



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO COUNCIL

SUBJECT

Consideration of Funding Recommendations for the Sunnyvale Cares Nonprofit Grant Program Applications

BACKGROUND

On April 14, 2020, Council directed the City Manager to create a Nonprofit Assistance Program with \$150,000 to provide grants to Sunnyvale nonprofits that suffered a loss due to the COVID-19 pandemic. Staff created a program called, Sunnyvale Cares. The application period for the Sunnyvale Cares Nonprofit Grant Program was from June 3 to June 30, 2020. On June 9, 2020, Mayor Klein announced that he appointed a three-member ad hoc advisory committee (Committee) to review the applications submitted and make funding recommendations to the City Council. The Committee members are Councilmember Russ Melton, Councilmember Mason Fong, and Mayor Larry Klein.

EXISTING POLICY

Council Policy 7.4.13: Council Subcommittees and Council or Mayor-Created Advisory Task Forces

Council Policy 5.1.1: Socio-Economic-Goals and Policies

Goal 5.IJ: Encourage and support a network of human services that provides for the basic needs of Sunnyvale's residents.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" with the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

DISCUSSION

The Sunnyvale Cares Nonprofit Grant Program's goal is to support vital Sunnyvale nonprofit organizations impacted by loss of revenue caused by the COVID-19 pandemic. The application guidelines (Attachment 1) were as follows:

- Organizations primarily serve City of Sunnyvale residents or small businesses.
- Organizations must prove nonprofit IRS designation of 501C(3) or 501C(6).
- Organizations must demonstrate financial impacts directly related to the COVID-19 pandemic such as inability to hold fund-raising events.
- Grants not awarded to organizations owing a debt to the City.
- Grants not awarded to individuals.

- Priority given to agencies supporting a public purpose such as providing programs/services that compliment/enhance a service also provided by the City.

The application period for the Sunnyvale Cares Nonprofit Grant Program was from June 3 to June 30, 2020. Staff publicized the grant opportunity on the City's social media platforms (Facebook, Nextdoor, and Twitter), the City's website, and staff emailed nonprofits directly to inform them of the grant opportunity. The City received 27 Sunnyvale Cares applications for a combined funding request of \$600,005.

Staff reviewed the applications to ensure they met the program's goal, the application criteria, and presented the applications to the Committee with preliminary recommendations based on the published guidelines. Staff recommended 12 applications for funding, three applications as "maybe", and 12 applications were not recommended for funding (Attachment 2).

On July 15, 2020, the Committee met and reviewed the 27 applications (Attachments 3 through 29). The Committee discussed the applications and increased some of the recommended amounts by \$1,000 each and supported funding all the "maybe" applications at the amount recommended by staff. The Committee's funding recommendations are as follows:

Name	Requested	Recommended
Bay Area Furniture Bank (BAFB)	\$30,000	\$11,000
Downtown Streets Team	\$30,000	\$10,000
Fremont Union High Schools Foundation	\$5,000	\$5,000
Historical Society and Museum Assoc.	\$24,000	\$6,000
The Lace Museum	\$20,000	\$5,000
Maker Nexus	\$29,705	\$16,000
Notelove	\$30,000	\$1,000
Our Daily Bread	\$13,500	\$13,500
SV Downtown Association	\$30,000	\$11,000
Self Help for the Elderly	\$30,000	\$11,000
Society of St. Vincent de Paul (SVdP)	\$30,000	\$21,000
SV Chamber of Commerce	\$30,000	\$21,000
SV Community Players	\$20,000	\$5,000
SV Education Foundation (SEF)	\$30,000	\$11,000
Sustainable Community Gardens/Charles Street Gardens	\$2,800	\$2,500
Totals	\$355,005	\$150,000

The agencies below are not recommended for funding:

Name	Requested	Recommended
California University - Silicon Valley	Amount not listed	\$0
Chinese American Intercultural Services Center (CAIS)	\$30,000	\$0
Duo Duo Animal Welfare Project	\$7,500	\$0
First Morning Light Chinese Christian Church	\$30,000	\$0
First United Methodist Church of SV (FUMC)	\$30,000	\$0
Geili Foundation	\$5,000	\$0
Immigration Services of MV	\$30,000	\$0
India Heritage Foundation	\$30,000	\$0
KMVT Community Television	\$25,000	\$0
Shiv Durga Temple of Bay Area	\$15,000	\$0
SV Little League	\$30,000	\$0
SV National Little League	\$12,500	\$0
Totals	\$245,000	\$0

As per the application guidelines, priority was given to agencies that support a public program or service that complements a service also provided by the City. The agencies not recommended for funding did not provide a service that complements or supports a City service, did not show a direct income loss due to the COVID-19, or their description provided on the application did not convey the income loss or services provided.

The Subcommittee's recommendation for grant distribution is based on the budgeted amount of \$150,000. The Committee recommends approving the 15 grant applications with the funding amounts outlined in the table above.

FISCAL IMPACT

There is no impact to the budget as Council already approved \$150,000 to be used for this purpose.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, Sunnyvale Public Library and Department of Public Safety; and by making the agenda and report available at the Office of the City Clerk and on the City's website. Staff also emailed all the applicants to inform them that this item would be heard by the entire City Council.

ALTERNATIVES

1. Approve the Ad Hoc Committee's recommendation and funding levels for the Sunnyvale Cares Nonprofit Grant Program.
2. Take other action as determined by the Council.

STAFF RECOMMENDATION

Alternative 1: Approve the Ad Hoc Committee's recommendation and funding levels for the Sunnyvale Cares Nonprofit Grant Program.

Staff recommends that Council approve the Committee's recommendation. The Committee reviewed and discussed the applications and made the recommendations based on the application guidelines.

Prepared by: Connie Verceles, Assistant to the City Manager

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Sunnyvale Cares Nonprofit Program guidelines and application
2. Staff's Memo to Ad Hoc Committee
3. Bay Area Furniture Bank application
4. California University-Silicon Valley
5. Chinese American Intercultural Services Center
6. Downtown Streets Team
7. Duo Duo Animal Welfare Project
8. First Morning Light Chinese Christian Church
9. First United Methodist Church of SV
10. Fremont Union High Schools Foundation
11. Geili Foundation
12. Historical Society and Museum Association
13. Immigration Services of Mountain View
14. India Heritage Foundation
15. KMTV Community Television
16. The Lace Museum
17. Maker Nexus
18. Notelove
19. Our Daily Bread
20. Sunnyvale Downtown Association
21. Self Help for the Elderly
22. Shiv Durga Temple of Bay Area
23. Society of St. Vincent de Paul (SVdP)
24. Sunnyvale Chamber of Commerce
25. Sunnyvale Community Players
26. Sunnyvale Education Foundation (SEF)
27. Sunnyvale Little League
28. Sunnyvale National Little League
29. Sustainable Community Gardens/Charles Street Gardens