



Sunnyvale

## Neighborhood Grant Program Application

**Fiscal Year 2019/20**

**Application Deadline: April 19, 2019, by 5 p.m.**

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2019/20 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. Applicants will be notified of award decisions in July 2019.

### Complete applications may be submitted in the following ways:

*Mail or Drop Off in Person:*

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or *Fax:* 408-735-8767

For questions, contact Jennifer Acuña at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or 408-730-7599.

**Name of Neighborhood Group or Association:**

Cherryhill Neighborhood Association

**Name of Individual Submitting Application:**

Kyle Welch

**Individual's Email:**

**Phone:**

**Name of Proposed Project:** Cherryhill Vitality Program

**Grant Amount Requesting from the City of Sunnyvale:**

\$ 1,000

*(Maximum grant amount is \$1,000)*

## Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Cherryhill Neighborhood Association was unofficially started in early 2008 with the formation of a Neighborhood Watch program. We filed neighborhood association papers with the city in June 2008. The key goals of the association are to 1) promote community involvement and participation; 2) establish and maintain a line of communication between the City of Sunnyvale and the residents of the community; 3) provide a community voice to city staff, school personnel, and the rest of the community concerning the implementation of services, community needs, and events; 4) recruit volunteers and sponsors to aid in service to the community; and 5) enhance the quality of life within the area. The neighborhood association is bounded by West Remington, South Mary Avenue, West Fremont Ave and HWY 85. There are approximately 550 households in our neighborhood association (>1000 people).

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Since coming together as an association a little over nine years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freeecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900.

Fundraising is primarily achieved through member contributions and donations. During our first year, the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable "welcome" bags. We have also produced neighborhood "No Soliciting" signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

## Project Description

3. Describe your proposed project and/or event. Make sure to include the following:
  - How it will benefit the residents in your neighborhood and/or your neighborhood association?
  - How many people or households you are expecting to attend or benefit from the project or event?

At least once per month offer/organize a free, non competitive health/wellness related event. These events/sessions are intended to be educational, informal, social, and fun, another way to meet more neighbors. Sessions can be on any health / wellness related topic. Preferably led by neighbors. Activities can include stretching or yoga in the park, walks, hikes, runs (maybe over to Stevens Creek Trail) with long/short options, tai chi in the park, talks on mindfulness, meditation, nutrition, injury prevention, taping, sleep, etc., bike rides, etc. Utilize the De Anza Park building / grounds if/as needed. Attend at least 4 sessions to receive a Cherryhill branded item (metal drink bottle, rally towel, etc). Attend the most sessions and be entered into a raffle for a grand prize. Additional sessions can be added ad-hoc. Grant money can be used for food and refreshments at all sessions, printing activity passports to track individual participation, purchasing Cherryhill branded items/prizes, speaker/leader stipends or supplies (if needed). Activities are open to anyone that wants to join. Easier options available for those needing/wanting them.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

We chose the project based upon surveys of neighborhood residents via our Yahoo Group and Nextdoor group. In 2016, the top selection was the Urban Garden project. In 2017 we moved on to one of the other two most popular ideas among Cherryhill residents: the Cherryhill Heritage Project – it was on par with a health and wellness initiative, both receiving about 28% of the amalgamated results. This year we are pursuing a grant focussed on the health and wellness topic. We have reached out to neighbors via social media - our Yahoo Group, Nextdoor group and Facebook page and from that received excellent feedback and ideas on how to implement this project. We also discussed the project at our Spring Mixer meeting. All feedback received to date has been supportive and positive.

## Project Plan

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Announce the project to residents if grant is approved	Kyle Welch	
2. Gather ideas for activities, topics and speakers and build the schedule	Kyle Welch	
3. Reserve De Anza Park facilities as needed	Derek Wagner	
4. Publish initial schedule on our website, Facebook page, Nextdoor and Yahoo Group.	Wayne Amacher, Kyle Welch, Kathy Besser	
5. Line up speakers, instructors, leads for each session & publish details on our website, Facebook page, Nextdoor and Yahoo Group.	Kyle Welch, Terry Strurtevant, Cindy Spencer, Wayne Amacher	
6. Design and print Activity Passports to track participation	Kathy Besser	
7. If approved in grant award, select and order Cherryhill branded items to give to participants who attend at least 4 sessions	Kyle Welch, Kathy Besser	
8. If approved in grant award, select and purchase end of program raffle prize(s) for those attending the most sessions.	Kyle Welch, Kathy Besser, Cindy Spencer	
9. Share updates and photos of neighbors participating in events on our Facebook page, Nextdoor and Yahoo Groups to generate more awareness and interest.	All Board members - encourage residents as well	
10. Document final report and submit expenses	Jim Sturtevant, Kyle Welch	
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

The Cherryhill Vitality Program is intended to be educational, informal, social, and fun, and encourages neighbors to get out and meet others in the neighborhood. By bringing neighbors together in this way we are enhancing neighborhood pride and identity, increasing communication among neighbors, and giving neighbors a good feeling (physically and mentally) about living in this great community. It is our hope that this will bridge both generational and culture gaps among the Cherryhill population.

7. How will you determine the completed project and/or event has been successful?

The project will have a set schedule of one event per month up until April 2020. Additional sessions can be added during the project term as requested. We will monitor communication about the project at our events held throughout the year, survey residents, and observe the number of participants attending each session.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e., number of volunteer hours, donated materials if any, etc.)?

It is expected that most of the activities will be conducted, led and supported by residents. Neighbors will provide food and beverages for events, supplementing whatever we can purchase using grant funds. All collateral will be pulled together by individuals in the neighborhood.

9. Please explain how your organization intends to operate this project and/or event in future years without grant assistance from the City. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

If this pilot project is approved and is successful there is no reason why we can't continue doing activities like this without using any grant money. We might be able to use donations to fund future activities, create new collateral and obtain prizes.

## Project Team

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

**1. Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 14, 2020.

**Project Leader Name:** Kyle Welch

Email: \_\_\_\_\_ Phone Number: (      )

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**2. Treasurer** - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

*Note: The City of Sunnyvale reserves the right to audit grant award funds.*

**Treasurer Name:** Jim Sturtevant

Email: \_\_\_\_\_ Phone Number: (      )

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**3. Other Project Team Member** - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e., coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

**Name:** Kathy Besser

Email: \_\_\_\_\_ Phone Number: (      )

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Neighborhood Grant Program

## Project Budget Form Fiscal Year 2019/20

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 14, 2020.**

### Project Expenses

Activity	Estimated Costs	Actual Costs
1. Design & printing activity passports to track participation	\$ 250	\$
2. Cherryhill branded items (metal drink bottle, rally towel, etc).	\$ 350	\$
3. Raffle prizes for top participants	\$ 75	\$
4. Food & beverages for activities	\$ 350	\$
5. Activity supplies	\$	\$
6.	\$ 150	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1175	\$
Amount Requested from the City of Sunnyvale	\$ 1000	

### Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 1708
Donated Materials/Services (food, supplies, equipment)	\$ 200
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
<b>Total Neighborhood Association Contribution</b>	<b>\$ 1908</b>

