



# 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:** 09/28/2021

July 1, 20 21 - June 30, 20 22

**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:**

Please see attached program description.

**4. Agency/Organization:**

Assistance League Coachella Valley

**5. Mailing Address:**

PO Box 3056

City: Rancho Zip: 92270

**6. Telephone:** (760) 848-0084

**Fax:**

**7. Official Contact Person:**

**Name:** Jen Gifford

**Title:** Grants Co Chairperson

**Telephone:** (408) 656-8929

**Fax:**

**E-mail:** algrants@aol.com, jengifford@att.net

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 serving the Coachella Valley

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.

Under the CBG program for Operation School Bell, we received \$1000 in each of the following fiscal years: 2019-20, 2018-19, 2017-18, 2016-17, 2015-16

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?  
June 1, 2021-May 31, 2022

13. Describe briefly how the requested funds will be used.  
See attached program description.

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

The organization is applying for other local municipal grants, private foundation grants and other local funding opportunities. Membership fundraising operates on a year round basis

15. 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?

Funding is sought on an annual basis, dependent on the number of students identified as needy by the local school districts.

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

Please see the attached program description

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

Our program serves needy Coachella Valley elementary public school children (ages 5-12), who are considered at or below the federal poverty level. The majority of students served are Latinx and other minorities

18. Attach a proposed budget for requested funds.

Authorized Official: Jennifer Gifford

Title: Grants Co Chairperson

Signature: *Jennifer H. Gifford*

Date: *9/28/2021*





CITY OF COACHELLA

FUNDING REQUEST: \$1000

NUMBER OF PEOPLE CURRENTLY SERVED: 8000 YOUTH, 100 ADULTS, 400 SENIORS

NUMBER OF PEOPLE SERVED THIS FISCAL YEAR: 2500 YOUTH, 100 ADULTS, 400 SENIORS

# OF COACHELLA RESIDENTS: 600 YOUTH

### **PROPOSED PROGRAM/SERVICE OF FUNDING REQUEST**

Assistance League® Coachella Valley is an all-volunteer nonprofit organization. Operating in the Coachella Valley since 1973, we are one of 120 chapters nationwide. Our chapter serves approximately 8,500 people annually. While we are part of a national charity, we address our own community needs, all services are in the Coachella Valley, and all funds raised stay in the Coachella Valley.

Our mission is to transform the lives of children and adults through community programs in the Coachella Valley. We conduct community needs assessments, develop programs to fit those needs, then fund and staff programs with member volunteers. We serve children, seniors and military families.

### **SERVICES OF OUR ORGANIZATION**

Our Coachella Valley outreach is centered on disadvantaged children, our elderly population as well as military families.

Services for children include distributing school clothes and hygiene supplies to students in need. We also distribute books and school supplies to low-income families. And, financial assistance is provided to high school students studying the arts, enabling talented students to take private lessons, and pursue other activities to further their arts education.

Services for adults include providing companionship, sponsoring entertainment, and supplying clothing and incidentals to nursing home residents and providing assistance to active-duty military families including an annual baby shower luncheon for expectant mothers.

During our fiscal year ended May 31, our 85+ chapter volunteers contributed more than 9,100 volunteer hours.

### **HOW THE REQUESTED FUNDS WOULD BE USED**

We are seeking funding for our Operation School Bell® program which serves disadvantaged youth. We serve three school districts (Coachella Valley, Palm Springs, and Desert Sands). The majority of students in these school districts are disadvantaged.

Through our Operation School Bell program, organization purchases new school clothing and hygiene supplies for distribution to students in need. Our organization has provided these items to under-served, under represented, low-income students since 1991. Over 50,000 students have been served through the program. There are no comparable programs in the area.

School personnel refer us to needy students, i.e.: students with limited school clothes because of an emergency or crisis; students being raised by a struggling single parent, in foster care, or living in a homeless shelter; students being teased or bullied because of the clothes they wear; and students teachers observe wearing worn, torn or ill-fitting clothing, or the same clothes day after day. After students are identified, our volunteers order clothing and pack clothing bags for recipients. The schools served in Indio require school uniforms. Providing the required clothing alleviates the additional financial stressor of school uniforms.

Participating students receive shirts, shoes, socks, underwear, and hygiene supplies. Additional clothing and hygiene supplies are purchased for inventory. The extra inventory enables school administrators to distribute clothing and hygiene supplies throughout the school year as needs arise such as the arrival of migrant students or other new enrollees, students unable to comply with a school uniform policy due to lack of proper clothing, and students needing clothing replaced because clothing items become worn or no longer fit.

Our goal for the 2021-2022 school year is to clothe 2,500 students at a cost of \$35 per participant. Participants by school district are projected to be:

Palm Springs Unified School District (PSUSD) 800

Coachella Valley Unified School District (CVUSD) 1,200

Desert Sands Unified School District (DSUSD) 500

An additional \$7,500 is projected for extra inventory.

Our goal is to purchase 3,000 hygiene kits at a cost of \$4.00 per kit. 2,500 kits will be distributed along with clothing bags. An additional 500 kits will be distributed to homeless students and others in need of hygiene supplies.

Budget

Clothing \$95,000

Hygiene Supplies \$12,000

Office Supplies, Printing, Postage \$ 200

TOTAL \$107,200

**WHO WILL BENEFIT FROM THE USE OF THESE FUNDS AND HOW WILL THEY BENEFIT**

1,200 youth in the CVUSD, primarily City of Coachella residents, will benefit from our Operation School Bell program. This year, students attending the following Coachella elementary schools will benefit from funding for school clothing and hygiene kits: Cesar Chavez, Coral Mountain Academy, Palm View, Peter Pendleton Valle Del Sol and Valley View. These schools were identified by the school district as being the most in need. Costs for Coachella student benefits will be in excess of \$40,000.

Providing new school clothes improves student self-esteem, attendance, and classroom behavior while reducing teasing and bullying. Having clothes to wear to school prepares students to learn and focus on school work rather than worrying about having proper clothing and fitting in with their peers. Beyond that, providing clothing to disadvantaged students is an important part of their well-being. As we have developed relationships with school district personnel who work with homeless families and others from disadvantaged circumstances, we find that those we serve need reassurance of stability in these uncertain times.

Distributing hygiene supplies is impactful as many students we serve do not have access to basic toiletry items. Student anxiety is reduced and self-esteem and confidence improve as students have needed hygiene supplies. These supplies also reduce incidents of disease.