



STAFF REPORT
6/25/2025

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Authorize a Community-Based Grant to the American Heart Association in the Amount of \$1,000 to Fund their Coachella Valley Heart & Stroke Walk Hands-Only CPR Education

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) to the American Heart Association in the amount of \$1,000 to fund their Coachella Valley Heart & Stroke Walk Hands-Only CPR Education.

BACKGROUND:

The Community Based Grant Program was established in 2010 and allows the City of Coachella to offer financial assistance to local nonprofit organizations, youth-serving organizations, and other community-based organizations that provide essential services, programs and activities to residents in Coachella. Applicant organizations are only eligible to submit one application for consideration each fiscal year and must be legally established with non-profit or tax-exempt status, be based in the Coachella Valley, or provide direct service to Coachella residents. Approval of grant funds does not constitute a precedent for grant allocations in subsequent years. All CBG grants are reimbursement grants to ensure that applicants are meeting their stated goals. The FY 24-25 budget included an allocation of \$15,000 for the Community Based Grant Program.

DISCUSSION/ANALYSIS:

The American Heart Association (AHA) is a 110-year-old nonprofit organization that funds cardiovascular medical research, educates consumers on healthy living and fosters appropriate cardiac care in an effort to reduce disability and deaths caused by cardiovascular disease and stroke. The proposed program will serve residents by providing free, hands-only CPR education at the 2025 Coachella Valley Heart & Stroke Walk.

The Heart & Stroke Walk is an inclusive public event that will be held on December 6, 2025 at the Palm Desert Civic Center Park. The program is designed to engage a broad and diverse group of attendees with an emphasis on including low- and moderate-income families who may have less access to health education resources. Bilingual education and materials (English and Spanish) will be provided to ensure accessibility and cultural relevance. Residents who attend the walk will have the opportunity to learn this critical, lifesaving skill, equipping them to respond effectively in cardiac emergencies at home, in the workplace, or in public settings. By offering CPR education to a diverse and regional audience, the program helps build a more prepared and responsive community, increasing the likelihood of bystander intervention during cardiac emergencies.

ALTERNATIVES:

1. Award a Community Based Grant in the amount of \$1,000.
2. Do not award a Community Based Grant

FISCAL IMPACT:

Should the City Council approve the staff recommendation, the Community-Based Grant Program account will be reduced by \$1,000.

ATTACHMENT(S):

CBG Application Packet