



**Watsonville**  
CALIFORNIA

# SOCIAL AND COMMUNITY SERVICE GRANTS 2 025-2027


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City Council Ad Hoc Subcommittee

May 27, 2025



THANK  
YOU TO ALL  
ORGANIZATION  
S  
THAT APPLIED!



The City recognizes and deeply appreciates the tremendous value of the services our non-profit partners provide to the community!



# Council Subcommittee

## **Thank you to Council Subcommittee members:**

- Mayor Maria Orozco
- Council Member Eduardo Montesino
- Council Member Vanessa Quiroz-Carter

## **Subcommittee Members:**

- Established funding priorities
- Established screening criteria
- Reviewed, ranked and allocated existing funding

***All subcommittee recommendations are approved by the Council.***

# Background

- Applications were due April 23, 2025
- 31 applications were received
  - 16 organizations reapplied for continued funding
  - 15 new organizations applied for funding
- Total funding requested was \$599,850
- Total funding available \$235,000



# Funding Guidelines

- The subcommittee established an annual funding range of \$6,000 to \$24,000 per organization
- The subcommittee also recommended setting funding aside for community projects at a range of \$1,000 per project – No applications were received for this purpose.
- Funding recommendations also include capacity to support community special events which helps various non-profit agencies cover the fees and costs associated with hosting special events. Based on the following criteria:
  - ***Tier I - Maximum of 50% of City fees or \$10,000, whichever is higher***
  - ***Tier II - Maximum of 50% of City fees or \$4,000, whichever is higher***
  - ***Tier III - Maximum of 50% of City fees or \$1,500, whichever is higher***
  - ***Tier IV - Maximum of 50% of City fees or \$750, whichever is higher***

# Application Review

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Do the program/services align with the City Council Strategic Plan priorities?

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Does the program/service meet a **current** community need?

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Is the organization in good standing with the City (if previously funded) and State?

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Organization serves the Watsonville Community

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Financial need as demonstrated by the organization's overall funding request and annual budget

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Completeness of the application

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Impact on Watsonville residents

# Funds Requested & Recommended

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| Program Category        | # of applications received | Amount Requested | # of applications funded | Amount Funded    |
|-------------------------|----------------------------|------------------|--------------------------|------------------|
| Drug & Alcohol          | 1                          | \$10,000         | 1                        | \$10,000         |
| Food Insecurity         | 3                          | \$64,000         | 2                        | \$25,000         |
| Housing                 | 6                          | \$140,000        | 4                        | \$60,000         |
| Mental Health           | 5                          | \$103,000        | 3                        | \$30,000         |
| Community Engagement    | 9                          | \$197,500        | 7                        | \$89,500         |
| Immigration             | 0                          | \$0              | 0                        | \$0              |
| Job Training            | 1                          | \$10,000         | 0                        | \$0              |
| LGBTQ                   | 0                          | \$0              | 0                        | \$0              |
| Recreation and Wellness | 6                          | \$75,350         | 3                        | \$20,500         |
| <b>Total</b>            | <b>31</b>                  | <b>\$599,850</b> | <b>20</b>                | <b>\$235,000</b> |

# Organizations Recommended for Funding

| 2025-2027 Social and Community Service Grants |                         |                            |
|---|-------------------------|----------------------------|
| Organization                                  | Program Category        | Recommended Annual Funding |
| Activities4All                                | Recreation and Wellness | \$12,000.00                |
| Arte del Corazon                              | Community Engagement    | \$18,000.00                |
| Community Action Board of Santa Cruz County   | Housing                 | \$24,000.00                |
| Community Bridges                             | Food Insecurity         | \$10,000.00                |
| Court Appointed Special Advocates             | Mental Health           | \$6,000.00                 |
| Gardenia Amor Y Bienestar                     | Recreation and Wellness | \$6,000.00                 |
| Grey Bears                                    | Food Insecurity         | \$15,000.00                |
| Jacob's Heart Childrens' Cancer Services      | Mental Health           | \$18,000.00                |
| MENTors Driving Change for Boys               | Mental Health           | \$6,000.00                 |
| Monarch Services                              | Housing                 | \$10,000.00                |
| Pajaro Valley Arts                            | Community Engagement    | \$6,000.00                 |
| Pajaro Valley Shelter Services                | Housing                 | \$20,000.00                |
| Raices y Carino                               | Community Engagement    | \$4,500.00                 |
| Save our Shores                               | Community Engagement    | \$6,000.00                 |
| Senior Citizens Legal Services                | Housing                 | \$6,000.00                 |
| Senior Network Services                       | Community Engagement    | \$10,000.00                |
| Special Events Sponsorships                   | Community Engagement    | \$35,000.00                |
| Ventures                                      | Community Engagement    | \$10,000.00                |
| Watsonville Community Band                    | Recreation and Wellness | \$2,500.00                 |
| Watsonville Film Festival                     | Drug & Alcohol          | \$10,000.00                |
| Total   |                         | \$235,000.00               |





# Recommendation

The Social & Community Service Grants Subcommittee recommends that the City Council approves the funding recommendations for the Social and Community Service Grants for funding cycle 2025 - 2027

# Questions?

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