



STAFF REPORT
5/28/2025

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Authorize a Community-Based Grant to Assistance League Coachella Valley in the Amount of \$1,000 to Fund their Operation School Bell Program

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) to the Assistance League Coachella Valley in the amount of \$1,000 to fund their Operation School Bell Program.

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 Assistance League Coachella Valley was founded in 1976. The agency is an all-volunteer, nonprofit organization that removes barriers for folks who are at-risk or disadvantaged. Their programs care for students of all ages, senior citizens, teens focused on the performing arts, and first-time mothers in military families at the Twentynine Palms Marine Base. Their mission is to transform the lives of children and adults through community programs. Their Operation School Bell Program provides new school clothes and hygiene supplies to students in need. In Fiscal Year 2023-2024, the Assistance League served 4,341 students. Of those students, 990 were from Coachella. The funding request will help cover expenses such as clothing (shirts, shoes, socks, underwear) and hygiene products (toothbrush, toothpaste, shampoo, soap).

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



CITY OF COACHELLA, CA COMMUNITY BASED GRANT PROGRAM APPLICATION FOR FUNDS REQUEST

Please Type Information and Print
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(Attach additional pages as needed, however applicants are encouraged to be brief.)

1. Application Funding Cycle:

Date: 05/1/2025

July 1, 20 24 - June 30, 20 25

2. Total Amount Requested: \$ 1,000

If requesting waiver of City fees or charges, please indicate the City service for which the waiver is being requested.

3. Proposed Program/Service of Funding Request:

Operation School Bell which provides 4,000 needy students with new school clothes and hygiene supplies.

4. Agency/Organization:

Assistance League Coachella Valle

5. Mailing Address:

PO Box 3056

City: Rancho M **Zip:** 92270

6. Telephone: (760) 848-0084

Fax:

7. Official Contact Person:

Name: Jennifer Gifford

Title: Treasurer/Grants chairperson

Telephone: (408) 656-8929

Fax:

E-mail: algrants@aol.com

8. Does this organization have a non-profit status with the Internal Revenue Service (IRS)? ☐
Yes ☒ No ☐ (Attach documentation)

9. How long has this organization been in existence?
48 years

10. Has the organization previously received funding from the City of Coachella?
☒ Yes ☐ No

If yes, please identify the program/service, total prior grant allocation, and the fiscal year in which the funds were received.

2023-\$1,000, 2022-\$1,000, 2020-\$1,000, 2019-\$1,000

11. Is this request for a ☐ New or ☒ Existing program/service within the City?

12. What is the anticipated time frame to provide the proposed program/service and the expenditure of the requested funds?

July 1, 2024-May 31, 2025

13. Describe briefly how the requested funds will be used.

Funds will be used to purchase new school clothing (5 shirts, a pair of shoes, 6 pair underwear, 6 pair of socks) and hygiene supplies for about 2,000 low-income public school students in the Coachella Valley Unified School District.

14. Will the program/service require additional funding sources? If so, identify all funding sources and provide the steps taken to acquire funding.

Other funding sources: Anderson Childrens' Foundation (received \$19K), DevTo Support Foundation, Berger Foundation, Cities of Palm Springs, Palm Desert, Rancho Mirage(applied), Agua Caliente, Morongo, Augustine bands, Cities of La Quinta and Indian Wells

If the program/service is planned to continue beyond the period provided by this grant, what funding plans are there to sustain the program/service?

We continually identify new grant sources. We also operate a resale boutique which provides program funding. We fundraise throughout the year with a gala, and other events.

15. How will the proposed program/service serve City of Coachella residents? Will the proposed program/service also serve non-Coachella residents? Please describe.

Our program serves any low-income Coachella Valley public school student. We served 4,341 students in FY 2023-2024. Of those students, 990 Coachella elementary and early childhood students received clothing

16. Describe the characteristics of the clients the proposed program/service anticipates to serve (i.e. age group, gender, income level, ethnicity, etc.)

We serve Coachella Valley socio-economically disadvantaged public elementary through high school students who are primarily hispanic and other minorities.

18. Attach a proposed budget for requested funds.

Authorized Official: Jennifer Gifford

Title: Treasurer

Signature: Jennifer Gifford

Date: 5/1/2025



Department of the Treasury
Internal Revenue Service

P.O. Box 2508

Cincinnati OH 45201

In reply refer to: 0752594943

Feb. 04, 2022 LTR 4168C 0

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BODC: TE

ASSISTANCE LEAGUE COACHELLA VALLEY

PO BOX 3056

RANCHO MIRAGE CA 92270-1092



016903

Employer ID number: **--***2226

Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Jan. 26, 2022, about your tax-exempt status.

We issued you a determination letter in March 1974, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific

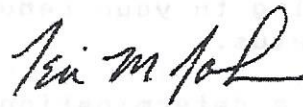
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ASSISTANCE LEAGUE COACHELLA VALLEY
PO BOX 3056
RANCHO MIRAGE CA 92270-1092

time).

Thank you for your cooperation.

Sincerely yours,



Teri M. Johnson
Operations Manager, AM Ops. 3




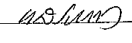
**Assistance League Coachella Valley
Operation School Bell® Clothing and Hygiene Approved Budget
2024-2025 Fiscal Year**

Clothing	\$220,000
(Shirts (5 per child): \$85,000, shoes: \$63,000, socks (6 pair): \$31,000, underwear (6 pair): \$32,000)	
Hygiene Supplies	55,000
(Brush, comb, toothbrush, toothpaste, dental floss, shampoo, soap, deodorant)	
Supplies-Homeless, refugee and foster students	15,000
(Backpacks, bedding, warm clothes)	
Office Supplies	500
TOTAL	<u>\$290,500</u>

Assistance League Coachella Valley has no paid employees and operates with 120 volunteer members. In 2023-24, our volunteers provided over 20,000 hours of service.

Deposit Details

Posted on 7/10/2024
For \$19,894.00

		ANDERSON CHILDREN'S FOUNDATION DIANE SCHLESINGER, TRUSTEE 588 N Palm Canyon Drive #202 Palm Springs, CA 92262		BANK OF AMERICA, NA 11-301219		2018	
				7/10/2024			
PAY TO THE ORDER OF		Assistance League Coachella Valley		\$**19,894.00			
		Nineteen Thousand Eight Hundred Ninety-Four Only		DOLLARS			
MEMO		Operation School Bell					
⑈002018⑈ ⑆121000358⑆ 000950111115⑈							

Provident Savings Bank, FSB 7/10/2024 >322270518< 26331922448109		PAY TO THE ORDER OF PROVIDENT BANK FOR DEPOSIT ONLY ASSISTANCE LEAGUE COACHELLA VALLEY 7/10/2024
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