

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: Sunnyvale Education Foundation

Name of Individual Submitting Application: Melinda Hamilton

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?*

The Sunnyvale Education Foundation was incorporated in April 2015.

2. *What is your Mission?*

It is the mission of the Sunnyvale Education Foundation (SEF) to facilitate community support in collaboration with the Sunnyvale School District for an enriched, high quality education at all schools in the district. SEF works towards its vision of a secure future for a wide variety of academic and enrichment initiatives across all district schools through corporate donations, community partnerships, fundraising events, and public outreach.

3. *Approximately how many Sunnyvale customers are served annually?*

We serve the 6,400 students in the Sunnyvale school district and their families.

4. *Describe your group's activities and the resources that support those activities.*

We raise funds for the 10 schools in the Sunnyvale School District, through corporate sponsorships, community partnerships and parent donations. The money we raise funds a wide range of programs, such as:

- Science camp
- Field trips, both off campus and on campus
- Maker space materials
- Math enrichment programs
- Assemblies
- After school enrichment, such as drama or Math Olympiad
- Playworks & outdoor play equipment
- Art enrichment
- School library books
- Socio-emotional learning programs

Demand for some of these programs will undoubtedly be down in the fall (field trips, science camp), but we anticipate demand for others may be much higher (enrichment programs, makerspace materials, outdoor play equipment), depending on what shape classroom or distance learning takes.

5. *What is your annual budget?*

Our annual budget for 2019-20 was \$108,100. We more than doubled that amount by raising \$250,000 this year, with \$100,000 of that coming as a single corporate donation to specifically address coronavirus-related distance learning challenges at our schools. That money does not address our core mission.

6. *How do you raise funds?*

We raise funds through an annual direct ask campaign targeted at our district families, through direct corporate asks and our annual community mixer in March. Corporate donations, in the form of grants and mixer event sponsorships, generally make up 70-80 percent of SEF's budget; the balance comes from parent donors, board members, community members and corporate matching. This past year, corporate donations were 90 percent of our donations, largely due to the one-time donation mentioned earlier.

7. *How many employees does your organization have?*

We have no employees. We are an all-volunteer organization. Our administrative overhead is less than 4 percent, coming from unrestricted funds. More than 96 percent of the money we raise goes straight to benefit the students of the Sunnyvale School District.

8. *What steps has your organization taken to address budget impacts due to COVID-19?*

We generally raise funds to be spent the following fiscal year. We were extremely fortunate that we received a large unanticipated corporate donation from Facebook before the coronavirus crisis started and were able to meet our funding goals for this year even though we had to cancel our main annual fundraiser in March.

We will continue to build on our corporate relationships as well, but many corporations are pouring money into coronavirus-related relief efforts. It is unclear how much philanthropy corporations will be doing for other causes. We will simply keep trying to grow those relationships. If we are unable to have our fundraiser again in March, our budget will take a very large hit.

While the need for coronavirus relief is real, and while we have accepted funds designated for that purpose, it is in addition to, not instead of, our core mission to provide an enriched, high-quality education to all students in the district. There are many things we don't know about next school year, but we do know that there will be a continuous need for equipment, programs and funding as everyone adjusts to the new reality of education in the time of coronavirus. It's likely the state legislature will be looking to appropriate property tax funds to backfill the massive loss of sales tax revenue.

9. *Describe the impacts of the COVID 19 pandemic on your organization, specifically, what are the financial impacts?*

The biggest negative financial impact so far has been that we canceled our annual fundraiser scheduled for March 26. We had not confirmed all our corporate donors at that point and so lost the opportunity for those sponsorships. That event should have brought in another \$25,000-50,000. SEF did receive a generous one-time corporate donation to help us support teachers and students to manage distance learning during this extraordinary period. However, SEF's broader mission has not gone away because of COVID and the inability to meet and host events in-person has definitely damaged our fundraising capacity.

We anticipate a drop in parent donations next year for a variety of reasons. We have many families in our district who already struggle financially, and the high unemployment numbers will impact our families and their ability to support SEF. In addition, many families with resources may choose to leave the district and will direct their resources elsewhere. Finally, the pandemic has disrupted our communication conduits with our parents and donors.

Our biggest challenge is simply not knowing what education will look like in the fall and the resulting inability to plan for it. SEF conducted our annual needs gathering study in January to identify what principals and teachers needed to determine grants before the school year started. We have allocated \$85,000 in school grants for next year with an additional \$15,000 for science camp. When the education landscape becomes clearer, SEF will be better able to determine what the needs are and how to most effectively use those funds. We anticipate that some spending will stay the same, other items will no longer be needed, and new challenges and opportunities will present themselves. What we do know is that California schools are chronically underfunded and the need persists.

10. For what purposes would this grant be used and how would it would benefit your organization and customers?

This grant would become part of our unrestricted pool of funds that would be used to support an enriched, high quality education for the students in the Sunnyvale School District. These funds would be commingled with other unrestricted funds which fund our annual school grants (see list of items funded above) and science camp. The vast majority would help Sunnyvale students get the high-quality enriched education they deserve.

11. Any other information you would like the Council Committee to consider?

We appreciate the opportunity to apply and we would like to thank the city of Sunnyvale for supporting SEF and other community nonprofits.