



# Community Events Grant Program Application Calendar Year 2026, Spring Cycle

**Application Deadline: Friday, March 27, 2026, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding, available here (need link to guidelines document).

Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** The City will accept applications through Friday, March 27, 2026, by 5 p.m. Applicants will be notified of award decisions in June, 2026. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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|  |  |
|--|--|
| <b>Event Name:</b>                                       | Gulen Service Day                              |
| <b>Date(s)/Time(s) of Event:</b>                         | Saturday, October 10, 2026, 1:00 PM – 5:00 PM  |
| <b>Sponsoring Organization(s):</b>                       | Bay Area Cultural Connections (BAYCC)          |
| <b>Is there a Co-Sponsor? If yes, organization name.</b> | Yes – Pacifica Institute (formal MUA in place) |

**Grant Amount Requesting from the City of Sunnyvale:**           \$ 4,167.00            
*(Amount cannot exceed 50 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)*

**Authorized Representative Information**

|                      |                   |
|----------------------|-------------------|
| <b>Name:</b>         | Hilal Cansizoglu  |
| <b>Title:</b>        | Event Coordinator |
| <b>Organization:</b> | _____             |
| <b>Email:</b>        | _____             |
| <b>Phone Number:</b> | _____             |

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**Mailing Address:** [REDACTED]

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## Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Gulen Service Day is a free, family-friendly community event where neighbors from all walks of life come together to serve those most in need. Eight hands-on stations produce blankets, hygiene kits, school backpacks, food relief packs, planters, snack kits, and children's crafts for Bay Area County nonprofits. A multicultural lunch and live music bring the community together. All items delivered within 48 hours. See attached Supplemental Document.

2. Have you held this event before? If so, when and where?

Yes. Service Fest (June 2025, Santa Clara): 150+ attendees, 400+ items.  
Compassion Week Service Fest (Oct 2025): 43+ volunteers, 550+ kits, 60 backpacks. See attached Supplemental Document.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

The event unites residents of all cultural, religious, and socioeconomic backgrounds in hands-on service, reflecting Sunnyvale's civic values. Scheduled during Compassion Week 2026 (Oct 3–11), it joins a movement engaging 24,000+ volunteers across 18 communities including Sunnyvale. Every attendee has an active role: families, children, teens, and seniors all contribute. A live impact tally makes collective effort visible. See attached Supplemental Document.  
The venue will be

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Citywide, all Sunnyvale residents welcome regardless of background. The venue will be a Sunnyvale public park (Baylands, Ortega, or Las Palmas), to be finalized in coordination with the City, ADA-accessible with free parking.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

~300 attendees based on 150+ at 2025 event with limited marketing; Pacifica Institute's 2,000+ subscribers; Compassion Week platform (4,400+ volunteers in 2025); school and corporate outreach.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Social media ads, email blasts to 2,000+ subscribers, flyers at Sunnyvale libraries/schools/churches, Compassion Week platform, partner networks, press releases. City credited on all materials.

## Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

BAYCC is a 501(c)(3) nonprofit (EIN: 30-0087775), tax-exempt since 2003. Mission: building community through education, dialogue, and service. Programs: cultural events, tutoring, mentorship, scholarships, youth leadership. 200+ active volunteers Bay Area-wide, including Sunnyvale residents on the organizing committee. Co-sponsor Pacifica Institute is an official Compassion Week Partner; MOU establishes BAYCC as lead fiscal agent. Financial statements available upon request. See Supplemental Doc

## Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

Event Director with master timeline; 2–3 trained leads per station; gloves at food stations; supervised scissors at craft stations; first-aid kit on-site; dedicated adult lead and safety gate at Kids' Corner; ADA-accessible venue; pre-registration and walk-in booth; event insurance via City in-kind; free speech area designated; no fundraising of any kind. BAYCC managed 150+ and 43+ volunteer events in 2025. See attached Supplemental Document.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Expenditures approved by Event Director and board treasurer. BAYCC controls all grant funds; receipts tracked; reimbursement within 30 days. 70 volunteers, ~302 hrs. See Supplemental Document.

9. Have you completed and submitted a Special Event application to the City of Sunnyvale? If yes, when did you submit it. If not, why not?

Not yet. Special Event Permit will be filed by mid-July 2026, per City requirements. Grant confirmation needed before finalizing venue

10. Please attach a detailed budget for your event including:

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$40.14, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Remaining costs: BAYCC funds, in-kind donations from partners, and Pacifica Institute's outreach support. City grant enables scale-up to Sunnyvale venue. Full detail in Supplemental Document.

# Gulen Service Day

Supplemental Document to Community Events Grant Program Application  
City of Sunnyvale · Calendar Year 2026, Spring Cycle · Bay Area Cultural Connections (BAYCC)

This document is submitted as a supplement to the grant application form. Due to character limits in the application form fields, each section below provides the complete response for the corresponding question. Please read alongside the submitted application form.

## Question 1: Please describe your event.

Gulen Service Day is a free, family-friendly community event where neighbors from all walks of life come together to serve those most in need. Eight hands-on stations produce blankets, hygiene kits, school backpacks, food relief packs, planters, snack kits, and children's crafts for Santa Clara County nonprofits. A multicultural lunch and live music bring the community together. All items delivered to partner nonprofits within 48 hours.

The event honors the legacy of Fethullah Gülen (1941–2024), the Turkish-American scholar and peace advocate whose life's work centered on the idea that serving others is the highest expression of shared humanity. It is scheduled during Compassion Week 2026 (October 3–11), connecting it to a county-wide movement that engaged 4,400+ volunteers across 214 projects in 2025.

| Station      | Activity                             | Target               | Recipient(s)   |
|--------------|--------------------------------------|----------------------|--|
| A            | Fleece Blankets for Shelters         | 40 blankets          | Local shelters   |
| B            | Hygiene-With-Hope Kits               | 300 kits             | Agape Silicon Valley; ICNA Relief                        |
| C            | School Supply Backpacks              | 60 backpacks         | Rebekah's Children's Services; Family Supportive Housing |
| D            | Food Relief Packs (Lentil Soup Kits) | 100 kits (400 meals) | Local food relief partners                               |
| E            | Bloom & Bless Planters               | 70 planters          | Senior care centers; Hospice facilities                  |
| F            | Care-&-Canned Kits                   | 60 kits              | Hope's Corner  |
| Kids' Corner | Kids' Kindness Corner (Ages 4–12)    | 100+ crafts          | Seniors; Hospitalized children; Shelter residents        |
| P            | Pillowcase Decorating                | 30 pillowcases       | Unhoused youth   |

## Station Descriptions

### Station A – Fleece Blankets for Shelters

Volunteers cut and tie fleece fabric into no-sew blankets for local shelters. Accessible to all ages and skill levels. Target: 40 blankets.

### **Station B – Hygiene-With-Hope Kits**

Assembly-line packing of travel-size toiletries into labeled zip bags with encouraging stickers. Kits will be donated to Agape Silicon Valley and ICNA Relief — the same partners we worked with last year. Target: 300 kits.

### **Station C – School Supply Backpacks**

Volunteers fill backpacks with erasers, pencils, glue sticks, scissors, crayons, colored pencils, markers, folders, and hand sanitizer. Backpacks will be distributed through Rebekah’s Children’s Services and Family Supportive Housing, as they were last year. Target: 60 backpacks.

### **Station D – Food Relief Packs (Lentil Soup Kits)**

Each sealed kit contains red lentils, rice, tomato paste, a spice sachet, oil, and a bilingual recipe card. Shelf-stable one-pot meal kits at ~\$2.25 per kit, each serving four people (~\$0.56/meal). Target: 100 kits (400 meals).

### **Station E – Bloom & Bless Planters**

Volunteers pot basil or daisy seedlings into small compostable pots and attach handwritten cards. Planters will be delivered to senior care centers and hospice facilities, continuing our tradition from last year. Target: 70 planters.

### **Station F – Care-&-Canned Kits**

Non-perishable snack packs with pop-top canned meals, peanut butter, granola bars, and encouraging notes. Kits will be delivered to Hope’s Corner, where they were warmly received last year. Target: 60 kits.

### **Kids’ Kindness Corner (Ages 4–12)**

Children decorate greeting cards for seniors and hospitalized children, make friendship bracelets, and decorate goodie bags for shelter residents. Supervised by adult leads and teen helpers. All children accompanied by a parent or guardian.

### **Pillowcase Decorating Station**

Volunteers decorate pillowcases with fabric markers and stencils for unhoused youth. Target: 30 pillowcases.

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### **Question 2: Have you held this event before? If so, when and where?**

Yes. Two past events in 2025 directly inform this event's design:

#### **Service Fest — June 7, 2025 | BAYCC Center, Santa Clara**

- 150+ attendees; 50+ volunteers across five stations
- ~250 hygiene kits, 40 meal packages, 15 summer camp duffle bags, 50 pairs of donated jeans, 140 children's kindness cards
- Shared Turkish lunch; reflections from diverse community members
- Family Supportive Housing: camp kits helped teens feel “prepared, valued, and supported”

#### **Compassion Week Service Fest — October 12, 2025 | Santa Clara**

- 43+ volunteers across five service stations
- 550+ hygiene kits assembled; 60 school supply backpacks packed
- Memorial segment honoring Fethullah Gülen with video tribute and speeches
- Partners: Family Supportive Housing, Hope’s Corner, Agape Silicon Valley, ICNA Relief, Rebekah’s Children’s Services, LAUMC

Gulen Service Day 2026 combines both models, scales to a Sunnyvale venue, and adds three new stations: food relief packs, planters, and care-and-canned kits.

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**Question 3: How does your event encourage a celebration of community, diversity, and quality of Sunnyvale?**

**Celebrating Diversity Through Service**

The event brings together people from different cultural, religious, ethnic, and socioeconomic backgrounds to work side by side. BAYCC was founded in 2002 to foster mutual understanding through cultural exchange. Turkic, South Asian, Middle Eastern, Latino, and other community members will share space, conversation, and a multicultural meal while creating items for their most vulnerable neighbors.

**Honoring Sunnyvale's Character of Compassion**

By centering the event on hands-on giving, Gulen Service Day reflects Sunnyvale's identity as a city that values civic engagement and caring for neighbors. Scheduled during Compassion Week 2026 (October 3–11), it connects to a county-wide movement that has engaged 24,000+ volunteers since 2012 across 18 communities including Sunnyvale.

**Active Participation for All**

Every attendee has an active role. Families work together at stations, children contribute through age-appropriate crafts, teens serve as helpers, and a live impact tally makes the community's collective effort visible. All service items are delivered to Sunnyvale-area and Santa Clara County nonprofits, reinforcing the cycle of community investment.

**Intergenerational and Inclusive by Design**

Designed for all ages (children 4+, teens, adults, seniors) and all ability levels. The Kids' Kindness Corner provides a safe, supervised space where children experience the joy of giving alongside their families.

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**Question 4: Is your event citywide or targeted?**

This is a citywide event welcoming all Sunnyvale residents regardless of background, age, or ability. The venue will be a Sunnyvale public park, to be finalized in coordination with the City, ADA-accessible with free parking. All activities, food, and materials are completely free.

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**Question 4a: How many people do you expect to attend, and how did you arrive at this estimate?**

We anticipate approximately 300 attendees, based on:

- June 2025 Service Fest drew 150+ attendees with limited marketing from a Santa Clara venue
- October 2025 event demonstrated expanded community interest beyond BAYCC's core membership
- Pacifica Institute's 2,000+ subscriber list of individuals familiar with and interested in service events
- Cross-promotion through the Compassion Week volunteer platform ([siliconvalleyvolunteers.org](https://siliconvalleyvolunteers.org)), which reached 4,400+ volunteers across 214 projects in 2025
- Outreach to Sunnyvale faith communities, schools, neighborhood associations, and corporate volunteer programs

- Moving to a Sunnyvale public park increases visibility and walk-in attendance

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**Question 5: Please describe your marketing plan.**

**Digital**

- Social media campaigns on Instagram, Facebook, and LinkedIn through BAYCC, Pacifica Institute, and partner accounts
- Targeted ads geo-filtered to Sunnyvale and surrounding cities
- Email blasts to Pacifica Institute's 2,000+ subscribers and BAYCC's subscriber list

**Community Outreach**

- Flyers at Sunnyvale libraries, community centers, schools, houses of worship, and local businesses
- Outreach to Sunnyvale Neighborhood Associations and the Chamber of Commerce
- Listing on the Compassion Week volunteer platform ([siliconvalleyvolunteers.org](http://siliconvalleyvolunteers.org))

**Partner Networks**

- Pacifica Institute (official Compassion Week Partner) promoting through their established networks
- Partner nonprofits — Agape Silicon Valley, ICNA Relief, Family Supportive Housing, Hope's Corner, Rebekah's Children's Services, Sunnyvale Community Services, Second Harvest Food Bank, LifeMoves, Sacred Heart, Bill Wilson Center — sharing event info with their supporter bases

**Media & Press**

- Press releases to Sunnyvale Sun, San Jose Spotlight, Mercury News, and Patch
- Invitation to local elected officials and City of Sunnyvale communications channels
- All materials will acknowledge the City of Sunnyvale as a funder

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**Question 6: Please describe your organization's mission, goals, membership, and budget.**

**Bay Area Cultural Connections (BAYCC)**

BAYCC is a 501(c)(3) nonprofit (EIN: 30-0087775), tax-exempt since April 2003, founded by volunteers from diverse professional backgrounds including business, engineering, academia, and education.

**Mission:** Bringing communities together through education, dialogue, and common-good projects, fostering mutual understanding and respect among people of all backgrounds.

**Programs**

- Community engagement: dialogue dinners, cultural festivals, service days, Compassion Week partnerships
- Education: weekend school, tutoring, mentorship, scholarship programs
- Youth development: leadership workshops, community service, career planning

**Membership & Volunteers**

BAYCC is supported by 200+ active volunteers across the Bay Area, including Sunnyvale residents serving on the organizing committee for this event. Annual IRS Form 990 filings are maintained; financial statements are available upon request.

**Co-Sponsor — Pacifica Institute**

Pacifica Institute is a sister nonprofit and official Compassion Week Partner. A formal Memorandum of Understanding (MOU) governs their collaboration with BAYCC: BAYCC serves as lead fiscal agent and is solely responsible for all grant funds and City reporting. Pacifica contributes volunteer coordination and outreach through its 2,000+ subscriber network. Donation recipient organizations are partners, not co-sponsors.

**Question 7: What steps are you taking to ensure a well-planned, safe event?**

- Experienced Event Director maintaining a master timeline and coordinating all logistics
- 2–3 trained station leads per station; safety demonstration at the start of each service sprint
- Gloves provided at all food-handling stations; scissors supervised at craft and blanket stations
- On-site first-aid kit; emergency contact list maintained by Event Director
- Kids’ Kindness Corner staffed by a dedicated adult lead with a safety gate; children accompanied by parents or guardians at all times
- ADA-accessible venue with clear signage, designated entry/exit points, and adequate parking
- Pre-registration online; walk-ins managed by on-site info booth staffed by 2–3 volunteers
- Event insurance provided as City of Sunnyvale in-kind support per grant guidelines
- Designated free speech area established in compliance with City event requirements
- No fundraising of any kind — no ticket sales, solicitations, raffles, or auctions

**Question 8: Describe your financial controls and cost-effectiveness.**

All expenditures are approved jointly by the Event Director and BAYCC’s board treasurer. The MOU with Pacifica Institute establishes clear financial roles: BAYCC controls all grant funds and is solely responsible for City reporting. Pacifica’s contributions are separately documented. All purchases are tracked with original receipts and invoices; itemized reimbursement documentation will be submitted to the City within 30 days of the event.

The event maximizes impact per dollar by leveraging 70 volunteers contributing ~302 hours (valued at \$12,122 at the California rate of \$40.14/hour). Supplies are purchased in bulk at wholesale pricing — food relief kits cost ~\$2.25 each, serving four people (~\$0.56/meal). BAYCC’s 2025 Service Fest produced 400+ service items on a modest budget, demonstrating proven, cost-effective delivery.

**Question 9: Have you submitted a Special Event application to the City of Sunnyvale?**

Not yet. The Special Event Permit will be submitted at least eight weeks before the event (by mid-August 2026), in accordance with City requirements. We are confirming grant funding before finalizing the venue selection and filing the permit. The free speech area requirement will be addressed in that application.

**Question 10: Detailed Event Budget**

| Expense Item                        | Qty | Unit Cost | Total    |
|-------------------------------------|-----|-----------|----------|
| <b>SERVICE STATION SUPPLIES</b>     |     |           |          |
| Fleece blanket kits (fabric + ties) | 40  | \$12.00   | \$480.00 |

|   |       |          |                   |
|---|-------|----------|-------------------|
| Hygiene kit supplies (toiletries, bags, stickers) | 300   | \$3.50   | \$1,050.00        |
| School supply backpacks (filled)                  | 60    | \$15.00  | \$900.00          |
| Pillowcase + fabric marker kits                   | 30    | \$5.00   | \$150.00          |
| Friendship bracelet kits                          | 100   | \$1.50   | \$150.00          |
| Food relief packs (lentil soup kits)              | 100   | \$2.25   | \$225.00          |
| Care & canned kits (snack packs)                  | 60    | \$4.00   | \$240.00          |
| Bloom & Bless planters (pots, soil, seedlings)    | 70    | \$3.00   | \$210.00          |
| <b>Kindness cards supplies</b>                    |       |          |                   |
| <b>EVENT OPERATIONS</b>                           |       |          |                   |
| Tent & table rentals                              | 1 lot | \$800.00 | \$800.00          |
| Audio/PA system rental                            | 1     | \$200.00 | \$200.00          |
| <b>Signage and banners / Printing</b>             |       |          |                   |
| <b>FOOD &amp; REFRESHMENTS</b>                    |       |          |                   |
| Community lunch (catered multicultural meal)      | 200   | \$8.00   | \$1,600.00        |
| Snacks, lokma, brownie bites, beverages           | 1 lot | \$300.00 | \$300.00          |
| <b>Children's gift bags</b>                       |       |          |                   |
| <b>MARKETING &amp; OUTREACH</b>                   |       |          |                   |
| Social media advertising                          | 1 lot | \$200.00 | \$200.00          |
| <b>Community flyer distribution</b>               | 1 lot | \$100.00 | <b>\$100.00</b>   |
| <b>TOTAL EXPENSES</b>                             |       |          | <b>\$7,335.00</b> |
| <b>Anticipated Revenue</b>                        |       |          | <b>\$0.00</b>     |
| <b>NET COST</b>                                   |       |          | <b>\$7,335.00</b> |

### City of Sunnyvale In-Kind Contributions

| In-Kind Item  | Provider                       | Est. Value      |
|---|--------------------------------|-----------------|
| Event insurance   | City of Sunnyvale              | ~\$500          |
| Garbage & recycling services  | City of Sunnyvale              | ~\$300          |
| Special event application fee waiver                                    | City of Sunnyvale              | ~\$200          |
| Volunteer coordination & outreach                                       | Pacifica Institute             | In-kind         |
| Supply donations (toiletries, school supplies, canned goods, seedlings) | Partner nonprofits & community | In-kind         |
| <b>TOTAL CITY IN-KIND</b>   |                                | <b>~\$1,000</b> |

### Budget Summary

|  |                   |
|--|-------------------|
| Total Direct Expenses                                | \$7,335.00        |
| City of Sunnyvale In-Kind                            | \$1,000.00        |
| <b>Total Event Budget (incl. in-kind)</b>            | <b>\$8,335.00</b> |
| <b>Grant Amount Requested (50% of \$8,335)</b>       | <b>\$4,167.00</b> |
| Volunteer Time Value (excluded from 50% calculation) | \$12,122.28       |

### Volunteer Breakdown

| Role                       | #         | Hrs | Total Hrs  | Rate    | Value              |
|----------------------------|-----------|-----|------------|---------|--------------------|
| Set-up / Tear-down crew    | 10        | 7   | 70         | \$40.14 | \$2,809.80         |
| Event Director             | 1         | 8   | 8          | \$40.14 | \$321.12           |
| MC / Emcee                 | 1         | 5   | 5          | \$40.14 | \$200.70           |
| Station Leads (A–F + Kids) | 14        | 5   | 70         | \$40.14 | \$2,809.80         |
| Service Station Volunteers | 24        | 3   | 72         | \$40.14 | \$2,890.08         |
| Supply Runners             | 4         | 5   | 20         | \$40.14 | \$802.80           |
| Registration & Info Booth  | 3         | 3   | 9          | \$40.14 | \$361.26           |
| Media & Communications     | 3         | 5   | 15         | \$40.14 | \$602.10           |
| Kids Corner Lead + Helpers | 5         | 4   | 20         | \$40.14 | \$802.80           |
| Teen Helpers               | 3         | 3   | 9          | \$40.14 | \$361.26           |
| Delivery Drivers           | 2         | 2   | 4          | \$40.14 | \$160.56           |
| <b>TOTAL</b>               | <b>70</b> |     | <b>302</b> |         | <b>\$12,122.28</b> |

*Volunteer hours valued at \$40.14/hour — the 2024 California rate per Independent Sector's 2025 Value of Volunteer Time Report.*

### Question 11: How will you obtain remaining funding? Why are you requesting this grant?

#### Sources of Remaining Funding

- BAYCC organizational funds — BAYCC has historically self-funded its community events and has the financial capacity to meet its share of the budget
- In-kind supply donations from partner nonprofits and community members (toiletries, school supplies, canned goods, seedlings), significantly reducing direct costs
- Pacifica Institute's in-kind contributions of volunteer coordination, outreach, and organizational support under the MOU

#### Why We Are Requesting City of Sunnyvale Support

Gulen Service Day will deliver direct, tangible benefits for Sunnyvale residents: 700+ aid items delivered to local nonprofits serving vulnerable populations; 300+ residents from different cultural, ethnic, and faith backgrounds working side by side; children learning the value of service through hands-on activities; and a cross-cultural

community meal that builds connections across groups that might not otherwise interact.

The grant enables BAYCC to scale from prior Santa Clara events to a citywide Sunnyvale venue — specifically covering venue logistics (tents, tables, audio), bulk supply purchases, and the community meal. Without City support, the event would need to be significantly scaled back, reducing both attendance and the volume of aid items produced for vulnerable populations in Sunnyvale and Santa Clara County.

With two successful past events in 2025, a formal MOU with co-sponsor Pacifica Institute, and Pacifica's established role as an official Compassion Week Partner, BAYCC is well-positioned to deliver a high-impact, well-managed event that reflects the best of Sunnyvale's community spirit.



## Community Events Grant Program Application

### Calendar Year 2026, Spring Cycle

### Application Deadline: Friday, March 27, 2026, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding, available here (need link to guidelines document).

Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** The City will accept applications through Friday, March 27, 2026, by 5 p.m. Applicants will be notified of award decisions in June, 2026. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

**Event Name:** Volunteer Appreciation Party

**Date(s)/Time(s) of Event:** Saturday, December 19, 10:00 am - 2:00 pm

**Sponsoring Organization(s):** Duo Duo Project

**Is there a Co-Sponsor? If yes, organization name.** \_\_\_\_\_

**Grant Amount Requesting from the City of Sunnyvale:** \$ 1500  
*(Amount cannot exceed 50 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)*

#### Authorized Representative Information

**Name:** Christy Griffin

**Title:** Director of Development and Campaigns

**Organization:** Duo Duo Project

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

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Mailing Address: 

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## Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

We want to celebrate our young volunteers and thank them for all of their hard work throughout the year. They help Duo Duo Project year-round with our local outreach and fundraising events.

2. Have you held this event before? If so, when and where?

Yes, last year (on June 1, 2025, at Las Palmas Park) we combined the Volunteer Appreciation Party and the International Pet Appreciation Celebration. This year, we would like to do them as two separate events.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

Sunnyvale is a vibrant and diverse community, with nearly 40% of its residents identifying as Asian. This diversity is reflected in our young volunteers, who bring a wide range of cultural perspectives, experiences, and shared values to our events. Their involvement highlights the inclusive and globally minded character that defines Sunnyvale.

Our outreach events empower local young people to think globally and act locally. Through volunteering with Duo Duo Project's outreach efforts, they engage community members in meaningful conversations about compassion for animals while raising awareness of the dog and cat meat trade in China. At the same time, they encourage community members to support local shelters and rescues by choosing adoption.

By connecting global awareness with local action, we are fostering a strong sense of community, shared purpose, and cultural understanding. Our events bring people together around values of empathy, kindness, and responsibility; qualities that contribute to Sunnyvale's vitality and reinforce its identity as a compassionate, forward-thinking city.

Many of our young volunteers have recently graduated or will be graduating this year, but everyone will be home for their holiday break in December. This appreciation party is not only an opportunity to thank and celebrate them, it is also an opportunity to welcome new volunteers and tell people who are new to our organization more about the impactful work we do.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Our target audience is our current and future volunteers and dog and cat lovers of all ages in the greater Sunnyvale community.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We are expecting 100 attendees. We know that our volunteers and their families represent at least 50 attendees, plus 50 additional spots for other members of the community who might want to join us to learn about the local and international work we do to help animals.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We will advertise the event on our social media pages, in our newsletter, and on our website. We will also advertise it in local dog and cat lover groups on Facebook, as well as on Eventbrite, Nextdoor, and Meet-Up.

## Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Duo Duo Project's mission is to end the dog and cat meat trade in China through humane education, community outreach, and animal care including our expanding spay/neuter initiative. We have over 26,000 supporters worldwide. Our annual budget is \$400,000.

## Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

I am a professional event organizer with 23 years of experience. We are at the early stages of planning this event, but I know that we will have a minimum of 8 staff members and board members at the event to make sure everything runs safely and smoothly.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We create a detailed budget for each event. We seek out donations, grants, and sponsorships to cover event expenses. We research the best prices for food, entertainment, printing costs, etc. when we can't get those items donated.

9. Have you completed and submitted a Special Event application to the City of Sunnyvale? If yes, when did you submit it. If not, why not?

We have not submitted a Special Event application yet because we have not yet decided on the venue.

10. Please attach a detailed budget for your event including:

- Total expenses: \$3750
- Anticipated revenue (if applicable) N/A
- Net cost (total expenses less anticipated revenue): N/A
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$40.14, the California volunteer rate per *IndependentSector.org*) Volunteer roles: event set-up 4 people for 1 hour (\$160.56), event check-in 4 people for 1 hour (\$160.56), event clean-up 4 people for 1 hour (\$160.56)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget) One of our volunteers usually donates beverages for our events, estimated value for this event is \$100.

Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Funding amount requested: \$1,500

Venue rental, food, beverages: \$2,000

DJ and photographer: \$1,500

Personalized award trophies and certificates: \$750

Value of volunteer time: -\$481.68 (rounded up to \$500)

Total event expenses: \$3,750

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City? We will raise the remaining funds needed through sponsorships. We are requesting funding from the City because Sunnyvale is our hometown and where our youth volunteer program is based. We have enjoyed collaborating with the City on several successful local events in the past including our International Pet Appreciation Celebration and the Sunnyvale Pet Parade.

Event Name: Volunteer Appreciation Party

Date(s)/Time(s) of Event: Saturday, December 19, 10:00 am - 2:00 pm

Sponsoring Organization(s): Duo Duo Project

Grant Amount Requesting from the City of Sunnyvale: \$1,500

(Amount cannot exceed 50 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

### **Authorized Representative Information**

Name: Christy Griffin

Title: Director of Development and Campaigns

Organization: Duo Duo Project

Email: [REDACTED]

Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Sunnyvale, CA 94087 USA

### **Event Details**

1. Please describe your event (you may attach additional details or supporting documentation). We want to celebrate our young volunteers and thank them for all of their hard work throughout the year. They help Duo Duo Project year-round with our local outreach and fundraising events.

2. Have you held this event before? If so, when and where?

Yes, last year (on June 1, 2025, at Las Palmas Park) we combined the Volunteer Appreciation Party and the International Pet Appreciation Celebration. This year, we would like to do them as two separate events.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the Community?

Sunnyvale is a vibrant and diverse community, with nearly 40% of its residents identifying as Asian. This diversity is reflected in our young volunteers, who bring a wide range of cultural

perspectives, experiences, and shared values to our events. Their involvement highlights the inclusive and globally minded character that defines Sunnyvale.

Our outreach events empower local young people to think globally and act locally. Through volunteering with Duo Duo Project's outreach efforts, they engage community members in meaningful conversations about compassion for animals while raising awareness of the dog and cat meat trade in China. At the same time, they encourage community members to support local shelters and rescues by choosing adoption.

By connecting global awareness with local action, we are fostering a strong sense of community, shared purpose, and cultural understanding. Our events bring people together around values of empathy, kindness, and responsibility; qualities that contribute to Sunnyvale's vitality and reinforce its identity as a compassionate, forward-thinking city.

Many of our young volunteers have recently graduated or will be graduating this year, but everyone will be home for their holiday break in December. This appreciation party is not only an opportunity to thank and celebrate them, it is also an opportunity to welcome new volunteers and tell people who are new to our organization more about the impactful work we do.

### **Marketing & Promotion**

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Our target audience is our current and future volunteers and dog and cat lovers of all ages in the greater Sunnyvale community.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We are expecting 100 attendees. We know that our volunteers and their families represent at least 50 attendees, plus 50 additional spots for other members of the community who might want to join us to learn about the local and international work we do to help animals.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We will advertise the event on our social media pages, in our newsletter, and on our website. We will also advertise it in local dog and cat lover groups on Facebook, as well as on Eventbrite, Nextdoor, and Meet-Up.

### **Organization Information**

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Duo Duo Project's mission is to end the dog and cat meat trade in China through humane education, community outreach, and animal care including our expanding spay/neuter initiative. We have over 26,000 supporters worldwide. Our annual budget is \$400,000.

### **Event Logistics and Budget**

7. What steps are you taking to ensure a well-planned, safe event?

I am a professional event organizer with 23 years of experience. We are at the early stages of planning this event, but I know that we will have a minimum of 8 staff members and board members at the event to make sure everything runs safely and smoothly.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We create a detailed budget for each event. We seek out donations, grants, and sponsorships to cover event expenses. We research the best prices for food, entertainment, printing costs, etc. when we can't get those items donated.

9. Have you completed and submitted a Special Event application to the City of Sunnyvale? If yes, when did you submit it. If not, why not?

We have not submitted a Special Event application yet because we have not yet decided on the venue.

10. Please attach a detailed budget for your event including:

- Total expenses: \$3,750
- Anticipated revenue (if applicable): N/A
- Net cost (total expenses less anticipated revenue): N/A
- Volunteer assistance (1. List volunteer roles/tasks and the number of hours anticipated; 2. Multiply volunteer hours by \$40.14, the California volunteer rate per [IndependentSector.org](http://IndependentSector.org)):

Volunteer roles: event set-up 4 people for 1 hour (\$160.56), event check-in 4 people for 1 hour (\$160.56), event clean-up 4 people for 1 hour (\$160.56)

- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)

- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Funding amount requested: \$1,500

Venue rental, food, beverages: \$2,000

DJ and photographer: \$1,500

Personalized award trophies and certificates: \$750

Value of volunteer time: -\$481.68 (rounded up to \$500)

Total event expenses: \$3,750

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We will raise the remaining funds needed through sponsorships. We are requesting funding from the City because Sunnyvale is our hometown and where our youth volunteer program is based. We have enjoyed collaborating with the City on several successful local events in the past including our International Pet Appreciation Celebration and the Sunnyvale Pet Parade.

| Proposed Budget  | Quantity | Pay Rate/Cost | Cost (\$)       | Justification   |
|--|----------|---------------|-----------------|---|
| Health Permit (food trucks and food booths)                              | 5        |               | \$733           | This is the estimated fee cost to apply for temporary health permit for food trucks and food booth from Santa Clara County Environment Health |
| Portable Bathroom Rentals (1 regular, 1 ADA, and 1 hand washing station) | 3        | \$500         | \$500           | This will be use for attendees to use restrooms   |
| Event Signage: A-Frame Print (24x36 inches)                              | 10       | \$35          | \$350           | The A-Frame will be use for event signage   |
| Event Signage: A-Frame Equipment   | 10       | \$100.98      | \$1,010         | The A-Frame will be use for event signage   |
| Event Flyers Print Cost (11x17 inches)                                   | 500      | \$0.52        | \$260           | This is a quote from print  |
| Event Half Fold Postcard Print Cost (6x8.5 to 6x4.25 inches)             | 1000     | \$0.16        | 160             | This is to help promote the event by place postcards at many establishment and at tabling events  |
| Event Singage: Stage Banner Print (4x1 feet)                             | 3        | \$57          | 171             | This is event signage posted at the front and side of the stage   |
| Equipment Rental: Tables (25 resource and vendors and 5 for staff)       | 30       | 17            | 510             | This will be use to provide table for resource vendors and our needs at the event.  |
| Equipment Rental: Chairs (50 for resources and vendors and 5 for staff)  | 60       | 3             | 180             | This will be use to provide chairs for the resource vendors and our needs at the event  |
| Equipment Rental: Canopies   | 30       | 150           | \$4,500         | This will be use to provide canopies for the resource vendors and our needs at the event  |
| Fitness and Wellness Instructor: Yoga                                    | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach yoga at the event   |
| Fitness and Wellness Instructor: Pilates                                 | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach pilates at the event  |
| Fitness and Wellness Instructor: HIIT Exercise                           | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach HIIT/Aerobics exercise at the event   |
| Fitness and Wellness Instructor: Zumba                                   | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach Zumba at the event  |
| Fitness and Wellness Instructor: Stretching                              | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach Stretching at the event   |
| Wellness and Wellness Instructor: Sound Bath                             | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach Sound Bath at the event   |
| Wellness and Wellness Instructor: Art Making                             | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach Art activities at the event   |
| Wellness and Wellness Instructor: Latin Dancing                          | 1        | \$300         | \$300           | Fitness and Wellness Instructor Fees to teach Latin Dancing at the event  |
| Mobile Sauna Rental (Sauna Trailer, services, and travel)                | 1        | \$2,100       | \$2,100         | The mobile sauna to help releave stress after working out   |
| Wellness Activities Supplies: Painting Kit                               | 5        | \$53          | \$159           | Painting kit for attendees as part of the wellness activities   |
| Yoga and Exercise Mat  | 50       | 17            | 850             | This will be use during fitness activities.   |
| DJ Services  | 1        | \$500         | \$500           | The DJ will be use to provide welcoming, relaxing, and engaging music for attendees while they participate in many event activities           |
| Sound Equipment Rental   | 1        | 1500          | 1500            | The sound equipment rental such as speakers, mic, and other sound needs for the event   |
| Volunteer food and drinks  | 50       | \$20/person   | \$1,000         | We are expecting about 50 volunteers to help with set up, clean up, and other event duties  |
| Cargo Van Rental   |          |               | \$200           | This truck rental will be use to move event equipment such as tables, chairs, etc. to the event   |
| <b>Total</b>   |          |               | <b>\$26,083</b> |   |



## Community Events Grant Program Application

### Calendar Year 2026, Spring Cycle

### Application Deadline: Friday, March 27, 2026, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding, available here (need link to guidelines document).

Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** The City will accept applications through Friday, March 27, 2026, by 5 p.m. Applicants will be notified of award decisions in June, 2026. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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|  |                              |
|--|------------------------------|
| <b>Event Name:</b>                                       | Health and Wellness Festival |
| <b>Date(s)/Time(s) of Event:</b>                         | Fall 2026                    |
| <b>Sponsoring Organization(s):</b>                       | NA                           |
| <b>Is there a Co-Sponsor? If yes, organization name.</b> | NA                           |

**Grant Amount Requesting from the City of Sunnyvale:**           \$ 10,000            
*(Amount cannot exceed 50 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)*

#### Authorized Representative Information

|                      |  |
|----------------------|--|
| <b>Name:</b>         | Yudy Deng, Michelle Zhang, and Saldy Suriben |
| <b>Title:</b>        | Varies                                       |
| <b>Organization:</b> | Society of Heart's Delight                   |
| <b>Email:</b>        | ████████████████████                         |
| <b>Phone Number:</b> | ████████████████                             |

**Mailing Address:** 

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## **Event Details**

1. Please describe your event (you may attach additional details or supporting documentation).

We would like to host a community fitness and wellness event. This event will feature fitness and wellness classes, a mobile sauna, DJ Music, entertainment, wellness activation, and a community resource fair. In 2026, we plan to organize the event in one of the fall months at Plaza Del Sol Park in Sunnyvale, CA. The funds awarded will be used to help pay for event expenses such as event permits, fitness and wellness instructor fees, resource fair rental equipment, and many others.

2. Have you held this event before? If so, when and where?

It will be our first time hosting this event in Sunnyvale. In the past we co-hosted the Sunnyvale Pet Parade.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

We would like to host a community fitness and wellness event. This event will feature fitness and wellness classes, a mobile sauna, DJ music, and a community resource fair. Our event is committed to: 1.) Creating a safe, inclusive space for attendees, fostering unity and belonging across communities from diverse identities and backgrounds. 2.) Promoting health and wellness for all communities 3.) Connecting attendees with vital resources. 4.) Driving economic impact by attracting visitors.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is a citywide event celebrating all community members in fitness and wellness enthusiasts, especially the residents of the City of Sunnyvale.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We are expecting about 500 attendees. This is an estimate from other cities' fitness and wellness events.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We will be: 1.) Posting flyers at different Sunnyvale businesses 2.) Paid social media advertisement 3.) Placing our event graphics on newsletter 4.) Partner with radio, tv, buses and trains.

## Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Society of Heart's Delight (SHD) is a non-profit organization based in Silicon Valley. We provide events and training for the community. We would like to organize a health and wellness fair to support the Sunnyvale residents fitness and wellness enthusiast community, including the Chinese and Asian communities.

## Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

We have plenty of volunteers, board members, and committee members to help make our event safe and well executed. Also we have event professionals in our team to help make this event happen.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Our event will be free to the public. We are fundraising and looking for sponsors to help fund the event.

9. Have you completed and submitted a Special Event application to the City of Sunnyvale? If yes, when did you submit it. If not, why not?

We have not submitted the event permit yet as we are still securing funding.

10. Please attach a detailed budget for your event including:

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$40.14, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Fundraising and sponsorship from different organizations, businesses, and companies will help us fund our event. The perks of getting an insurance waiver if our event is co-sponsored by the City of Su



## Community Events Grant Program Application Calendar Year 2026, Spring Cycle

**Application Deadline: Friday, March 27, 2026, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding, available here (need link to guidelines document).

Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** The City will accept applications through Friday, March 27, 2026, by 5 p.m. Applicants will be notified of award decisions in June, 2026. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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#### *Mail or Drop Off in Person:*

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Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** 2026 Heritage District Halloween Support - Oct 31

**Date(s)/Time(s) of Event:** October 31, 2026

**Sponsoring Organization(s):** Sunnyvale Heritage Community Foundation

**Is there a Co-Sponsor? If yes,  
organization name.**

**Grant Amount Requesting from the City of Sunnyvale:** \$ 4,800

*(Amount cannot exceed 50 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)*

### Authorized Representative Information

**Name:** Tom Kuhn

**Title:** President

**Organization:**

**Email:**

**Phone Number:**



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**Mailing Address:** Sunnyvale, CA 94086

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### **Event Details**

1. Please describe your event (you may attach additional details or supporting documentation).

2. Have you held this event before? If so, when and where?

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

This Halloween tradition reflects and strengthens the character and identity of Sunnyvale by bringing together residents, families, and visitors in a shared, community-centered experience. The Heritage District is widely recognized for its high level of participation, creative home decorations, and welcoming atmosphere, which together showcase the diversity, pride, and spirit of the community.

The gathering encourages meaningful interaction among neighbors, as residents actively participate by decorating their homes, welcoming visitors, and engaging with families from across the city. This shared experience helps build connections between households, strengthens neighborhood relationships, and fosters a broader sense of belonging across Sunnyvale.

The event is inclusive and accessible, attracting families of all backgrounds and ages. It provides a safe, family-friendly environment where children and parents can engage with the community in a positive and memorable way. The diversity of participants—both residents and visitors—reflects the broader Sunnyvale community and reinforces its identity as a welcoming and vibrant city.

In addition to strengthening neighborhood connections, this tradition contributes to Sunnyvale's broader identity by demonstrating how local communities can come together to create a safe, engaging, and inclusive environment. The Heritage District has become known for setting a strong example of community participation and collaboration, helping position Sunnyvale as a city where residents take pride in creating shared experiences.

Supporting this effort ensures that this well-known community tradition can continue to thrive safely and sustainably. It allows Sunnyvale residents to shine, showcasing their creativity, hospitality, and commitment to community while reinforcing the values that define the city.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

While it occurs within the Heritage District, participation is effectively citywide, attracting families from across Sunnyvale and surrounding areas. The audience includes children, families, and residents of all ages, making it a widely recognized community tradition.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We estimate 5,000–6,000 participants, including approximately 3,000 children and 2,000–3,000 adults. This estimate is based on video-recorded attendance, volume of candy distributed per household, and volunteer-based traffic counts conducted during prior years, all of which indicate consistent year-over-year growth.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Marketing efforts are focused on awareness, safety, and coordination rather than promotion, as the Halloween gathering already attracts significant attendance organically and through social media.

Outreach includes:

- Printed flyers distributed to 150+ homes in the most impacted areas
- Advance signage placed at key neighborhood entry points 1–2 weeks prior
- Communication through neighborhood email groups and platforms such as Nextdoor
- Volunteer coordination across 30+ households to support event-day operations
- On-site visibility through high-visibility vests and lighting equipment to guide participants

These efforts are designed to ensure residents, visitors, and volunteers are informed, prepared, and aligned with safety expectations, helping reduce confusion, congestion, and risk.

## Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Heritage Community Foundation was established in 2026 to promote community engagement, support neighborhood and citywide initiatives, and enhance public safety and well-being.

The organization builds on the work of the Heritage District Neighborhood Association, which has been active since 2022 in fostering community connections through local events, seasonal activities, and volunteer-driven initiatives. The Foundation was created to provide a formal structure to support larger-scale community efforts that require coordination, funding, and partnership with the City.

The organization is volunteer-led, with active participation from residents across the Heritage District. More than 30 households regularly contribute to planning, outreach, and on-the-ground coordination efforts for community initiatives.

As a newly established nonprofit, the organization is in the early stages of financial development and does not yet have formal financial statements. However, a detailed project budget has been prepared for this initiative, and the organization is committed to maintaining clear financial tracking, transparency, and accountability in all activities.

## Event Logistics and Budget

### 7. What steps are you taking to ensure a well-planned, safe event?

A structured approach is being implemented to ensure the gathering is safe, well-coordinated, and manageable at its current scale. Key safety measures include:

- Temporary street closures in high-traffic areas to reduce vehicle-pedestrian conflict
- Clearly defined entry and exit points to improve traffic flow and accessibility
- Traffic control signage placed throughout the neighborhood to guide both drivers and pedestrians
- Coordination with City staff and adherence to Special Event permitting requirements
- Deployment of trained volunteers wearing high-visibility vests to support crowd awareness and movement
- Strategic placement of waste containers and post-event cleanup efforts to maintain neighborhood conditions
- Consideration of private security presence to assist with crowd management and safety monitoring

### 8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The project will be managed with a focus on cost-effectiveness and accountability. A detailed budget has been developed, and all expenses will be tracked and documented.

Clear roles are assigned across the team, and volunteer support helps reduce costs while maintaining strong coordination. Prior experience with neighborhood efforts provides a solid foundation for effective execution.

### 9. Have you completed and submitted a Special Event application to the City of Sunnyvale? If yes, when did you submit it. If not, why not?

A Special Event Permit application will be submitted 2.5 months before the event.

Coordination with City staff is already underway to ensure all requirements are met and that the gathering is managed safely and in compliance with City guidelines.

### 10. Please attach a detailed budget for your event including:

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$40.14, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

### 11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

The remaining funding for the project will be supported through a combination of community contributions, local business support, and significant volunteer participation.

This is a community-driven effort, with residents contributing time, equipment, coordination, and resources to support planning, outreach, and on-the-ground operations. These contributions provide meaningful value and help reduce overall project costs.

Funding from the City is critical to fund key safety and infrastructure components that cannot be reliably funded through volunteer efforts alone. This includes traffic control measures, sanitation services, and safety-related equipment necessary to manage the scale of participation.

**City funding ensures these safety measures can be implemented at the necessary scale.**



## Community Halloween Budget Breakdown

| Category                                | Item   | Cost            |
|---|--|-----------------|
| <b>Traffic Safety</b>                   | Traffic control support (4 personnel × 4 hrs × \$30/hr)              | \$480           |
|   | Traffic closure signage  | \$600           |
|   | Traffic closure sign setup labor (3 personnel × 3 hrs × \$30/hr)     | \$270           |
|   | Safety equipment (vests, light wands)                                | \$300           |
|   | Subtotal   | \$1,650         |
| <b>Sanitation</b>                       | Portable restrooms   | \$1,800         |
|   | Waste management   | \$2,500         |
|   | Cleanup supplies   | \$200           |
|   | Container rental damage fee (3 × \$50)                               | \$150           |
|   | Subtotal   | \$4,650         |
| <b>Safety Support</b>                   | Private security & crowd management (3 personnel × 4 hrs × \$300/hr) | \$3,600         |
|   | Subtotal   | \$3,600         |
| <b>Permits &amp; Fees</b>               | Special Event Permit   | \$155           |
|   | Subtotal   | \$155           |
| <b>Outreach &amp; Community Support</b> | Printed flyers and communication materials                           | \$200           |
|   | Neighborhood notification signage                                    | \$450           |
|   | Community engagement materials (shared distribution supplies)        | \$1,000         |
|   | Shared community activity materials (e.g., reusable game kits)       | \$500           |
|   | Subtotal   | \$2,150         |
| <b>Project Total</b>                    |  | <b>\$12,205</b> |

**Volunteer inkind support: 150-180 hours (estimated value \$5,250-\$7,200)**

**Grant Request: \$4,800**