



City of Los Altos
Non-Profit and Civic Organization Contributions Application

Organization Information

Name: Reve Warfield

Address: 183 Hillview Avenue Los Altos, CA

Website: www.lamvcf.org

Tax Identification Number: 77-0273721

Non-profit? Y/N Y

Civic organization? Y/N Y

Benefit Los Altos community? Y/N Y

Description of organizational activities: Los Altos Mountain View Community Foundation cre philanthropy locally by uplifting pressing community needs and by investing in solutions and leaders together with grantmaking, philanthropic advising and policy advocacy. We right stakeholders to build power and advance equity. We take an active role in building via our youth and professional programming and fiscally sponsoring local direct service allowing these groups to fully invest in their program by not having to deal with administr

Description of organizational impact on Los Altos community: Los Altos Mountain View Com (LAMVCF) was founded to serve Los Altos, Los Altos Hills, and Mountain View. Since 1 prioritized supporting the vulnerable individuals who reside within some of these affluen We continue to raise the need to address the issues of these neighbors beyond charity a more inclusive society. It is part of our mission to shine a light on "hidden" poverty with ensure that everyone, regardless of their neighborhood, has access to fundamental nee and economic opportunities. We work to foster social cohesion, and contribute to a mor while also promoting economic growth, education, and overall well-being. It is not only a investment in the long-term sustainability and progress of our communities and the well-

Contact Information

Contact name: Reve Warfield

Contact role: Director of Development

Email: reve@lamvcf.org

Phone: 650-949-5908

Contribution Information

Annual contribution amount requested: \$25,000

Length of contribution request? one year

Total contribution amount requested: \$25,000

Repeat request from a previous budget cycle? Y / N Y

Use of funds:

Expense	Amount	Provide a detailed explanation of the use of requested funds	Explain how this expense will benefit the City
Branding and Website	\$5000	design and launch	Reach new and lapse
Production/preparatio	\$3000	color grading, visual e	For social media, ema
Staff and admin	\$12000		Being intentional abo
Programs and Conve	\$5000	In Person and virtual t	Building out programs
Total	\$25,000		

Agreement

As the official representative for the above organization, I agree to comply with all requirements listed or otherwise enforced through the City of Los Altos Non-Profit and Civic Organization Contribution Policy. The City reserves the right to revoke this application at any time for any purpose. The organization shall provide all documents and organizational information as required by the City of Los Altos necessary to comply with Non-Profit and Civic Organization Contribution Policy application. The official representative certifies that the above information is true and accurate to the best of my knowledge.

Signature: _____

Date: 4/29/2024

Contribution Information

Annual contribution amount requested: \$25,000

Length of contribution request? one year

Total contribution amount requested: \$25,000

Repeat request from a previous budget cycle? Y / N **N**

Use of funds:

Expense	Amount	Provide a detailed explanation of the use of requested funds	Explain how this expense will benefit the City
Branding and Website	\$5000	design and launch	Reach new and lapsed audiences in Los Altos
Production/preparation of vignettes	\$3000	color grading, visual effects, final edits	For social media, email and website reach
Staff and admin	\$12000		Being intentional about how we deploy small staff
Programs and Convenings	\$5000	In Person and virtual through the year	Building out programs and conducting events for the city
Total	\$25,000		

Agreement

As the official representative for the above organization, I agree to comply with all requirements listed or otherwise enforced through the City of Los Altos Non-Profit and Civic Organization Contribution Policy. The City reserves the right to revoke this application at any time for any purpose. The organization shall provide all documents and organizational information as required by the City of Los Altos necessary to comply with Non-Profit and Civic Organization Contribution Policy application. The official representative certifies that the above information is true and accurate to the best of my knowledge.

Signature: 

Date: 4/29/2024

Description of organizational activities: Los Altos Mountain View Community Foundation creates a culture of philanthropy locally by uplifting pressing community needs and by investing in solutions by bringing decision makers and leaders together with grantmaking, philanthropic advising and policy advocacy. We convene and connect the right stakeholders to build power and advance equity.

Description of organizational impact on Los Altos community: LAMVCF was founded to serve Los Altos, Los Altos Hills, and Mountain View. Since then we have prioritized supporting the vulnerable individuals who reside within some of these wealthy communities. We continue to raise the need to address the issues of these neighbors beyond charity and with a critical step toward creating a more inclusive society. It is part of our mission to shine a light on “hidden poverty” within affluent areas to ensure that everyone, regardless of their neighborhood, has access to fundamental needs, education, healthcare, and economic opportunities. We work to foster social cohesion, and contribute to a more resilient and harmonious community, while also promoting economic growth, education, and overall well-being. It is not only a moral imperative but a strategic investment in the long-term sustainability and progress of our communities and the well-being of all its residents.

Contribution Information Annual contribution amount requested: \$25,000

Length of contribution request? One year

Total contribution amount requested: \$25,000

Repeat request from a previous budget cycle? Y / N

Use of funds:

Expense Amount Provide a detailed explanation of the use of requested funds

BUDGET ITEM	EXPENSES	NARRATIVE
Branding and Website	\$5,000	design and launch
Post-production + preparation of specific vignettes for social media	\$3,000	color grading, visual effects, final edits
Staff	\$10,000	Communications Director, CEO, Program Manager
Convenings	\$5,000	In person and virtual throughout the year
Admin	\$2,000	
Total	\$25,000	

Explain how this expense will benefit the City

During the Community Foundation's current period of growth we want to continue being intentional about our small staff's capacity and our ability to serve the community. Funding from this grant would allow us to use our other resources to continue the projects we have in place and be able to stretch into some new areas. For instance, our Communications team is modernizing our branding and website and the Program team is building out new and improved versions of leadership and learning programs.

As we embark on an exciting new phase within the Foundation, we recognize the critical need to effectively introduce ourselves and convey our mission to various stakeholders. Through new branding and a new website, we hope to reach new audiences in Los Altos as well as reintroduce ourselves to those we may have lost connection with since the pandemic. We are more focused on in person opportunities for engagement and education and