



# City of Sunnyvale Neighborhood Grant Program

**Application for FY 2016/17**  
(Please print or type)

Office Use Only

Date Received: \_\_\_\_\_  
Application  
Completed: \_\_\_\_\_

**Deadline for Applications: Friday, May 20, 2016 by 5 p.m.**

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

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 20 2016

Name of Neighborhood Group or Association: Cherry Chas Neighborhood Association

Name of Proposed Project: Neighborhood Cultural and Social Improvement

Grant Amount Requested from the City of Sunnyvale: \$ 1000  
(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 Cherry Chase Neighborhood Association (CCNA) began as the Cherry Chase Neighborhood Watch group in 2011 and evolved into an official neighborhood association in 2012. We created the CCNA to provide opportunities for families in the Cherry Chase area to engage in community events, increase communication amongst the neighbors and adjoining neighborhoods, and have a unified civic voice on matters pertaining to beautifying and securing our neighborhood. Our boundaries include Blair, Mary, Remington and Bernardo Avenues. There are approximately 900 households within the CCNA boundary.

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?

The CCNA is an official NA registered with the City of Sunnyvale. We have a tax ID number and an annual budget of \$1300, which we use to host social events throughout the year. We also include one or two informational meetings, pertaining to safety, emergency preparedness, or community related issues. In the last year, the CCNA hosted the following social activities:

- “Long White Table” Potluck (August 2015)
- Neighborhood Harvest Share (Summer-Fall 2015)
- Morningside Drive “Little Free Library” for kids
- Diwali Festival of Lights (co-hosted with the Cherry Chase PTA, Nov 2015)
- Easter Egg Hunt (March 2015)



We have been fortunate to have financial support from various local businesses, which help offset our costs. The 2015 Sunnyvale City grant was also crucial in covering the funds for our biggest event, Neighborhood Night Out. We will continue to engage with the local businesses, which have been a strong supporter of the CCNA in earlier years (e.g., Diyar Essaid from Coldwell Banker; Union Bank of California; Lozano Car Wash, CJ Olson Cherries; Intuit, to name just a few). We have also formed relationships with other local business to provide coffee and baked goods for smaller neighborhood meetings (Safeway; Nothing Bundt Cakes; Starbucks, Peets Coffee and Tea).

### **Project Description:**

3. Briefly describe your proposed project. **How will it benefit the residents in your neighborhood and/or your neighborhood association?** What will the project “look like” when it is completed?

The CCNA is focused on promoting CCNA neighborhood unity and safety. As such, the primary purpose of this grant request is to use the grant money to support our CCNA social events, CCNA neighborhood watch visual identity and CCNA reading outreach:

1. **Social / Cultural Events:** We have several neighborhood events that have been successful in previous years and that are planned for 2015, including
  - *Long White Table Potluck:* We had excellent success with this event 2015, with nearly 100 neighbors in attendance. This was a more intimate setting than our earlier Neighborhood Night Out events, and provided an opportunity to engage on a more personal level. We propose to use the grant money to rent tables, chairs and table cloths (**\$200**) and miscellaneous sundries. We anticipate this amount will be matched by local businesses.
  - *Diwali “Festival of Lights”:* Last year we co-hosted this event with the Cherry Chase PTA. It was a huge success with nearly 300 attending. 2016 marks the 5<sup>th</sup> festival and our 3rd partnering with the Cherry Chase PTA. Our portion of the grant money (**\$300**) will help offset the cost of food to be prepared and served to the attendees.
  - *Neighborhood Seasonal Socials:* In addition to large events such as NNO and Diwali, we also support smaller scale neighbor interactions. Throughout the year, we like to host “coffee in the park”, “Easter egg hunt”, “neighborhood harvest share” and the “holiday hot chocolate walkabout”. Though we sometimes can count on contributions from local businesses to supply us with coffee, tea and snacks, we need to include cups, napkins, decorations, and other food/drink items to make these events a success. We propose using a portion of the grant money (**\$150**) to purchase these sundries so that our events can be a success.
2. **CCNA car decals:** We would like to purchase (**estimated cost \$250**) with the CCNA logo that will be used to create a positive visual identity for the neighborhood association and the Cherry Chase Neighborhood Watch. We hope to use \$300 of the grant to fund this initiative and ask local car dealers to underwrite the rest, estimated at a cost of \$1000. The stickers would be given out free to residents within the CCNA boundaries.
3. **CCNA website hosting service:** The CCNA website (<http://cherrychaseneighbors.org/>) is currently hosted through the generosity of the Cherry Hill Neighborhood Association. We would like to transition to paying for our own web hosting service, at an annual cost of (**Approximate Cost: \$100**).

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

We continue to receive very positive neighbor feedback on our 2015 social events and recognize the importance of maintaining the momentum and build on community unity. Our socials engage a wide variety of neighbors and help build our community spirit.

Outreach for each event will include flyers, emails, Facebook and Cherry Chase NextDoor (currently at 900+) and Twitter (@CherryChaseNA). These methods have been successful in previous years in reaching our targeted numbers for each planned event. The proposed CCNA car decal idea was discussed at one of the Neighborhood public safety meetings. The neighbors all agreed that increasing the visual identity of the CCNA by using these decals would project the spirit of a unified community. It would also benefit the Cherry Chase Neighborhood Watch effort by projecting an image of residents having a vested interest in keeping the neighborhood safe.

**Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project including an estimated date of completion for each activity. (All projects must be completed by June 1, 2017).

<b>Activity</b>	<b>Person(s) Responsible</b>	<b>Completion Date (mo/yr)</b>
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. Choose date for Long White Table potluck/ Create Flyers; Start advertising with “save the date” emails	KimChi Tyler	6/29/16
2. Permits and requests for public safety officer visit	Michelle Hornberger	6/28/16
3. Order Ice Cream for event / Reserve Tables, chairs and linens	Diyar Essaid / KimChi Tyler	8/1/16
4. Diwali Planning	Sri Satyavarpur	09/30/16
5. CCNA Auto Decals (coordinate with local sponsor / order)	Berny Chen, KimChi Tyler	July / August
6. Website host service (switch providers)	Berny Chen	August 2016

6. Describe how your project 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
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- These events are family oriented, bringing together people from different backgrounds together to celebrate our neighborhood. We have many new neighbors that have recently moved into Cherry Chase. These events and neighborhood projects are an excellent way to get the newcomers involved in the CCNA.
  - The CCNA is a culturally diverse community, events like Diwali allow for residents to share in common interests while celebrating their cultural differences. We are excited to continue the partnership with the Cherry Chase PTA and make this a joint effort.
  - The events sponsored by the CCNA in 2015 revealed the positive impact that a simple social gathering can have at such a small local scale. Many residents shared great appreciation for the efforts of their association and the ability to create a more-tight knit network of neighbors in a large suburban area.
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7. How will you determine the completed project has been successful?
- Attendance and the breadth of demographics
  - Collected donations and proceeds
  - Increase in the number of residents who sign up to be included in association communications and events
  - Increase in the number of residents who will volunteer at association events
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8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?
- Mobilize volunteers to organize, promote, and help run each event.
  - Contribution of our own budgeted funds to help offset costs incurred for each event.
  - Outreach and coordination efforts to local business for their participation and sponsorship of the events.
  - Basic equipment for event logistics, such as tables, garbage bags and cans, generators for power, speakers for music/announcements.
  - Organize volunteers for post-event cleanup

9. 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.

CCNA leadership recognizes that donations and volunteerism are key components to financial independence. To that end, the 2016 events will be structured with the following in mind:

- **Fundraising**: We will continue to raise funds through raffle tickets (with donated raffle items from local businesses) and donations.
- **Sponsorship**: Local business have been very gracious in donating their time and resources in support of the CCNA. We will continue to foster these relationships in order to maintain a viable partnership.
- **Volunteerism drive**: CCNAs success depends on people who are engaged and will participate as volunteers. The CCNA Board will continue to organize volunteers for specific to each social event.
- **Participation**: A key element to any of our activities is to create a safe, family-friendly environment that encourages participation, dialogue, and tradition. Financial independence begins with winning the minds and hearts of the community, and this is a lasting tenet to how the CCNA leadership views its role in building a stronger, independent association.

**Project Team:**

While you may have many community members working on this project, project team leads will be critical to the project's success.

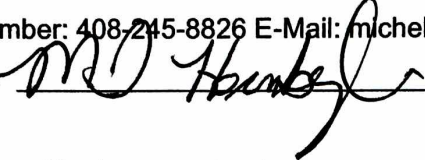
**Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.**

**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 15, 2017.

**Project Leader Name:** Michelle Hornberger

Address: 793 Dona Avenue

Phone Number: 408-245-8826 E-Mail: michelle.hornberger@gmail.com

Signature:  Date 5/16/16

**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:** Bernard Chen

Address: 799 Dona Avenue

Phone Number: (415) 517-0843 E-Mail: bernychen@yahoo.com

Signature:  Date 5/16/2016

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include: coordinating volunteers, outreach to residents, etc.)

**Name:** KimChi Tyler

Address: 799 Dona Avenue

Phone Number: (415) 517-0300 E-Mail: kimchityler@gmail.com

Responsibilities: Long White Table lead; Decals

Signature:  Date 5/17/2016

**Name:** Sri Satyavarpu

Address: 1116 Parkington ave, Sunnyvale, CA 94087

Phone Number: (408) 930 6227 E-Mail: srinisri@yahoo.com

Responsibilities: Coordinate, plan and celebrate the Diwali festival in association with Cherry Chase PTA

Signature: Sri Satyavarpu (electronic signature) Date: 05/13/2016



**City of Sunnyvale  
Neighborhood Grant Program  
2016/17 Project Budget Form**

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 15, 2017.**

**Project Expenses**

<b>Activity</b>	<b>Estimated Costs</b>	<b>Actual Costs</b>
1.One Long Table	\$200	\$
2.Diwali	\$300	\$
3.Neighborhood Seasonal Socials	\$150	\$
4.CCNA car decals	\$250	\$
5.Website hosting + domain name	\$100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
<b>Total Expenses</b>	<b>\$1000</b>	<b>\$</b>
<b>Amount Requested from the City of Sunnyvale</b>	<b>\$1000</b>	

**Other Sources of Support**

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i> )	\$550
Donated Materials/Services (food, supplies, equipment)	\$500
Other Funding Received (other grants, collected dues, donations)	\$100
Other	\$
Other	\$
<b>Total Neighborhood Association Contribution</b>	<b>\$1100</b>

**Thank you for completing your application for the Neighborhood Grant Program!**