

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016/17

Application Deadline: Friday, May 20, 2016 by 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions in July 2016.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 730-7754 or Email: ncs@sunnyvale.ca.gov. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at Events.inSunnyvale.com.

Event Name: The Hunt

Date(s)/Time(s) of Event: Saturday, March 26 2016

Sponsoring Organization(s): Crosswalk Community Church

Authorized Representative Information:

Name:	Gabriel Tseng
Title:	Pastor of Outreach
Organization:	Crosswalk Community Church
Phone:	(408) 480 9010
Email:	gtseng@crosswalkchurch.com
Mailing Address:	445 S. Mary Avenue Sunnyvale, CA 94086

Event Details:

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

We hosted an open door community egg hunt for both elementary and pre-school children. Volunteers filled thousands of plastic eggs with candy and treats to hide for the children. Aside from the hunt itself, we had other fun activities such as bounce houses, balloon artists, arts and crafts, bubble soccer, and a free barbeque. Everything was free for the guests.

In addition to the festivities mentioned above, we also invited local community organizations dedicated to serving the underprivileged through programs such as homeless showers, free medical care, and food kitchens to spread awareness for their causes. Each group had a table with information and representatives available to explain their purposes.

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

Yes, we have held this event every year at Washington Park in Sunnyvale, California. This happens at the

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?

Located in the heart of the Silicon Valley, Sunnyvale is one of the most diverse cities in terms of background and walks of life. Our event is intended to bridge differences and provide platforms for interactions between people in various job sectors and life experiences; both with those within the church and those outside of it. We believe that these events are keys to building social capital- networks of relationships within a community, because strangers are given chances to engage in conversation with one another. Sometimes, gathering in person promotes more opportunities to interact. These interactions are important because they allow for the community to mobilize and get involved in creating a world it wants to see.

Additionally, we hope for the event to promote awareness of the resources available to those in need. Not just to feed people for one meal or give them one physical exam, but to point them to places to go for long-term assistance. Aside from the local organizations, our vision is to provide an opportunity for people to solve their needs within the community. These events serve as catalysts for people to broaden perspectives about helping others and getting involved in the community, which can often seem distant. For families to see the community not as an abstract vision, but as individuals with names and stories promotes a desire to get involved.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

No, we are not charging any money for anything, nor are we asking for a donation at this event.

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

We spoke with the city officials and multiple meetings with volunteer committees along with our local organizations to provide volunteers along with direction in terms of safety and consultation. We have volunteers who are licensed medical professional who have volunteered their time and certified with first aid and CPR to monitor the event. We also have many who are licensed and fingerprinted by the state and the county to adequately monitor and interact with the community who come to the event.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

The event is city wide. We do not target any specific group or place but advertised through flyers in local organizations and restaurants/cafes and by word of mouth to the whole city.

7. How many people do you expect to attend your event? How did you arrive at this estimate?

200-300, Based on the past few years of growth, our event has begun to attract more interest in local groups who have offered their help and resources. This year there were at least 350 people. Additionally, the repeat attendees likely spread the word to their friends about the event being yearly and having an established place in the community. If the event continues to grow and attract more interest, there will likely be many more coming next year.

We arrived at this estimate by the continued growth of Sunnyvale along with the visibility of the event. This has been a tradition of the city of Sunnyvale and Crosswalk Community Church to have this event during Easter Weekend. It has been a successful and enjoyable event and has garnered interest and anticipation as an event for the city of Sunnyvale.

8. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

Our marketing plan includes flyers passed out through our members and to invite friends to the event. We have used small posters along with a banner along the side of our church campus in order to advertise to those who pass by.

Organization Information:

9. 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.

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

11. 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 \$26.87, 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

We will obtain the remaining funding by our members support for the vent. The remaining funding will also come from possible corporate sponsorships of the event for next year. Possibilities are companies locally who are willing to donate to the event in funds and in resources (ie. Food and material).

We are requesting grant support because our event does a couple things-

1. Support local organizations in the surrounding community
2. Seeks to partner with city organization for the common benefit of all in the community
3. We provide a free service for the community and publicity for the city.

We are requesting funds because of the sump cost of the event permit, the jump house permit, the reservation permit, as well as the sanitation and port-a-potty cost for the entire event. We would like to request funds because we are seeking a deeper partnership with the city beyond just an event, but to support to local organizations and social services we are already in partnership with.

13. Please explain how your organization intends to operate this 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.

This event has been sustained by the members of the church for the express purpose of publicizing the goodwill of faith based organizations, in particular Crosswalk Community Church. We set aside a budget annually but hope to become self sustaining in other ways. Our goal instead of primarily being funded by members of our church community is to find funding through the city, but also to be sustained through local organizations and sponsors from the community. The event is for all who wish to attend as a free event, but hope to seek to be a connecting point between the city and its constituents. In doing so, the next step would be solicit donors and sponsors that would be willing to sustain an annual city event in which all who are involved collectively benefit from. We hope

that the total amount of dollars raised for this event will be able to cover \$3700, the total cost of the event, whether in exemptions from the city, volunteer hours, or corporate sponsorship of the event.

Thank you for your interest in the Community Events Grant!

Fund Activity Detail

Transaction Date Jan 1 2016 to Oct 6 2016
(3000) General Fund

Beginning Balance-Jan 1 2016

32,800.06

<u>Expenditures</u>	<u>Date</u>	<u>Chk#</u>	<u>Description</u>	<u>Ref #</u>	<u>Amount</u>
Ministries					
5376	Easter Egg Hunt				
	Mar 16 2016	20074	PS Print 2016-02-29: Easter Invite Cards x1,000	11199	99.72
	Mar 16 2016	20074	Creative Market 2016-02-11: Easter Egg Hunt Fly...	11199	6.00
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-02-27	11258	39.47
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-03-04	11258	276.72
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-03-11	11258	217.07
	Apr 6 2016	20112	Silicon Valley Bubble Soccer rental inv#001931 2...	11258	350.00
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-02-27	11258	13.96
	Apr 6 2016	20112	lunch: The Old Siam 2016-03-03	11258	19.47
	Apr 6 2016	20112	Bambu Desserts & Drinks 2016-03-27	11258	15.50
	Apr 6 2016	20112	leaders lunch: Smashburger 2016-03-27	11258	28.64
	Apr 6 2016	20112	leaders lunch: Smashburger 2016-03-27	11258	31.67
	Apr 6 2016	20112	leaders lunch: Pho Nam 2016-03-26	11258	39.75
	Apr 6 2016	20112	Philz Coffee 2016-03-25	11258	9.50
	Apr 6 2016	20112	Astro Jump inv#J-801: 2016-03-26 Washington P...	11258	460.00
	Apr 6 2016	20112	snacks: Verde Tea Cafe 2016-03-30	11258	12.29
	Apr 6 2016	20112	snacks: Pho To Chau	11258	19.14
	Apr 6 2016	20112	groceries: Smart & Final 2016-03-25	11258	352.68
	Apr 6 2016	20112	Starbucks coffee traveler \$14.95 x5 + drinks	11258	85.85
	Apr 6 2016	20116	balloon arches x2 + delivery/setup: Flowers & Ball...	11262	346.25
	Apr 6 2016	20116	Caution tapes x3: Orchard Supply Hardware 2016...	11262	32.59
	Apr 6 2016	20116	bunny suit: Party City 2016-03-24	11262	109.49
	Apr 6 2016	20116	balloon twisting by Easter Faerie & Springtime Cir...	11262	340.00
	Apr 13 2016	20120	Easter Egg Hunt, Communion, supplies: Safeway...	11268	37.09
	Apr 13 2016	20120	meeting with Ester: Fantasia Tea Cafe 2016-03-31	11268	6.53
	May 11 2016	20197	Philz gift cards \$5 x 30 for Egg Hunt volunteers a...	11365	159.00
	May 18 2016	20216	megaphones x2 & batteries for Egg Hunt: Big 5 S...	11386	32.59
5376	Easter Egg Hunt				3,140.97
Ministries Total					3,140.97
Total Expenditures					3,140.97
Ending Balance-Oct 6 2016					29,659.09
Over/Under					(3,140.97)

Budget for Egg Hunt-

Port-a-Potties- \$900

Jump Houses- \$600

Animal Balloon Makers- \$700

City event permits- \$400

City Jump house Permits- \$50

City Reservations Permits- \$110

Hot dogs, chips, and drinks and misc.- \$500

Publicity flyers- \$200

60 volunteer hours x \$26.87= \$1,612

No revenue- \$0

Total Expenses- \$5,072

Total Funding amount requested from the city of Sunnyvale- \$2,000

Job Overviews and Descriptions for THE HUNT!!

Egg Hiders- Egg hiders are the heartbeat of the hunt. We need you to scatter the eggs in a timely and creative manner. Show up at 9am to hide eggs and interact with kids and families

Set-up- Helping to load the van and transport begins at 815am. You will be early, but needed as we need to set up the park areas. We would not be able to do that without you. Show up at church at 8:15am or at Washington Park at 8:45am.

Tear Down- Taking canopies, tables, trash all back to the church and into proper areas. Leaving the park spotless as well as in proper areas at church. Tear down begins at 1:30pm and will load the van to return props and materials back into proper areas.

Jump Houses- Jump houses will be delivered to Washington Park. That is the easy part. You will be part of a team that regulates the use of the jump house by kids of all sizes and ages. Jump houses will open immediately after the egg hunt and run through lunch. You will be roaming and watching 2 different jump house setups.

Vendor Liaison- Community Relations! Be a good ambassador toward these local organizations and make a good impression from Crosswalk Community Church. You will talk with the, and help position them to have good publicity to interact with the community and to funnel the participants in the egg hunt towards these organizations.

Bible Candy- Direct evangelism. Awesome craft for dealing directly with families and children. Will be stationed at tables in which the good news can be shared through craft and candy.

Food- This aspect of loading the food from church refrigerator to the park as well as cooking and plating the food for the community to eat and stick around. Hot dogs, chips, and water will be the meal and will be picnic food in which the process of receiving food, hospitality, and spending time with the community is an invaluable opportunity to interact and build relationships with the community. Cooking begins at 10am. Clean up will happen at 1:30pm the latest.

Bubble Soccer: The game will be provided by the company. The opportunity to interact with spectators and players could be the greatest community interaction between the community and the church. You will manage relations and make sure the game is safe. A sticky area that will attract a lot of attention and involve a lot of people. A Perfect area to interact with the community and to funnel traffic towards local community partners. Show up in the area at 11am and stay through lunchtime.

Rundown-

Friday- load up van- 1-4pm

Saturday

8am- Coffee and reservation of Park facilities

830- Setup & Hide eggs

9am- Hope to be ready to go

930am- pray

10am- Hunt begin preschool

1020am- Elementary School Start

1045am- Open community partner Lane

1045am- Bubble soccer and Games Begin

1130am- Begin Hot Dog lunch

2pm- Shutdown and Clean up