



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

Organization Information

Name: The Morning Forum of Los Altos

Address: P.O. Box 274, Los Altos, CA 94023

Website: www.morningforum.org

Tax Identification Number: 94-6081401

Non-profit? Y/N **Yes**

Civic organization? Y/N **Yes**

Benefit Los Altos community? Y/N **Yes**

Description of organizational activities: The Morning Forum of Los Altos is a distinguished lecture series that started in the home of a local resident in the 1930's. As interest grew, a more structured approach and change of venue were required. In 1950, 2 years prior to the city's incorporation, the formal name of the group, "The Morning Forum of Los Altos" was adopted and the organization burgeoned to over 400 members within 5 years filling a pressing community need. The mission has always been to provide life-long learning in an open-minded and tolerant manner. The organization is volunteer-run and is funded by subscriptions, grants and gifts. Historically, over 94% of the budget is directed toward speaker fees with the remainder covering the venue and administrative costs. Pandemic recovery and inflation are existential threats at this time. Membership dropped during the shutdown when the series took a historic hiatus. In an effort to serve membership, webinars were instituted at substantial additional cost compromising the quality of the programs.

Description of organizational impact on Los Altos community: The longevity of The Morning Forum of Los Altos makes it an integral part of the City. Some members span 3 generations in 1 family, and the oldest member who attends is 102 years-old. As the name implies, the lectures are during the morning, which best serves the membership that is predominately retirees. The venue is centrally located within the city at a large church with convenient surface parking. Hearing aid accommodations are provided as well as T.V. screens. A recent AARP study determined that life-long learning increases brain health and overall well-being in the older adult. The speakers are often caught off-guard by the members for the astuteness of their questions. There is lively social engagement before the program and the local restaurants benefit as members gather for lunch afterward. With the demise of the Celebrity Forum after 51 years, members would be hard-pressed to find another lecture series. Over the years, subscription fees have increased and the program was curtailed from 17 programs to 16. The organization would greatly benefit from a grant to weather this transitional period.

Contact Information

Contact name: Kathryn Tomaino

Contact role: Director

Email: ktomaino@cbnorcal.com

Phone: 650 279-5820

Contribution Information

Annual contribution amount requested: \$7,200

Length of contribution request? 3 years

Total contribution amount requested: \$21,600

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

Use of funds:

Expense	Amount	Provide a detailed explanation of the use of requested funds	Explain how this expense will benefit the City
Live Stream Cost	\$7,200/year	\$7,200/year or \$450/program	The Morning Forum of Los Altos
		is the charge for live stream. This	had a pre-pandemic membership
		is a temporary cost during the	in excess of 450. The latest
		transition from the pandemic.	census shows the demographic
Total	\$7,200		served is 19% of the population.

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: Kathryn Tomaino Digitally signed by Kathryn Tomaino
Date: 2022.12.15 18:38:35 -08'00'

Date: 12/15/22