Sunnyvale

Neighborhood Grant Program Application

Fiscal Year 2018/19

Application Deadline: May 2, 2018, 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 2018/19 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 2018.

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 Drive, 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.

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Name of Neighborhood Group or Association: Cherry Chase Neighborhood Association

Name of Individual Submitting Application: Michelle Hornberger

Individual's Email:

Name of Proposed Project: Fostering cultural and social interaction

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. Our two largest 2017 events were the CCNA "One Long Table" Potluck (September 2017) and the Diwali Festival of Lights (co-sponsored with the Cherry Chase PTA, Nov 2017).

Local businesses have been generous with their support, which help offset our costs. For example, while the 2017 Sunnyvale City grant was crucial in covering the funds for our most colorful event, Diwali, local businesses such as United Wholesale Flowers 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. We repeat some of the activities each year because they have become a CCNA "signature" events. For example:

1. We request funds that promote social and cultural diversity. This includes our annual "One Long Table Potluck". The CCNA has had an excellent turnout for this event each year and we look forward to this annual gathering with our neighbors (we had >100 neighbors attend in 2017). We move the event to different streets each year so that others in the neighborhood can take turns "hosting". We request $500 for renting tables, chairs and table cloths, and miscellaneous sundries. We anticipate that local businesses will also contribute with in kind dollars.

2. Our second signature event is the "Diwali Festival of Lights". It was a huge success with nearly 300 attending. 2018 marks the 7th festival and our 5th year partnering with the Cherry Chase PTA. Our portion of the grant money ($350) will help offset the cost of DJ services for the event.

3. We request $50 to help cover a smaller neighborhood events. In the past, these events have included "coffee in the park", "Easter egg hunt", "neighborhood harvest share" and the "neighborhood basket ball clinic". 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.

4. Lastly, we request $100 to support the CCNA web hosting and domain name service (http://cherrychaseneighbors.org/). The CCNA believes that outreach and communication are key in maintaining a strong community and having a web presence helps us to achieve that goal.

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 2017 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 continue promote events that relate to community safety.

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.

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.

Activity	Person(s) Responsible	Completion Date (MO/YR)
Example: Create flier/email for barbecue	Jane Smith	08/18
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

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**

- 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 2017 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
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.)?

1) Solicit volunteers to organize, promote, and help run each event.
2) Contribution of our own budgeted funds to help offset costs incurred for each event.
3) Outreach and coordination efforts to local business for their participation and sponsorship of the events.
4) Basic equipment for event logistics, such as tables, garbage bags and cans, generators for power, speakers for music/announcements.
5) Organize volunteers for post-event cleanup (The CCNA has the best volunteers for clean-up!).

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 2018 events will be structured with the following in mind:

1) Fundraising: We will continue to raise funds through raffle tickets (with donated raffle items from local businesses) and donations.

2) 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.

3) 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.

4) 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.

Neighborhood Grant Program
Project Budget Form Fiscal Year 2018/19

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 14, 2019.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	$	$
2.	$	$
3.	$	$
4.	$	$
5.	$	$
6.	$	$
7.	$	$
8.	$	$
9.	$	$
Total Expenses	**$**	**$**
Amount Requested from the City of Sunnyvale	**$**	

Other Sources of Support

Volunteer Hours (valued at $28.46/hour, per *IndependentSector.org*)	$
Donated Materials/Services (food, supplies, equipment)	$
Other Funding Received (other grants, collected dues, donations)	$
Other:	$
Other:	$
Total Neighborhood Association Contribution	**$**

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