

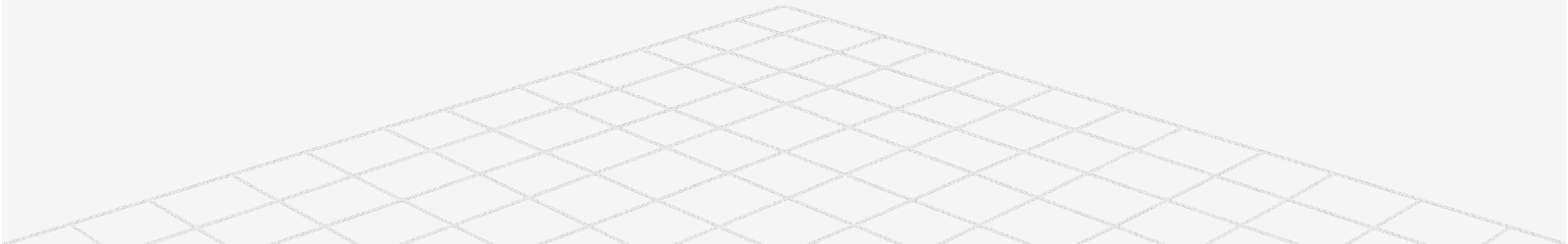
Social and Community Service Grants FY 20 21- 20 23

City Council Ad Hoc Subcommittee

June 8, 2021

Thank You to All Groups that Applied!

The City recognizes and deeply appreciates the tremendous value and services brought to our community by many non-profit partners!



Council Subcommittee

Thank you to Council Subcommittee members:

Mayor Jimmy Dutra

Mayor Pro-Temp Ari Parker

Council Member Eduardo Montesino

Subcommittee Members:

Work on establishing this cycle funding priorities

Establishing screening criteria

Review, ranking and allocating existing funding to those who applied

Background

- Applications were due May 17, 2021
- 40 Applications were received
 - 26 agencies reapplied for continued funding
 - 14 new agencies applied for funding
- Total funding requested was \$530,500



Subcommittee Process to Evaluate Applications

- Evaluated the merits of each application vs. funding all previously funded programs
- Looked at the fiscal standing of all new applicants and report compliance of previously funded agencies
- Established a \$5,000 minimum and \$15,000 maximum funding per agency
- Interested in funding agencies in a more impactful way

Application Review Process

- 1 Does the program/services align with the City Council Strategic Plan priorities?
- 2 Does the program/service meet a community need?
- 3 Is this a Watsonville based program/service?
- 4 Is the organization in good standing with the City? (if previously funded)
- 5 Is the organization in good standing with the State?



Funding Available

Social and Community Service Grants FY 2022

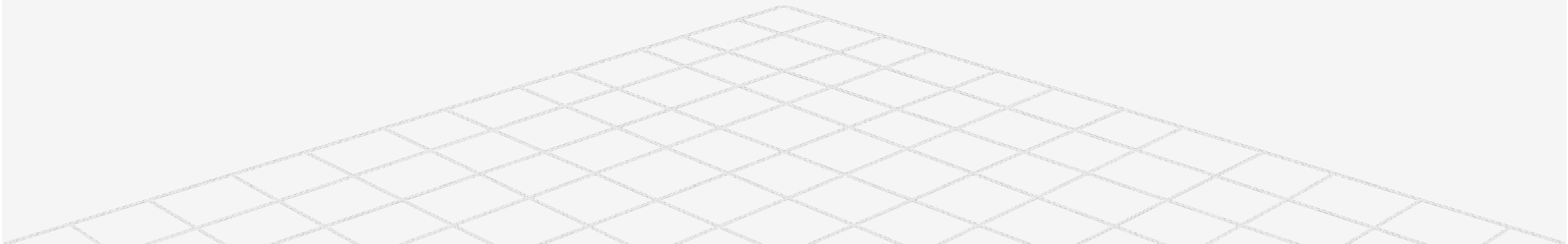
- \$200,000 General Fund
- \$66,000 from Measure M Funds
- **Total funding available \$266,000**

Funds Requested & Recommended

| Programs by Category | # of Programs Applied | Amount Requested | # of Programs Funded | Amount Funded |
|----------------------|-----------------------|------------------|----------------------|---------------|
| Youth | 6 | \$70,000 | 4 | \$40,000 |
| Family | 26 | \$358,000 | 20 | \$188,500 |
| Children/Youth | 1 | \$5,000 | 0 | 0 |
| Youth/Adults | 2 | \$30,000 | 1 | \$5,000 |
| Adults | 1 | \$15,000 | 1 | \$5,000 |
| Seniors | 3 | \$37,500 | 3 | \$27,500 |
| Adults/Seniors | 1 | \$15,000 | 0 | 0 |
| TOTAL | 40 | \$530,500 | 29 | \$266,000 |

Recommendation

The Social & Community Service Grants Subcommittee recommends that the City Council approves the funding recommendations for the Social and Community Service Grants for FY 20 21/20 23.



Questions



| Organization | Program | Recommended Funding |
|---|---|---------------------|
| Arts Council Santa Cruz County | Artist Professional Development | \$ 5,000 |
| Aztecas Youth Soccer Academy | Summer Soccer Camp | \$ 5,000 |
| CASA Santa Cruz County | Supporting Watsonville Youth in Foster Care | \$ 15,000 |
| Community Action Board | Rental Assistance Program; Immigration Project; Alcance | \$ 15,000 |
| Community Bridges | Meals on Wheels and La Manzana | \$ 5,000 |
| Family Service Agency of the Central Coast | Counseling, Senior Outreach, WomenCARE, Suicide Prevention | \$ 10,000 |
| Food, What? | Spring/Summer Organic Farming Youth Workshops, Careers & Classes | \$ 10,000 |
| Girls Inc of the Central Coast | Education, Careers, Health & Opportunities Leadership & Mentoring/Youth Leaders | \$ 5,000 |
| Grey Bears | Healthy Food for Seniors & Families | \$ 12,500 |
| Immigrant Legal Services of the Central Coast, Inc. | Immigration Legal Services | \$ 5,000 |

| Organization | Program | Recommended Funding |
|---|---|---------------------|
| Mentors Driving Change for Boys, Men and Dads | Healthy Mentors for Boys, Men and Fathers | \$ 5,000 |
| Pajaro Valley Arts | General Operating | \$ 10,000 |
| Community Health Trust of the Pajaro Valley | Community Gardens/Carey & Davis Neighborhood | \$ 5,000 |
| Pajaro Valley Historical Association | Operational Support | \$ 5,000 |
| Pajaro Valley Loaves and Fishes, Inc. | Food Pantry and Lunch Program | \$ 15,000 |
| Pajaro Valley Shelter Services | Coordinated Economic Development Program/Homelessness Program | \$ 15,000 |
| Santa Cruz Community Ventures | Semillitas, College Savings Account Program | \$ 14,500 |
| Second Harvest Food Bank Santa Cruz County | Community Food Distribution, Calfresh Case Mgmt, and Nutrition Programs | \$ 5,000 |
| Senior Citizens Legal Services | General Operating | \$ 10,000 |
| Senior Network Services | Senior Services Resource Center | \$ 5,000 |
| Summer in the City Internship | Summer in the City Internship | \$ 15,000 |

| Organization | Program | Recommended Funding |
|---|--|---------------------|
| Special Events Sponsorships | Special Events Sponsorships | \$ 15,000 |
| The Diversity Center | The Diversity Center Youth Program | \$ 15,000 |
| The Watsonville Law Center | Legal Services Program | \$ 5,000 |
| United Way | 211 Helpline and Community Assesment Project | \$ 5,000 |
| Watsonville Community Band | Watsonville Community Band | \$ 5,000 |
| Watsonville Family YMCA | Summer Camps/After School Programming | \$ 5,000 |
| Watsonville Youth Training Center DBA Watsonville Boxing Academy | Summer Fitness Camp | \$ 14,000 |
| Youth N.O.W. Eternity Works | After School Academic Program | \$ 10,000 |
| | Total | \$ 266,000 |