



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 or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 2016

Name of Neighborhood Group or Association: Cumberland West

Name of Proposed Project: Block Parties - Community Bonding

Grant Amount Requested from the City of Sunnyvale: \$ 500.00
(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?

Cumberland West Neighborhood Association was formed in 2008. There are 404 single family homes and many apartment and condo complexes. This totals approximately 600 households between the boundaries of Mary, Blaire, Quetta, Elmira, Hanover, and Heatherstone.

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?

For the past eight years, our neighborhood association has been completely virtual, comprised of a neighborhood Yahoo email group with about 50 members and very few emails sent.

However, with new energy and leadership in the association, we have gotten 25 new households to join the email group – a 50% increase and counting! A few more neighbors are now sending emails and the trend is growing! We have also begun distributing paper flyers to our neighbors to raise awareness of the association in advance of the first events we would like to have this summer.

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?

Through bi-monthly events over the next year, we would like to grow the association into a thriving community where people can genuinely get to know their neighbors, share resources, and feel included in a wider, local community. Neighbors have met and decided that for Community Building we would like to have one block party every other month, starting this June. Some will be "free" and others will use Grant Funds. We have emailed the below plan to our Yahoo group to begin building awareness and solicit feedback. Where necessary we will get permits two weeks before to close the street. For one of the Block Parties – probably February's - we would also like to invite the Sunnyvale Police or Fire Departments to come bring a car or truck for kids to see.

June: Neighborhood Wheels Parade and Potluck (No Grant Funds Required)

August: Neighborhood Ice Cream Social

October: Jumpy House and Potluck

December: Hot Chocolate/Cider on the BBQ and Bubbles

February: Yard Games and Potluck

April: Jumpy House and Potluck

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?

As stated, Cumberland West has been a dormant neighborhood association with no meetings, no events, and a mostly inactive Yahoo group. However, since this past fall you could say we are now a "blooming" community and association. A recent anecdote serves as an excellent example of how our neighborhood craves community and just needs a little bit of organizing and funds to hit its stride. In November 2015 Sara Grassman spent over a week going door to door to every house on Orange, Greenwich, and part of Heatherstone, to meet neighbors and invite them to a block party hosted in front of 853 Orange Ave. Because they were not connected to the larger Neighborhood Association at the time, the Grassmans only thought to invite 2.5 smaller streets of the neighborhood. The response was very positive, with stories from long-time neighbors of gatherings they used to have here, and excitement from newer neighbors. On Sunday, December 6th, from 3-5 p.m. 45 neighbors came for hot chocolate and hot cider provided by the Grassmans on their BBQ in the driveway. Every attending the party brought a dish to share (which was not even asked for!) and many loaned chairs, tables, and tents. The Grassmans also provided wands and supplies for bubbles for kids, which was a hit on the front lawn while the adults chatted. The event drew neighbors from every stage of life! Sara Grassman has since become an official leader of the Neighborhood Association. For the upcoming, official neighborhood Block Parties, the entire neighborhood of Cumberland West will be invited, and a similar significant turnout is expected, especially as the year goes on and awareness grows through flyers, word of mouth, and the visual of the events themselves.

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).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
Create flyers (Sara & Molly), make 600 copies on colored paper (Sara), and flyer entire neighborhood	Sara, Molly, Chris, Jane, Prahlad, and Cindy	
1.		May 2016 + additional
2. Gather Block Party Materials and Keep Receipts	Sara + Molly (+ neighbors loaning folding chairs, etc.)	Day of Block Parties (every other month)
3. Call city to close street / request fire truck if needed/wanted	Sara Grassman	3 weeks prior
4. Send additional event notification email invitations	Sara Grassman	
5. Talk-up events with neighbors!	Sara, Molly, Prahlad, Jane, Chris, Nate, and Cindy	year-round and on!! 😊
6.		
7.		
8.		
9.		
10.		
11.		
12.		

In the formation of this block party plan, we have carefully researched and considered: financial costs and management (i.e. set-up, execution, clean-up, other preparation, neighborhood notification, and the manpower available to put on these parties). Our research and information-gathering has included: web searches of block party ideas, from which lists we weeded out those party ideas that would be too much preparation so we could ensure our goal is realistic, phone calls (e.g. confirming with Peninsula Party Rental exact costs, options, cancellation policy for rain, location requirements for set-up of jumpy house, etc.), brainstorming meetings with neighbors, and consultation with other Neighborhood Associations (e.g. Cumberland SOUTH gets a jumpy house annually and how to handle liability, etc.). We will be consulting the school calendar for mindful date selection within the every-other-month schedule.

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

Block Parties bring neighbors together with food and fun to socialize and learn about commonalities. Our enjoyable time spent together in the form of Block Parties will certainly increase communication among neighbors, build bridges between cultures (as our neighborhood is diverse!), and enhance neighborhood pride and identity.

7. How will you determine the completed project has been successful?

The completed project will be successful when neighbors happily gather to enjoy food and each others' company. We will provide nametags. (This past December 2015 the nametags the Grassmans provided were color-coded to the street you live on so neighbors were easily identifiable to the street level!) We may have ice breaker questions on name tags for some of the parties (e.g. Where did you grow up?). We will know the parties are successful when attendance grows from one to the next as talk about the great time had at these "official" neighborhood Block Parties goes on since word of mouth is most effective to incite participation.

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

Our neighbors will contribute folding tables and chairs, tents, food for potlucks, and (based on experience this past December 2015), will frequently ask what else they can bring.:-) The neighborhood leaders will contribute 30+ hours of time in preparation and other various materials that can be provided/borrowed from households and do not need to be purchased (e.g. BBQ, electricity, ice cream scoopers, bubble wands the Grassmans have already bought, household materials for yard games, etc.)

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.


Once interest in Block Parties is established by many neighbors experiencing the good time, we will either a) continue free block parties if City Grant Funds are unavailable (e.g. potlucks, parades, yard games with reused materials, etc.), b) ask for donations at events to cover costs – Grassmans are happy to front some costs, or c) ask for donations at this year's events, once interest is established and high, to cover the next repeating Block Parties (e.g. ask for donations at April 2017 Jumpy House Block Party to pay for Jumpy House in October of 2017 (after Grant Money) and so on).

Project Team:

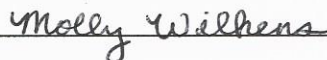
While you may have many community members working on this project, project team leads will be critical to the project's success.

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.

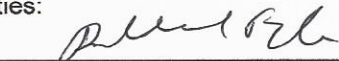
Project Leader Name: Sara Grassman
Address: 853 Orange Ave.
Phone Number: (650) 799-3116 **E-Mail:** sdobbert@gmail.com
Signature:  **Date:** 5/18/16

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: Molly Wilkens
Address: 813 Nectarine Avenue
Phone Number: (408) 913-8781 **E-Mail:** molly.wilkens@gmail.com
Signature:  **Date:** 5/18/16

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: Jane Okashima
Address: 935 Greenwich Ave. Sunnyvale CA 94087
Phone Number: (408) 738-3171 **E-Mail:** jokashima@sbcglobal.net
Responsibilities:
Signature:  **Date:** 5-19-16

Name: PRAHLAD FOGLA
Address: 833 ORANGE AVE SUNNYVALE CA 94087
Phone Number: (678) 793 9507 **E-Mail:** prahlad.fogla@gmail.com
Responsibilities:
Signature:  **Date:** 5-19-16

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

Activity	Estimated Costs	Actual Costs
1. ice cream, bowls, spoons, ice + toppings, napkins	\$ 150	\$
2. jump house rental (e.g. Peninsula Party)	\$ 100	\$
3. hot chocolate / hot cider and hot cups	\$ 50	\$
4. yard game supplies (CAN BE REUSED in future!)	\$ 100	\$
5. jump house rental	\$ 100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 500.00	\$
Amount Requested from the City of Sunnyvale	\$ 500.00	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$ 806.10	minimum
Donated Materials/Services (food, supplies, equipment)	\$ 300.00	(flyer copies + colored paper, BBQ gas, disposable plates + napkins for each potluck, nametags, etc.)
Other Funding Received (other grants, collected dues, donations)	\$	
Other	\$	
Other	\$	
Total Neighborhood Association Contribution	\$ 1,106.10	+

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