



**STAFF REPORT**  
**4/26/2023**

**TO:** Honorable Mayor and City Council Members

**FROM:** Celina Jimenez, Economic Development Director

**SUBJECT:** Authorize a Community-Based Grant to Elder Love USA in the Amount of \$1,000 to Support its In-Home Caregiving Program for Older Adults

---

**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) to Elder Love USA in the amount of \$1,000 to support its in-home care program for older adults.

**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 22-23 budget included an allocation of \$15,000 for the Community Based Grant Program.

**DISCUSSION/ANALYSIS:**

Elder Love USA is a nonprofit organization offering services in Coachella and is dedicated to providing in-home care for older adults at reduced rates. Elder Love USA is a creative and innovative solution that focuses primarily on helping low-income older adults who are unable to pay for traditional in-home care. Elder Love USA has no minimum hourly requirements and no long-term contracts. The organization is able to do this through a combination of client support, fundraisers, individual donations, sponsorships, and grants. Elder Love USA offers caregiving services such as bathing, dressing, personal care, medication management, and more. Housekeeping, shopping, cooking, and transportation services may also be requested.

**ALTERNATIVES:**

1. Authorize a Community-Based Grant to Elder Love USA in the Amount of \$1,000 to Support Its In-Home Caregiving Program for Older Adults.
2. Not Authorize a Community-Based Grant in support of Elder Love USA.

**FISCAL IMPACT:**

Should the City Council approve the staff recommendation, the Community Based Grant account will be reduced by \$1,000 leaving a balance of \$0.

**ATTACHMENT:**

1. Copy of Application