City of Sunnyvale
Neighborhood Grant Program
Application
Fiscal Year 2017/18

Application Deadline: Friday April 7, 2017 by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to $1,000. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

Mail or Drop-Off in Person:
> Sunnyvale Community Center (Recreation Center Front Desk)
> Attn: Alisha Rodrigues
> 550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov   or   *Fax:* 408-730-7754.

For questions, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Name of Neighborhood Group or Association: Cherry Chase Neighborhood Association

Name of Individual Submitting Application: Michelle Hornberger

Individual's Email: michelle.hornberger@gmail.com   Phone: 408-245-8826

Name of Proposed Project: Neighborhood Cultural and Social Improvement
Grant Amount Requesting from the City of Sunnyvale: $ 1,000
(Maximum grant amount is $1,000)

Neighborhood Group/Association Background:
1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

    The 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 $1200, 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 an Easter Egg Hunt (April 2016), our "One Long Table" Potluck (September 2016), Diwali Festival of Lights (co-hosted with the Cherry Chase PTA, Nov 2016).

Local businesses have been generous with their support, which help offset our costs. For example, while the 2016 Sunnyvale City grant was crucial in covering the funds for our biggest event, "One Long Table" local businesses, (e.g., Diyar Essaid from Coldwell Banker; Intuit) contributed to the event to help make it a success. We have formed relationships with other local business to provide coffee and baked goods for smaller neighborhood meetings (e.g., Safeway; Starbucks, Peets Coffee and Tea).

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

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. We are particularly interested in events that celebrate the diversity of our neighborhood:

1. <u>Social / Cultural Events:</u> We have several neighborhood events that have been successful in previous years and that are planned for 2016, including:
   - *One Long Table Potluck*: We had a great response in 2016, with nearly 150 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. Each year we move the event to a different street within our the CCNA boundaries. We propose to use the grant money to rent tables, chairs and table cloths (**$400**) and miscellaneous sundries. As has happened in the past, 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. 2017 marks the 6th festival and our 4th year partnering with the Cherry Chase PTA. Our portion of the grant money (**$300**) will help offset the cost of DJ services for the event.
   - *Neighborhood Socials:* In addition to large events such as our "one long table" potluck and Diwali, when possible, we also support smaller scale neighbor interactions. In the past, these events have included "coffee in the park", "Easter egg hunt", "neighborhood harvest share" and the "holiday hot chocolate walkabout". This year we'd also like to add an event to celebrate the <u>*Lunar New Year*</u>. 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 (**$200**) to purchase these sundries so that our evens can be a success.

2. <u>CCNA web hosting and domain name service:</u> We request funds to cover the server cost and domain name service for our website (http://cherrychaseneighbors.org/)(**$100**).

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

We continue to receive very positive neighbor feedback on our 2016 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. We had a SNAP informational table set up at our "One long table" potluck last year and have several people sign up for the 7-week long training class. We continue to look for opportunities to connect our neighbors to community.

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 and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
Example: Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Choose date for Long White Table potluck/ Create Flyers; Start advertising with "save the date" emails	Deepa Jangity; KimChi Tyler	06/17
2. Permits and requests for public safety officer visit	Michelle Hornberger	0/7/17
3. Order Ice Cream for event / Reserve Tables, chairs and linens	Deepa Jangity	07/17
4. Diwali Planning	Sri Satyavarpu	08/17

5.	Easter Egg Hunt Planning	KimChi Tyler	03/18
6.	Lunar New Year	KimChi Tyler	09/17
7.	Web Hosting Server	Berny Chen	07/17

6. Describe how your project and/or event focuses on one or more of the following areas:
   - Increasing communication among neighbors
   - Building bridges between cultures
   - Improving the physical condition of the neighborhood
   - Enhancing neighborhood pride and identity
   - Increasing communication among neighbors
   - Building bridges between cultures
   - Improving the physical condition of the neighborhood
   - Enhancing neighborhood pride and identity

   - 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 2016 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.

7. How will you determine the completed project and/or event 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

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

   - 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 project and/or event in future years without grant assistance from the City. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

CCNA leadership recognizes that donations and volunteerism are key components to financial independence. To that end, the 2017 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 and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Michelle Hornberger

E-mail: michelle.hornberger@gmail.com   Phone Number: (408) 245-8826

Address: 793 Dona Avenue, Sunnyvale, CA 94087

Signature: *Michelle Hornberger* (e-signature)   Date: March 30, 2017

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.
Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Bernard Chen

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

Address: 799 Dona Avenue Sunnyvale, CA 94087

Signature: *Berny Chen* (e-signature)   Date: March 30, 2017

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

Name: KimChi Tyler

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

Address: 799 Dona Avenue, Sunnyvale, CA 94087

Responsibilities: CCNA Car decals; One Long Table co-chair

Signature: *KimChi Tyler* (e-signature)   Date: March 30, 2017

Name: Deepa Jangity

E-mail: **deepajangity@gmail.com** Phone Number: (408)306-3008
Address: 788 Dona Avenue, Sunnyvale CA 94087

Responsibilities: One Long Table co-chair

Signature: *Deepa Jangity* (e-signature)   Date: March 30, 2017

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

Address: 1116 Parkington ave, Sunnyvale, CA 94087

Responsibilities: Diwali festival (in association with Cherry Chase PTA)

Signature: *Sri Satyavarpu* (e-signature) Date: March 30, 2017

City of Sunnyvale
Neighborhood Grant Program
2017/18 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, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. One Long Table Neighborhood Potluck	$ 400	$
2. Diwali Festival	$ 300	$
3. Seasonal Socials (including Lunar New Year)	$ 200	$
4. Web hosting and domain name	$ 100	$
6.	$	$
7.	$	$
8.	$	$
9.	$	$
Total Expenses	**$ 1000**	**$**
Amount Requested from the City of Sunnyvale	**$1000**	

Other Sources of Support

Volunteer Hours (valued at $27.59/hour, per *independentsector.org*)	$ 500
Donated Materials/Services (food, supplies, equipment)	$ 800
Other Funding Received (other grants, collected dues, donations)	$ 100
Other:	$
Other:	$
Total Neighborhood Association Contribution	**$ 1400**

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