number of **East Palo Alto** Clients you intend to serve during this program: 5 0 0 +

List the **total** number of Clients you intend to serve during this program: 1,200 (includes online viewers)

Summer Program Timeline

What are your dates of service for this program? START: 07.01.24__END: 10.18.24

What days/nights will you run your program? (Ex: M-F) Friday Hours? 6 pm-10 pm

Acknowledgement

x I have read the minimum compliance standards for the City of East Palo Alto TOT Grants Program and can demonstrate that my program meets all minimum standards.

x I agree to fully participate in the City of East Palo Alto's spirit of partnership (see Section 1, Item F. Contractual Requirements and additional requirements as a funded organization.

x I certify that my agency is eligible to apply based on the criteria listed in the Request for Applications and agree to submit any follow up documentation needed to verify eligibility (including but not limited to a 501(c)(3) tax letter). The signatory declares that: 1. they are authorized to sign on behalf of all entities in the partnership (if applicable); 2. the application accurately outlines the extent, objectives, and methods of the project; and 3. the grant funds, if awarded, will be used solely for the purposes outlined in this application.

Cheryl Stephenson
Signature of Authorized Representative

Cheryl Stephenson

03.06.2024
Date Signed

Administrator



Printed Name

Title







City of East Palo Alto
Maurice Baker, Acting Community Services Manager
2415 University Avenue, 2nd Floor.
East Palo Alto, CA 94303

March 4, 2024

Mr. Baker:

Saint Mark AME Zion welcomes and appreciates the opportunity to respond to the request for proposal (RFP) for the 2024 Transient Occupancy Tax Grant, which focuses on youth, families, or senior citizens in the East Palo Alto (EPA) community.

Saint Mark is excited to present a proposal for its Friday Night Vibez program, a 16-week program designed for East Palo Alto (EPA) youth and young adults. Friday Night Vibez aims to provide an environment to spotlight the gifts and talents of EPA's young people. The program offers an alternative venue to spend on Friday evenings during the summer and fall of 2024. The program also allows the community to understand better the artfulness EPA youth and young adults have been given in music, dance, poetry, art, and song. The event allows for in-person and online participation via ZOOM or a similar platform. The Saint Mark family has presented Friday Night Vibez quarterly for the past four years with measurable success.

Research suggests that the arts can positively impact youth development from birth through adolescence. For example, Menzer (2015) found that engaging in various art forms (such as singing, dancing, acting, and doing crafts) often results in positive social and emotional behaviors, including empathy, sharing, and mood control. Along with providing a safe atmosphere for fellowship, Friday Night Vibez offers an opportunity to strengthen youth-young adult and community relationships.

Saint Mark AME Zion was a TOT 2023 Grant recipient, and our measurable outcomes greatly exceeded our expectations with 478 participants, 1,046 on-line viewers and 176 Workshop participants. We strengthened existing relationships with other organizations serving EPA youth as well as built new bridges of opportunity for the advancement of positive youth engagement. We are firm believers that positive youth development programs build on young folk's sense of identity, belief in themselves and the future, self-regulation, self-efficacy, and social, emotional, cognitive, and behavioral competence. The proposed Friday Night Vibez program is a gateway to continuing our efforts in addressing the needs of EPA youth and young adults. The grant of \$32,000 will allow Saint Mark AME Zion to address the needs of the community and enhance the existing Friday Night Vibez program as we continue to promote further our commitment to service through outreach throughout the city of EPA.

Sincerely,

Deborah Lewis-Virges

Pastor Deborah Lewis-Virges
Pastor/Visionary



March 4, 2024

Friday Night Vibez Program (Narrative)

Organization Description:

St Mark AME Zion is a 501c3 religious organization that serves the East Palo alto, Bell Haven and neighboring communities. We strive to create innovative programs that address the real needs of our diverse community. Programs such as the Distance Learning & Tutoring Assistance Program for children and the Forward-Thinking workshop for Seniors, Caregivers, and family members, Our Annual Christmas Gala for Seniors and our Adult literacy Program exemplify our impact on the community. St. Mark has hosted the premiere Candidate Forum for City Council and School Board District Elections for the past six years.

The Christmas Senior Gala has become a signature affair for Saint Mark AMEZ. We collaborate with community partners and host 200-plus senior citizens in the EPA community by serving an elegant meal and showering them with gifts. Friday Night Vibez is another medium that allows Saint Mark to exhibit its footprint in the community. The program offers EPA youth and young adults a haven to showcase their creative abilities through an evening of entertainment, displaying their artistic skills in music, poetry, dance, spoken word, and other artsy techniques. This program is intended for youth from 14-24, however we discovered a much broader audience last year and have established an all is welcome open-door policy. (See attached Matrix for actual results for 2023)

Friday Night Vibez materialized in response to youth in the EPA community seeking a place to freely express themselves through music, dance, spoken word, and other art forms. The evening is comprised of food, fun, and fellowship. Friday Night Vibez is a haven where youth gather and fellowship with their peers and showcase their talents in a non-intimidating atmosphere. The initial Friday Night Vibez event occurred in 2020 and has happened quarterly since then.

Individuals participate in person and virtually. To date, attendees have come from near and far, domestically, and internationally, and some participants have come from as far away as Israel. All youth can benefit from positive interactions with adults and peers.

The goal of Friday Night Vibez is to serve as a conduit for sharing creativity. Creative expression improves mood, boosts self-esteem, enhances cognitive function, improves social life, and alleviates stress and anxiety.

Last year we were able to add industry professionals to conduct feedback and advanced skill building techniques. The program continues to expand to meet the needs of our advancing youth participants. Program enhancements include expanding the program to incorporate workshops to help our youth further develop their skillset. Securing industry professionals to guide and mentor youth in improving their respective areas of art.

Mentoring programs are a prominent strategy for preventing adverse outcomes and promoting resilience among at-risk youth and young adults. The overarching goal of the Friday Night Vibez program is to provide our youth with a safe, positive alternative environment to express themselves on a Friday evening.

As a church our motto is to Serve God by Serving Others. However, our outreach efforts are not evangelistic, rather they are demonstrations of our Love for God and humankind. We may share our Love through our actions, however our outreach efforts do not include proselytizing or promoting our religious beliefs. Everyone is welcome regardless of their religious beliefs. Hence, we donate our space, equipment, volunteers and more to make the experience more meaningful. We also secure pro bono professionals to share their gifts and talents and have received donations from other supporters.

Work Plan:

Our Work Plan for this program remains simple and accessible. Youth are invited to attend weekly Friday Night sessions of FNV. Each session features a pre performance workshop or Learning Session facilitated by an industry professional. This is followed by a featured artist of the week, fellowship time and open mic time for all youth to either share something they created that evening or something that is a part of their existing repertory. Artist receives candid feedback from the audience and from the industry professionals. Published authors, professional comedians, writers, renowned artist and members from academia are there to encourage and coach the youth. We hope to kick-off the program July 1, 2024 and close before the Holidays, around October 18, 2024.

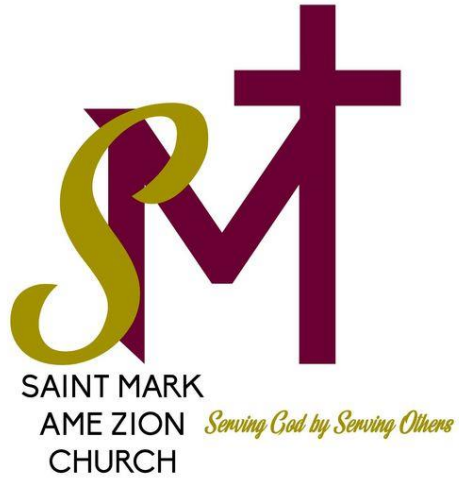
Each Season ends with a friendly competition where the youth get to compete for prizes and bragging rights including featured spots on radio, talk show and live performance opportunities. All sessions are supervised, including security, FREE refreshments and weekly drawing prizes.

Saint Mark AME Zion Church
Friday Night Vibez

TOT 2024 GRANT ATTACHMENT

PROPOSED PROJECT BUDGET

		<u>Weekly</u>	Total <u>Project</u>
Advertising & marketing			\$ 2,500.00
Audiovisual Tech Team	16	200	\$ 2,400.00
Headliners	16	400	\$ 6,400.00
Workshop Facilitator/Materials	16	150	\$ 2,400.00
Refreshments	16	100	\$ 1,600.00
Security	16	150	\$ 2,400.00
Master of Ceremonies	16	<u>150</u>	<u>\$ 2,400.00</u>
		1150	\$ 20,100.00
Admin			<u>\$ 6,400.00</u>
			<u>\$ 26,500.00</u>
In-Kind Donations	\$ 8,000.00		-
Facility maintenance & equipment usage			
Management			
Public relations			
Kitchen staff			
Host and hostess			



ORGANIZATION CHART

