

Sunnyvale Cares Nonprofit Grant Program Application

Application Deadline: June 30, 2020 by 5 p.m.

Thank you for your interest in the Sunnyvale Cares Nonprofit Grant Program. Please review the grant guidelines to determine if your organization qualifies for funding. Funding will be approved by the City Council in late July 2020. Applicants will be notified of award decisions in after City Council decision.

Complete applications may be submitted in the following ways:

- Mail or Drop Off in Person: Office of the City Manager (Front Desk) Attn: Economic Development 456 W. Olive Avenue, Sunnyvale, CA 94086
- Email: svcares@sunnyvale.ca.gov

For questions, email svcares@sunnyvale.ca.gov or call 408-730-7607.

Name of Nonprofit organization: Self-Help for the Elderly

Name of Individual Submitting Application: David Ip

Individual's email [REDACTED] Phone [REDACTED]

Grant Amount Requesting from the City (Maximum grant amount is \$30,000): \$ 30,000

Organization Background

1. When was your organization formed? Self-Help for the Elderly (Self-Help) was founded in 1966 and has 54 years of experience providing programs and services to the senior and adult with disabilities population.
2. What is your Mission? Self-Help for the Elderly promotes independence, well-being, and dignity for older adults through culturally aligned services and programs in the San Francisco Bay Area.
3. Approximately how many Sunnyvale customers are served annually? Using unique customer numbers (unique number of seniors who visit us for services, not the number of meals), since September 2019 when we first moved to current Sunnyvale location, we served approximately 450 Sunnyvale customers to-date.
4. Describe your group's activities and the resources that support those activities. In addition to nutritious lunches, a variety of activities and seminars are also provided, including: English learning; karaoke; Chinese Calligraphy; musical instruments; PG&E; US Census; Medicare/Medi-Cal; taxes; and immigration. We also offer case management, and information, and referral services. Resources are from County of Santa Clara, and Self-Help.
5. What is your annual budget? Our agency's budget for prior fiscal year 2019 to 2020 is \$24,538,912. Because of the uncertainty in funding from government sources, our Board of Directors has approved an extension to operate under prior fiscal year's budget to August 2020 to allow time for funding sources to confirm funding levels, and finalize our agency budget for current fiscal year 2020 to 2021.

6. How do you raise funds? Self-Help for the Elderly utilizes various strategies and methods such as monthly events, along with institutional and individual fundraising on a regular basis.
7. How many employees does your organization have? At the moment our agency has 386 active employees.
8. What steps has your organization taken to address budget impacts due to COVID-19? Our agency has applied for the Payroll Protection Program from the Small Business Administration and received funding to cover staff salaries during the COVID-19 pandemic. These funds will be expiring soon because of the 24-week durational limit. We have and will continue to explore institutional and individual fundraising opportunities to continue supporting agency operations.
9. Describe the impacts of the COVID 19 pandemic on your organization, specifically, what are the financial impacts? Because of the COVID-19 pandemic response and recovery costs, the counties where Self-Help for the Elderly operate our programs and services are facing significant and unprecedented budget shortfalls that may drastically reduce or eliminate some of our agency's services contracts with them possibly over the next 3 years. We are actively seeking new ways to fund-raise virtually because we've had to cancel all fundraising events scheduled for this year due to social distancing requirements. Given the financial impact of COVID-19 pandemic on our individual donors, they may be unable to sustain their giving levels from prior years.
10. For what purposes would this grant be used and how would it would benefit your organization and customers? To support additional staffing and other operational costs related to provision of emergency meal services in response to increased community need due to COVID-19. This grant would help us to mitigate our agency's budget shortfall anticipated for the current fiscal year so that we may be able to sustain some of our essential operations, retain staffing, and provide essential services to meet increased community need such as meals to the most vulnerable seniors who are unable to access food during the COVID-19 pandemic or must shelter-in-place for their safety and health.
11. Any other information you would like the Council Committee to consider? Self-Help for the Elderly is a non-profit organization founded in 1966 as a "War on Poverty Program." Today we serve over 40,000 older adults and adult with disabilities annually in San Francisco, San Mateo, Santa Clara, Alameda, and Contra Costa counties. We have over 54 years of experience in serving Bay Area seniors and adults with disabilities through our wide range of services such as Social Services; Adult Day Services; Congregate and Home-delivered Meals; Job Training and Placement; Home Care and Hospice; Housing Services; Health Insurance Counseling & Advocacy Program; and Technology Training.