

GIFTS TO SHARE, INC.

Volunteer

**Your Guide to a Successful Volunteer Project
with the City of Sacramento**

GIFTS TO SHARE, INC.

Volunteer Project Guide

Your Guide to a Successful Volunteer Project with the City of Sacramento

Developed and Written by:

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1231 I Street, Suite 400,

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Make your check or money order payable to "Gifts to Share Project Guide"

For more information, call (916)264-5172.

Acknowledgments

W

e wish to thank several community volunteers who encouraged the development of this guide, and subsequently shared their expertise and words of wisdom with us. Their generosity and commitment to solve problems and just “make things better” is vital to the quality of life in Sacramento.

Thanks to staff from the Mayor & City Council Office, City Attorney’s Office, the Department of Public Works and the Neighborhoods, Planning & Development Services Department for assisting in the overall development of this guide.

We are excited to have Comcast as a corporate partner. Comcast supports many positive community endeavors. Their commitment to share resources and assist service organizations such as ours is commendable.

We also wish to thank the Amateur Softball Association/ASA-USA Softball for allowing us to reprint portions of their fundraising manual.



Karolyn W. Simon, *President*
Gifts to Share, Inc.

CONTENTS - click page number to view

WELCOME:

Your Guide to a Successful Volunteer Project	1
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CHAPTER 1:

Turn an Issue into a Project	3
Define the Project and the Need for the Project (or Program)	4
Is the Project Going to be on Public Property?	5
Contact Your Area Team	6

CHAPTER 2:

Get Others on Board to Help	8
People Power Assessment	9
Form a Project Leadership Group	9
Identify Stakeholders Who Need to be Involved	11
Resources for Volunteers	11
Project Inception Checklist	13

CHAPTER 3:

Develop An Action Plan	14
Six Elements	15
Preliminary Budget Items	18
Special Considerations for Construction and Renovation Projects	19

CHAPTER 4:

Fundraising and Money Management	21
Important Considerations	22
Accountability is Key	23
What Donors Want to Know	25
When You Ask . . .	26
A Short List of Ways to Raise Money, Services and Supplies	27

CHAPTER 5:

Project Management	31
Effective Project Management	32
Day-to-Day Management	33

CHAPTER 6:	
Bumps Along on the Path – Expect Them	34
CHAPTER 7:	
Celebrations, Acknowledgments and Project Close-out	37
Acknowledgments <i>Throughout</i> the Project	38
Acknowledgments at Conclusion of Project	39
Projects with Ongoing Commitments	39
CHAPTER 8:	
Construction, Renovation and Major Landscaping Projects	40
Frequently Asked Questions	41
CHAPTER 9:	
Programs, Festivals and Special Events	45
Volunteer Programs	46
Festivals and Concert Series	46
Special Events on Public Property	47
Cash Handling at Events	49
APPENDIX	50
Help is Only a Phone Call Away	51
Sample Project Promotional Materials, Fundraising Appeals, Resource Lists, Meeting Agendas and Master Schedules	52

Welcome!

The City of Sacramento and Gifts to Share, Inc. support volunteers who want to improve their neighborhood and are willing to commit their time and energy to do so. Gifts to Share, Inc. believes in the power of community service. Sacramentans who have built playgrounds in their parks, painted schools, organized recreation programs, conducted neighborhood clean-ups and a host of other projects have said that a guide to steer them through each step of the project would be most helpful. Built on their experiences, Gifts to Share, Inc. developed this guide and joins the City of Sacramento in wanting you to have a safe and successful project.



What You Will Find in this Guide

This guide is meant to be user-friendly and provides information from general to specific.

- **Chapters 1 through 7** cover information common to most volunteer projects.
- **Chapters 8 and 9** provide tips for different types of projects and programs including construction projects, rehabilitation projects, clean-up projects, special events and programs.
- The **Appendix** includes sample formats for getting the job done.

Developed by Gifts to Share, Inc.

Gifts to Share, Inc. is a 501(c)3 nonprofit organization supporting the City of Sacramento's park, recreation, cultural, educational and neighborhood improvement programs and facilities and those of its partners.

The non-profit provides these services to help with volunteer projects:

- **Planning and Fundraising:** Along with City staff, Gifts to Share, Inc. will also help you brainstorm ideas, bring any needed City staff or other public agencies to the table and plan your project. Help is given in formulating fundraising plans specific to your project such as corporate and individual gifts, sponsorships and grants.
- **Training:** Gifts to Share, Inc. supports training in fundraising, sponsorships, grant writing and research and volunteer development. Technical advice, training and mentoring services can be arranged for volunteers and community groups.
- **Fiscal Sponsorship:** Providing an increasingly important service to the community, Gifts to Share, Inc. financially manages or "sponsors" projects and programs on behalf of non-exempt organizations and community groups who need to raise funds to achieve their goals. The City of Sacramento's Neighborhoods, Planning and Development Services Department must be a partner in the project.
- **Start-Up Grants:** The Board of Directors awards grants to individuals, groups or organizations who have a project or program idea that fits the purposes of Gifts to Share, Inc., and need seed money to launch their new project or program, or leverage an existing one to reach new audiences.

If you have any questions about this guide or Gifts to Share, Inc. please call Lori Harder, Executive Director, at (916) 264-5172, or send a message to lharder@gw.sacto.org via Internet.

Turn An Issue Into A Project

Many volunteer efforts arise from an issue or problem. **Why doesn't somebody do something about that?** Issues and problems can become opportunities, and in the opportunity are the seeds for a positive solution which can rally community support and enthusiasm. An idea or a vision is only the beginning. To give your idea structure, discuss your goals and objectives with others.

Define the Project

It will be helpful to all to define your idea in terms of a project. If you are unsure what type of project would be best for your situation, we're here to help!

Types of projects include:

- **Programs** such as literacy classes or sports leagues
- **Events** such as festivals, concerts or cleanup campaigns
- **New Construction or Renovation Projects** such as building new playgrounds or painting school buildings

NOTE: For simplicity's sake, we'll refer to your program, event, etc. simply as "your project" throughout most of this guide.

Define the Need for Your Project *(A key to getting support and buy in!)*

Your next step is to identify why your project is needed, what your goals are and your expected outcomes.

Consider:

- Community/neighborhood need for the project
- Goals and objectives of your project
- Who will benefit
- Expected outcome

Is the Project Going to Be on Public Property?

Your project may be to improve a park, public building or to sponsor a program at a community center, park or school. How you manage your project will depend in part on who owns the property.

Will your project be located on:

- City property
- School property
- Private property
- Other government agency property

Voice Of Experience

Shirley Johnson with CARE (Colonial Park Arts and Recreation Effort) is a seasoned volunteer coordinator. She says, simply, the most important thing to know is what it is you really want to accomplish.

Her neighbors were disheartened about the deterioration of their neighborhood park. They called a public meeting with their City Councilmember. Two hours later, after all the complaints and frustrations were voiced, the group was asked to be specific about what they really wanted. As neighbors described their vision of what it would take to make things right, their enthusiasm grew. They made the leap from problem to idea. And out of that meeting, one of Sacramento's finest volunteer programs evolved.

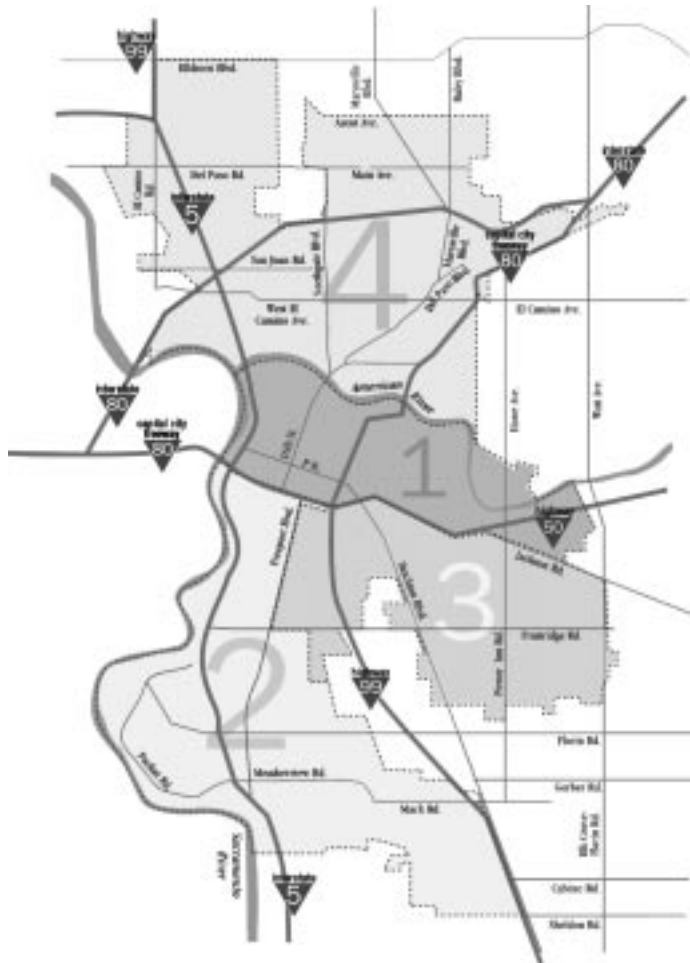
CARE "employs" middle-school aged children to clean the park, alleys and public areas each week. The youths receive small stipends for their work and participate in recreational and other positive activities coordinated by adult volunteers.

Contact Your “Area Team” with the City of Sacramento

The City of Sacramento delivers a variety of its public services through the Neighborhoods, Planning and Development Services Department. Services provided by the Department include: Economic Development (outside the downtown area); Recreation and Human Services; Park Planning and Maintenance; Tree Services; Code Enforcement; Planning; Historic Preservation; Development (Building Permits, Inspections, and Housing and Dangerous Buildings); and Graffiti Abatement.

The Department is organized into four geographic areas and fosters collaboration with the community in neighborhood revitalization efforts within each area (see area map). The Department has staff assigned to each area to work with neighborhood groups, community-based organizations, businesses, schools, service organizations and individuals to improve neighborhoods.

Neighborhood Service Areas:



As every idea and proposed project is unique, please contact your Area Director or Area Neighborhood Resources Coordinator early-on to discuss your ideas and project needs. Whether your project is large or small in scope, your ideas are important!

Area staff can assist you with:

- Overall Project Planning
- Contacting Property Owners and Other “Stakeholders”
- Contacting Neighborhood Associations
- Technical Advice
- Identifying City and Other Resources to Help You
- Funding Plans and Potential In-Kind Services
- Identifying Equipment and Supply Needs
- Any Needed Permits or Approvals
- Any Needed Public Meetings about the Project
- Any Needed Studies or Assessments
- Identifying Potential Roadblocks or Opposition to the Project

Area staff can also help determine if other City departments need to be involved and will make the initial contact for you (for example: Police, Public Works, etc.). Area staff can also contact other public agencies who may be able to lend assistance or who may need to be involved. The Neighborhoods, Planning and Development Services Department’s main number is 264-5200.

Two additional sources for guidance and assistance early-on are:

Sacramento City Council Office

Your Councilmember will be interested in your issues and ideas and can be of great assistance and support. Contact your Councilmember or his/her assistant. The City Council’s main number is 264-5407.

Gifts to Share, Inc.

Once you have your project identified, and have made contact with the Neighborhoods, Planning and Development Services Department and/or City Council office, Gifts to Share, Inc. may assist by helping you with project planning and fundraising and/or by fiscally sponsoring your project. Gifts to Share, Inc. staff is co-located in the Neighborhoods, Planning and Development Services Department’s administrative headquarters. The telephone number for Gifts to Share, Inc. is 264-5172.

Once your project is defined, you’re ready to get support!

Get Others On Board to Help

Volunteer projects rely on people power. The early project idea needs to be shared with others for input, feedback and support. From this point, you can expand your base of support.

People Power Assessment: Do Other People Support your Idea?

You may want to contact, or work with Area staff to contact:

- Your immediate neighbors
- Your neighborhood association or neighborhood watch group
- Any property owners
- Stakeholders (any individual or any group that has a stake in the project or would be affected by the project)
- Service organizations
- Professional associations
- Potential sponsors
- Potential volunteers

Discuss your ideas and objectives. You may find that your project expands or changes during this process.

Form a Project Leadership Group

Most important in this step is to gather a core leadership or support group who is willing to help. Many projects start with a core group of two to five people who assume overall responsibility for the project.

Three suggestions on finding people for your core group, or to expand beyond your core group, are as follows:

1. Use your neighborhood association. Ask the board of your association to help you get the word out about your project and ask for volunteers. Or, do they know of residents who share your concerns and/or enjoy working on projects that improve the neighborhood?
2. Contact groups such as a PTA, a service organization or a community-based organization for the same help and information. Such organizations may wish to take a lead role in your project as well.

3. Hold an event in the neighborhood, or piggyback on an existing one, and use it as an opportunity to spread the word about your project and your need for volunteers. Ask for sign-ups at the event.

Depending on the complexity of your project, and as you gain momentum and support, you may need to look at the skills needed to get the job done, and determine and assign responsibilities such as:

- A chairperson, or two co-chairpersons
- A treasurer to keep track of donations and expenditures
- A secretary to keep track of acknowledgments and phone lists
- Individual committee chairs for fundraising events, volunteer coordination, sponsorships, etc.

Goals for your initial meetings should be to:

- Create a working relationship
- Establish an understanding of the project, its scope and activities
- Agree to roles and responsibilities among the group members
- Identify next steps

Together as a group, decide early-on how decisions will be made, and misunderstandings and confusion as you progress can be minimized!

Voice of Experience

Beverly Nowak helped start a free teen program, “Late Night Sacramento at Einstein School” for the Rosemont neighborhood. She credits the program’s success to bringing all the players to the table early in the process to help shape the vision. Through their “buy in” came commitment that has sustained this successful program.

Identify Stakeholders Who Need to Be Involved

This step is critical. Depending on the nature of your project, there may be stakeholders who need to be involved or informed of your project in order for you to succeed.

These include:

- **Property Owners**
- **Residents Adjacent to the Property Where Your Project Will Take Place**
Although not all neighbors want to be involved, everybody appreciates being informed about something so close to home. As well, if residents on the perimeter of a public park, for example, do not agree with the project, they have the right to protest. We suggest you canvass residents to share your project idea and gain their views.
- **Neighborhood Associations**
- **Neighborhood Businesses**
- **Neighborhood Schools and Places of Worship**

Cover your bases. Outreach and inform all who will be affected by your efforts.

Resources for Volunteers

Depending on the size and scope of your project, you may need to secure volunteers in addition to your project leadership group. In some cases, such as school painting projects and neighborhood clean-ups, dozens of volunteers may be needed.

There are many resources in the community for volunteers, including:

- Service Clubs and Civic Organizations (Kiwanis, Lions, Optimists, Junior League, Rotary, etc.)
- Community-Based Organizations
- Fraternal Organizations (Elks Lodge, Knights of Columbus, etc.)
- Volunteer Center of Sacramento-Yolo
- Christmas in April – Greater Sacramento (renovates homes and public facilities in low-income areas last Saturday in April)
- Labor Unions
- Neighborhood and Business Associations
- Professional Organizations (designers, landscape architects, engineers, etc.)
- Special Interest Associations/Hobby Groups and Clubs
- Boy Scouts and Girl Scouts
- PTAs or Students at Local Schools and Colleges
- Church Groups
- Employee Groups at Major Employers, or
- Corporations with Volunteer Programs (contact a corporation's Human Resources/Personnel, Community Relations or Public Affairs office)

The Pacific Bell Yellow Pages is a good resource for identifying clubs, organizations and unions listed on the previous page that may be interested in the type of work you need and lend support for your project.

There are other local organizations who may be able to provide assistance with community projects, from the County of Sacramento Sheriff's Department who is responsible for coordinating and supervising adults performing community service work (alternative sentencing), to the Sacramento Local Conservation Corps and other organizations providing work experience for youth and adults. City staff will help determine the appropriateness of involving these organizations in your project, and will make the initial contact for you.



Project Inception Checklist

- ☞ Define your project and the scope of your project.
- ☞ Define the need for your project.
- ☞ Determine where your project will take place (this may be determined after discussion with others).
- ☞ Contact your City Councilmember and Area staff at the Neighborhoods, Planning and Development Services Department to discuss.
- ☞ Identify a City staff person to be your contact person for ongoing assistance.
- ☞ Discuss the project with others for input and support.
- ☞ Develop a Project Leadership Group and make any assignments.
- ☞ Get group members' phone numbers, addresses, interests and skills.
- ☞ Identify and contact any stakeholders or property owners who need to agree to the project in order for you to continue.

Develop An Action Plan

The action plan is a road map to your destination. Your plan is a very important tool for keeping your project on track and for communicating the project to your volunteer group, sponsors and to the community.

Your plan, however informal, should contain the following six elements:

- 1. Work Program and Schedule.** Identify all the tasks that need to be accomplished and a schedule for getting things done. Assign who in your group will be responsible for each task. You may find that certain tasks require specific skills. If there is no match with a member of your project leadership group, you will need to recruit someone with this skill to help you.
- 2. Needs Inventory List.** For each step of your project, list any professional services, all labor (and types of labor), materials, supplies, permits, fees and funding you will need to get your project accomplished. Be sure to include all the possible costs and materials you will need.
- 3. Preliminary Budget.** Estimate the cost of all the services and supplies you need. A checklist is on page 18. This may take some time and many phone calls to “comparison shop” and get the information you need. As you refine your budget, you will be better able to identify which services and supplies can be donated and those you will have to fundraise to cover.

Special Note on Budgeting . . . Mixing Public and Private Monies

Many construction projects, such as playgrounds, are built with a combination of public and private funds. There are laws regulating the use of public funds, including competitive bidding, contracting laws and labor laws regarding the payment of prevailing wages.

If you mix public money and private money on your project, you may find the restrictions covering public funds apply to your whole project, including your private donations.

More on this important topic in Chapter 8.

There may be special issues if children are involved in your project, including parental consent and fingerprinting adult volunteers who will be supervising children. Area and City staff will assist you with any requirements.

4. Resources List. Identify sources for volunteers, donors and/or sponsors (groups and individuals) who might help you. Examples offered by previous project leaders (and listed in the previous chapter) include: businesses, neighbors, the PTA, the Boy Scouts, Girl Scouts, other youth groups, neighborhood and merchant associations, chambers of commerce or local business associations, and service groups.

List all potential donors, sponsors and partners and identify what you think they could contribute to the project.

Your resources list will probably grow as you move forward with your project.

5. Communications Plan. List key contacts (Project Leadership Group, volunteers, stakeholders, etc.) and determine a way to keep information flowing. Develop a phone contact list for your leadership group; a telephone tree to get the word out, and a method to keep track of the names and phone numbers of interested volunteers and donors. Some groups use a newsletter or a speakers bureau, others appoint liaisons to important partnership groups to keep communications and information flowing.

You may want to work with the media and establish a relationship with one or more reporters to kick-off the project and gain support, touch base on progress to *continue* to gain support and, finally, cover any dedication or program “in action”.



6. Promotion Plan. Previous groups have used flyers, posters, letters, advertisements and/or media releases to communicate their project to others and to ask for support. For small scale projects, you may need only to promote your project through your neighborhood newsletter. Large scale or lengthy projects may need to be promoted through a number of efforts and mediums. Careful planning, and efforts to get design, paper, printing and/or postage donated, will help you succeed.

- Make a list of the types of promotional items that need to be developed. Determine who has the resources to assist you with this effort.
- Develop a descriptive theme or title for your project. (Examples: “Kids Play McKinley”, “Colonial Park Arts and Recreation Effort”, “POPS in the Park”). Developing a logo or other design element to be used consistently in all your promotions and communications is a good idea.
- Develop a brief written statement about the need for the project, your goals and objectives, who will benefit from the project and who is supporting the project. Build this statement into all your promotional materials.
- Determine how and when you will promote the project, and who can help get the word out. Consider the need for a project kick-off effort, ongoing promotion and, finally, a closing celebration.
- If you are planning on sending out media packets or releases, contact local media and ask who to forward releases to, what their deadlines are, and if they have an informational packet on how to communicate with them and get coverage.
- Estimate costs for promotion and build this into your overall budget.

Your promotion plan will overlap with fundraising plans and appeals, which are addressed in the next chapter.

For Attention-Getting Media Releases

- **Keep it simple!**
- **Contact name & phone number at top**
- **Brief headline centered and in bold type**
- **“Hook” in the first sentence**
- **“Who, What, Where, When, Why & How” in the first paragraph**
- **Information in declining order of importance thereafter**
- **Double spaced type**
- **Try to keep to one page**

Preliminary Budget Items

A Short List for All Types of Projects and Programs

Promotional Items

- ☞ Any Design Work
- ☞ Printing/Copying
- ☞ Postage
- ☞ Advertising
- ☞ Delivery
- ☞ Supplies

Professional Services

- ☞ Public Relations
- ☞ Event Coordination
- ☞ Teachers/Aides/Supervisors
- ☞ Design (Architectural and Engineering)
- ☞ Construction (all kinds)
- ☞ Transportation
- ☞ Security

Supplies

- ☞ Food
- ☞ Recreation/Educational Supplies
- ☞ Construction Supplies
- ☞ Paint Supplies
- ☞ Communication Equipment
- ☞ First Aid/Safety Equipment and Supplies
- ☞ Clean-Up Supplies
- ☞ Recognition/Awards

Miscellaneous

- ☞ Stipends
- ☞ Rentals
- ☞ Permits and Fees
- ☞ Insurance

Special Considerations for Construction and Renovation Projects

ACTION PLANNING CHECKLIST

(See Chapter 8 for more information)

- **Special Permits or Restrictions on Use.** Have you contacted the property owner to see if there are any restrictions, special conditions or permits required for your project or program? What approvals will be needed and how long will it take to get them? (Approvals range from informal, to a letter of consent, to City-issued permits.)
- **Cost of Fees or Permits.** If required, have you allowed adequate time and budget for your permit process? Note that some permits require processing fees.
- **Technical and Professional Services.** Will your project require specialized licensed services such as an architect, landscape architect or building contractor? How will you secure these services? **NOTE:** *If you are working on public property and building or modifying a facility which the public agency will be maintaining in the long run, please check with them. They may require a licensed architect or engineer to develop the plans to ensure the facility is safe, enduring, meets codes and can be adequately maintained by them.*
- **Construction or Rehabilitation Projects Using Public Funds.** Various laws related to payment of prevailing wage, competitive bidding and public agency reimbursement for staff time will need to be addressed.
- **Safety, Liability and Legal Considerations.** Depending on the scope of your project, you may need to budget for safety equipment (fencing, signage, security services, safety glasses, gloves, hard hats, etc.). As well, your group may want to reduce personal liability during construction periods by securing insurance coverage. This should be discussed with your project leadership group.

Special Considerations for Construction and Renovation Projects *Continued*

- **Special Studies.** Very large scale projects may require an assessment of how the project will impact the environment (traffic, noise, air quality, etc.), which is then open for public review and input. Assessments of this nature will have to be completed before the overall project is approved. Area and other City staff will help you determine if this is necessary.
- **Ongoing Operational and Maintenance Issues.** Consider who and how your project or program will be maintained over the long run. For example, if you are constructing a new clubhouse in a park, have you discussed ongoing maintenance and upkeep with City staff?
- **Scheduling Considerations.** Depending on your project, scheduling considerations such as weather and seasonal changes should be included in your project planning.
- **Contingency Planning – Worst Case Assessment for Best Case Results.** Contingency planning involves making a realistic assessment of, and response to, issues and concerns that may impede your project such as: Neighbor or neighborhood opposition, bad weather, or safety, insurance or liability issues.

Fundraising and Money Management

**WE'RE HERE TO
HELP! A service of
Gifts to Share, Inc.
is to help volunteers
develop fundraising
plans and strategies
for their projects.**

In your Action Plan (Chapter 3), you have determined what you want money for, and how much you need. You have also determined what, if any, services and supplies you may be able to get donated. Before you pick up the phone or write a fundraising appeal letter, fundraising plans need to be developed.

Important Considerations

There are several ways in which to raise funds and support for your project, including special events, letter campaigns, grant proposals and personal meetings. Together with your project leadership, determine which fundraising methods are right for your project and your neighborhood. It may be a mix of methods.

Six important considerations are:

1. What are your fundraising capabilities? There is an old adage that people give to people. Are there members of your leadership group or others who know and can ask business owners, service organization members or other potential donors for support? Do you have enough “people power” to pull off a special event? Is there someone who can write effective proposals? Is there someone who can design flyers or posters (if needed)?

As support for your project grows, so may your fundraising capabilities. You may gain resources in volunteers and overall “people power” as your project progresses.

2. What is the capacity to give in your area? Generally, do residents and businesses seem capable of giving \$10?; \$100?; \$1,000 or more? If the capacity to give in the area is low, you may need to focus on grant solicitation and sponsorships in your fundraising plan.

Are there service organizations and businesses in your area that can contribute labor and supplies for your project? If so, you may need to raise a significantly lower amount of money.

3. Does your project address a current concern in the neighborhood or in the community? If so, how does the project address the concern? Build this into your fundraising appeals. Examples might be: “our program will provide a positive activity for children after school,” or “our project will decrease vandalism,” etc.

Local statistical information to help you build your case is available from the Community Services Planning Council for a fee. Their “Regional Information System” provides important information on demographics, crime, and the status of children, families, seniors, and education in Sacramento. The Sacramento Police Department provides crime statistics by neighborhood. (See Appendix for website addresses and telephone numbers.)

- 4. Are there any timing issues?** Some projects need to be completed in a relatively short time frame, which may dictate the need to stick with direct appeals. Longer time frames make possible grant solicitations, seasonal special events, etc.
- 5. What is going to motivate people to give?** In thinking about prospective donors, consider for each what they could give and why they would give. Which ties into #6:
- 6. How will you recognize donors or sponsors?** Many donors, whether an individual, organization or business, contribute to gain recognition. Your project may be small enough in scope that a simple thank you letter will do. However, for larger projects, name recognition on commemorative plaques, on promotional materials, on media releases, on certificates or display opportunities at events, etc. will need to be determined up front and be a part of the appeal.

Determining recognition opportunities, and possibly recognition levels, is a very important consideration. It is possible to “undersell” or “oversell” your project. Be careful not to give away the store by offering a substantial amount of recognition for a relatively small amount of money. (An example would be name recognition on a plaque for a contribution of \$25.) By the same token, a thank you letter alone is probably not enough for a significant contribution.

If you set recognition levels (bronze, silver, gold, etc.), make clear divisions in dollar amounts (whether in cash or value of in-kind contributions), and in degree of recognition. (See the Appendix for examples from past volunteer projects.)

Accountability is Key When Asking for Money

Donors make investments in something they believe in and want to be a part of.

Just like any other investment, you need to present your fundraising needs by demonstrating that your group is organized, accountable and has a feasible, well thought out plan to accomplish your project.

Your donors, both public and private, will want to be assured there are mechanisms for accountability in the use of the funds. Your action plan and budget are the first evidence that you have a sound plan to complete your project.

Also important to sponsors and donors is your leadership group. Who are they and who do they represent? Most importantly, does your group have a leader or treasurer who will be responsible for handling funds?

A SPECIAL NOTE ON GRANTS: If you intend to seek grants, be sure you understand the requirements of the funding. Some grants have limitations on eligible costs and only authorize payment on a reimbursement of actual costs (based on a receipt or invoice). In other instances, you may be restricted from making any expenditures until you have all your funding in place, as is the case for many grants which require matching funds.

Many corporations and foundations will only make contributions to 501(c)3 charitable nonprofit organizations. This is an important consideration if you are planning to solicit funds from them.

Who Will Hold the Money? Before attempting to raise money, it's important to decide who is going to hold contributed funds, and to whom checks will be made payable. Options include establishing a bank account in the name of your project, or establishing an account with your neighborhood association or other charitable or community-based organization. A more formal option would be to apply for fiscal sponsorship of your project by Gifts to Share, Inc. or another charitable nonprofit organization whose purposes match those of your project.

Gifts to Share, Inc. as Fiscal Sponsor. Gifts to Share, Inc. may act as a fiscal sponsor for your project if it meets the charitable purposes of the nonprofit, which are to support the City of Sacramento's park, recreation, cultural, educational and neighborhood improvement programs and facilities, and those of its partners. As a fiscal sponsor, the Board of Directors of Gifts to Share, Inc. will enter into a written agreement with you and open an account specifically for your project. Your activity will be included in the organization's annual tax returns. Contributions made to the project are tax deductible to the donor as charitable contributions. Examples of fiscally-sponsored projects include new park playgrounds, youth programs such as "Late Night Sacramento" and neighborhood revitalization projects such as "Boulevard Park Neighborhood Signs."

What's most important is that potential donors trust in your ability to deliver and in the organization holding the funds.



What Donors Want to Know . . .

- ☞ Why is the project needed?
- ☞ How will you spend my money?
- ☞ Who will benefit?
- ☞ What is your fundraising goal?
- ☞ Do you have a budget?
- ☞ What is your timeline?
- ☞ Who are your group's leaders?
- ☞ Who else is supporting the project?
- ☞ How will you get the project done (your action plan)?
- ☞ What are your financial management practices?
- ☞ Who is authorized to expend funds?
- ☞ What's in it for me?
- ☞ Is my gift tax deductible?
- ☞ How will my gift be recognized?

When You Ask...

- **Approach Your Most Likely Contributors First and Build on Success.** Your project leaders should make the first contributions, which clearly shows that your group is committed to the project. Every contribution will help leverage the next.

At times, unfortunately, potential donors will hold back until you are at least half way to your financial goal. Others will tell you to come back if you need a contribution to “get over the top”. This reinforces that people want to be associated with successful projects.
- **Be Specific About What You Need and Why.** Vague questions get vague answers. Be specific.
- **Create a Positive Desire to be Involved with Your Project.** Shame, blame and guilt just don’t work! Rather, you need to sell your idea based on good research and facts, the need for the project, your project’s organization and planning and other features that guarantee your donor will be affiliated with a success.
- **Listen to Suggestions.** If a potential donor can’t offer what you need, be open to suggestions about what he or she feels they could do for you. Also, ask for suggestions. A potential donor may be able to refer you to others who may give.
- **Follow Letters with Phone Calls.** The success rate of a fundraising drive is much higher if personal contact is made. If you are planning to send letters requesting support, organize a volunteer phone bank and make follow-up calls ten days to two weeks after the letters were mailed.
- **Be Courteous to Everyone Even if You are Turned Down.** Every contact you make about your project creates the public image and perception of your project. Always be professional and courteous. They may reconsider later.
- **Fundraising is a Long-Term Process.** Give yourself enough lead time to reach your goal, and be prepared to extend the period of time.

Voice of Experience

Terry Johnson is president of the Oak Park Business Association. The association wanted to raise funds for a gateway sign announcing the entrance to Oak Park. Based on an initial contribution offered by The Sacramento Bee, Terry developed a list of other potential sponsors, particularly large businesses or institutions in the area.

Each received an appeal letter clearly outlining the goal of the project, the design, and who supported the project, including the financial support of The Sacramento Bee. Terry received a 70% positive response to this letter. Many were willing to be involved because the project was well thought out and because it was supported by a local, credible institution.

Don't Pay for Anything You Can Get Donated!

A Short List of Ways to Raise Money, Services and Supplies

Special Events

- Rummage, Community Garage Sales or Car Washes
- Bake Sales, Pancake Breakfasts, Coffees
- Concession Stands at Events
- Raffles and Auctions

Product Sales

- T-shirts, Buttons, Posters and other Commemorative Items, Food

Personal Solicitations

- Local Merchants
- Door to Door
- Telephone
- Direct Mail

Organizational Contributions and Sponsorships (Houses of Worship, Service Clubs, Civic Groups, Professional Organizations, etc.)

For each group, find out what their service mission and area of interests are for community involvement. If in line with your project, frame your request to fit their mission, interests, and timelines.

Local Businesses

Businesses (and corporations) are a great resource for donated materials. You may want to ask for donated services and/or materials instead of a cash contribution (consultation, advertising, accounting, printing, food, etc.).

Corporate Sponsorships

Most corporations have established funding priorities and application processes. (For example, they may focus on specific issues such as housing, education or cultural arts.) Call the local or national public affairs or community relations offices of corporations and ask about their giving program and application process. Your City Councilmember may be able to help identify businesses and corporations for you to contact.

In addition to community good will resulting from involvement in your project, promotional or recognition opportunities for a corporation are very important. Be prepared to include all such opportunities in your proposal.

Don't Pay for Anything You Can Get Donated! *Continued*

Grants from Corporations and Foundations

- **Corporate Grants.** Most corporations have grant programs with funding cycles and more formal application and review processes. As well, many large corporations have their own foundations. Again, call the local or national public affairs or community relations offices of corporations to find out if they have a grant program and, if so, ask about their application process.
- **Private Foundations.** There are many private foundations interested in furthering specific goals. Most of these programs do not actively advertise, so you will need to research. The Non-Profit Resource Center, located in the Sacramento Central Library (264-2772), has databases and resource materials on foundation grants. They can also help you research corporate grants, and grants through corporate foundations.

Government Funding

- **Community Development Block Grant (CDBG).** These block grants are administered by the Sacramento Housing and Redevelopment Agency (SHRA) for physical improvement projects in low income neighborhoods. Area staff will connect you with SHRA for more information.
- **Other Government Funding Sources.** Depending on your project, other sources of funding may be available such as local Lighting and Landscape Act funds, Quimby Act Park funds, or other local, state or federal grants. Most of these funds are restricted to certain uses and depend on budget availability.

Area staff can assist you with identifying potential government funding sources.

Fundraising Dos and Don'ts

Strategy

BAKE SALES, SPAGHETTI FEEDS, WALK-A-THONS AND SIMILAR EVENTS

You may need a permit for vending and may need to consider sales tax. If food is involved, you may need a health permit from the Sacramento County Health and Human Services Department.

Do

- Assign a committee to be responsible for the event.
- Develop a ticket and money handling procedure (see Chapter 9 for tips on cash handling).
- Develop a budget and estimate how many tickets you will need to sell to break-even or make a profit.
- Prepare a ticket sale and advertising plan.
- Look into the need for any permits, insurance and/or sales tax requirements.

Don't

- Overestimate or underestimate attendance (advance ticket sales can help avoid this situation).
- Pick the wrong day or time of day.
- Conflict with other neighborhood/community events.

Strategy

PERSONAL CONTACT WITH LOCAL RESIDENTS AND BUSINESSES

Do

- Have an information sheet about your project.
- Have a suggested donation, but be willing to accept offers.
- Give out receipts or thank-you's to contributors and add them to a mailing list so you can keep them up to date on your project.
- Be courteous to everyone even if you are turned down.

Don't

- Approach merchants during their busiest hours.
- Pressure or argue with people who don't support your cause.
- Give up on someone because they turned you down. They may support your cause, but want to see how the project unfolds.
- Ask for just money, ask for goods and services as well.

Strategy

CORPORATE SPONSORSHIPS

Do

- Find out if the company has a public relations or community affairs office and contact them.
- Demonstrate the credibility of your group by giving them a brief outline of your leadership, the need for your project, your action plan and your budget. Let them know who else is supporting the project. Show them this is a successful project they want to be affiliated with!
- Be specific about your request for assistance.
- Offer positive exposure and recognition for the company. Be specific about what you will do.

Don't

- Solicit a sponsorship unless you have defined recognition opportunities.
- Short sell your project. Go for the big bucks!

Strategy

GRANTS – PUBLIC AND PRIVATE

Most grantmakers require an application be filled out, and have grant cycles. Getting grants can sometimes take many months. Almost all government funds have restrictions on eligibility and use of funds, as well as auditing requirements — so do your homework!

Do

- Have someone with proposal writing skills write the grant, if possible.
- Get information about the purpose of the grant, the funding or application cycle and information about competitive requirements.
- If the grantor will allow, submit a one page overview of your project for a “pre-screening”. The grantor will let you know if your project fits their purposes. This will save you a lot of work in the long run!
- Find out if you must be a charitable non-profit organization to receive funds.
- Find out about the timing for grant awards and include this in your schedule.
- Have a contingency plan if you do not receive the grant.
- Utilize the services of the Non-Profit Resource Center.

Don't

- Spend time writing a grant for a project for which you are clearly not eligible or competitive. Find the right match for your project.
- Substitute emotion or influence for facts and good planning.

Project Management

five

chapter

One of the most important keys to a successful project is getting things done on time and on budget. Following are tips on how to effectively manage a project, to be kept in mind as you move your project to successful completion.

Managing a project effectively takes:

- A **project leader** who has the time, energy and commitment to see the project through, can delegate tasks and has the support and respect of the project leadership group.
- **Project leadership group members** that understand what they are supposed to do, and feel included and responsible for their part. Additionally, responsibilities are balanced so that one or two people are not doing the majority of the work. This goes for volunteers as well.
- **Accountability** for finances. Information on donations, expenditures and status of the budget should be available at all times to group members.



- **Open communication.** Communication is a two-way street. If anyone is unsure of the plan or schedule, they should be encouraged to ask questions and seek clarification.
- Agreed upon methods to **make decisions**, and who makes them, and methods to **settle disagreements**.

Day-to-Day Management

As your project leaves the planning stage and goes into the “doing” stage it should gain momentum and energy. To keep the momentum going, make sure you have all aspects of your project organized. Tools to help you stay organized include:

- **Your Action Plan’s Work Program and Schedule**
- **Project Leadership Group and Volunteer Rosters**
- **Committee and Individual Assignment List**
- **Coordination Meeting Schedule with Agenda Items**
- **Master “To Do” Checklist**

See samples in Appendix.

Additional considerations:

- If goods and/or equipment are to be delivered, whether it be for a program, event or construction project, ensure you have made arrangements for delivery, security and adequate storage space.
- Whenever there is an event, work day, etc. involving volunteers, ensure you have planned for supervision, food, water and any needed safety equipment or security measures.

IX
S

Bumps Along the Path-Expect Them

chapter

Life is an adventure. So, too, your project may be filled with adventure. There will be obstacles to overcome, and stories of friendship and generosity. Volunteers who have been through the process say good planning, determination and coordination can help you through the down times.

Common Pitfalls and Ways to Avoid Them

- **Loss of Leadership.** Make sure your project leadership group is included in the decision making process as much as possible. Assign a vice chairperson or second person in charge. If there are changes in leadership, the group should be able to forge ahead and complete the project.
- **Strained Relations.** Since the success of the project depends on the interaction of people and their goodwill, at times stretching over a period of years, there are times when relations become strained. When conflict arises, address it immediately. Regular conversations, clear understanding of roles and responsibilities, arrangements for social activities and frequent acknowledgment and recognition should make for positive relationships.

*“When problems seem insurmountable, **stay focused on the goal!** Personality problems and obstacles are less important if you keep the common vision foremost.”*

Karolyn W. Simon, *President*
Gifts to Share, Inc.

- **Not Achieving Financial Goal.** This is a common problem. A contingency plan and a back-up fundraising plan can help you through this crisis. Consider ways that your group can scale back the project if financial goals are not met.
- **Unexpected Restrictions or Requirements.** Some groups have encountered surprise restrictions or requirements due to the public nature of the project. Once again good research, communication and planning can minimize these surprises.
- **Loss of Momentum.** Many groups experience loss of momentum in the process. In many cases this is because the project may lack focus, support or project planning is not clear. A well thought-out action plan with early buy-in can help you keep your project moving forward and avoid a loss of momentum.

“Don’t judge everything on one failure or one success – you will have plenty of both.”

Shirley Johnson, CARE

Celebrations, Acknowledgments and Project Close-out

W

hether it be a simple thank you, a written note, a picnic or a party, recognition is a cause for celebration and is part of what makes volunteer projects fun!

**Sincere appreciation
paves the way for
positive relationships
and support for
future volunteer
endeavors!**

Acknowledgments *Throughout* the Project

Continually acknowledging and thanking volunteers, sponsors and donors is critical to your success. Everyone's time is important and their gift of time and effort toward the project needs to be recognized. The volunteer that feels appreciated and valued will be more likely to go to unusual lengths to help out.

During your project implementation phase, you may have major check points which are cause for acknowledgment and celebration, such as a ground breaking or achieving your fundraising goal. Be sure to acknowledge and thank donors and especially volunteers at these check points. This will help maintain the momentum and positive energy of your project, and create more interest in, and credibility for, your group.

Take the time to say and indicate thanks. It works.



Acknowledgments at Conclusion of Project

At the conclusion of your project, acknowledgments are critical to giving those involved in the project a sense of accomplishment and closure.

Acknowledging that your project was successfully implemented is important “feedback” to your donors and contributors as well. Have you ever contributed to a good cause and then wondered “*What ever happened with that effort?*” A well-organized group lets everyone who participated know their time and money was well spent and the project is complete.

If you are planning a dedication or closing celebration, make sure you acknowledge *all* participants, including sponsors and donors. Many of your sponsors made contributions based on your recognition program; be sure to make good on your agreements!

Examples of acknowledgments include:

- Certificates or plaques
- Resolutions from your group, your neighborhood association, the City Council or others
- Media release or advertisement listing all sponsors
- Banners at events
- Mention and/or inclusion of sponsor logos in all releases, advertisements, posters and programs
- Tiles, bricks or plaques incorporated into the project design
- T-shirts, buttons, pens and other small gifts
- and, of course, thank you notes!

Projects with Ongoing Commitments

Maintenance activities are often the most important and the least honored efforts in a project. For construction-related projects, your project leadership group should decide if they want to take responsibility for repair or replacement of constructed items (for example: bike racks, decorative street signs, play equipment) if they are damaged or stolen. Your group may or may not want to maintain a small fund for repair and replacement.

If you have made a commitment to maintain or repair an area, you will need to keep the ongoing interest and support of volunteers. Prior to disbanding, your project leadership group should elect a chair and appoint a committee for long-term maintenance. The chair should have a term of a year or two, with the expectation the responsibility will shift to another individual when the first term has expired.

Recognition and linking maintenance activities with social events (such as a picnic) will help keep volunteers motivated. The unsung heroes who participate for the long term need to receive special acknowledgment as well.

Construction, Renovation and Major Landscaping Projects

highlight

chapter

The use of public funds and/or public property, whether it be at the state or local level, may involve requirements to ensure public safety, durability and other concerns. As each project is unique, it is very important to discuss these requirements with Area and other City staff in the early planning stages, as they can affect the scope of your project and budget.

Following are 7 questions typically asked by volunteers:

- 1. When is a Licensed Architect, Engineer or Contractor Required?** Construction, renovation or major landscape projects on City property should be developed by a licensed professional. Depending on the project, a City architect, engineer and/or landscape architect will be responsible for approving designs and detailed construction drawings. City architects and/or engineers will want to work with and discuss design and construction with whomever develops your drawings. In this process, the City will also require that your plans and drawings meet applicable safety standards and building codes.
- 2. Do We Need Planning Approvals and/or Building Permits?** Most volunteer projects do not require planning approvals nor building permits. Area and City staff will determine if you need any specific approvals or building permits for your project and will help you through the process. If your project is on school property or other government property, you may need to go through their approval and permit process as well.

“It is amazing how much volunteers can get done, and it is also amazing how much more could be done, by avoiding problems through early coordination. Helping people avoid problems in contracting and construction is my job. I am a problem solver and together we can work it out. The earlier we work through issues, the better.”

Greg Hovious, Public Works Department

3. When Is Competitive Bidding Required for Construction or Renovation

Projects? If you are going to purchase major equipment, labor or materials with public funds, you may be required to obtain at least three competitive bids (most groups want to do this anyway!). Currently, for the City of Sacramento, competitive bidding requirements apply to single purchases over \$3,000 in amount. City staff will help guide you through the process to help you get the best product for the best price.

If you are funded by another public agency, be sure to check with that agency regarding their competitive bidding and purchasing requirements.

4. When Do State Prevailing Wages for Construction Laborers Apply to a Project?

In California, construction or renovation projects on public property exceeding \$25,000 in overall cost are required to pay all workers the current state prevailing wage. Further, the law requires that documentation and payroll records be maintained to show compliance with these laws. Most volunteer projects do not apply as workers are unpaid for their work on the project. City staff will assist you in determining if the payment of prevailing wages will apply to your project.

5. Are There any Onsite Construction Requirements?

The City of Sacramento will require that, once your project is in the construction phase, a licensed professional coordinate construction, such as a building contractor. As well, if your project has electrical or other specialty components, an individual licensed for that type of work will need to perform the construction of those elements of your overall project. This requirement helps ensure everyone's safety, the durability of the final product and reduces the risk of having to reconstruct all or parts of the project.

SPECIAL NOTE: *If you have a licensed professional who is willing to contribute his or her time and expertise to your project, make sure he/she is licensed and experienced in the area of work needed.*

If you are starting from scratch, ask for referrals of licensed professionals with a proven record. It can't hurt to call the Better Business Bureau or Contractors' State License Board to make sure you have a professional in good standing.

6. What if My Project Will Be Paid Through a Mix of Both Public and Private

Funds? Area and other City staff can assist you in determining the best strategy for use of your funds. It is typical that overhead costs for the sponsoring public agency (mostly staff time) are deducted from *public* funds for your project. Therefore, you may want to utilize private funds (those you have raised from private sources) to pay for professional services, and use public funds to purchase equipment.

7. What Is CEQA and What Is an EIR? Will My Project Need an EIR Study? The California Environmental Quality Act, or CEQA, requires that potential adverse effects on the environment caused by a proposed project, whether on public or private property, be assessed and reviewed.

An Environmental Impact Report, or EIR, is a public document used by government agencies such as the City of Sacramento to analyze any significant effects a proposed project may have on the environment, and compares alternatives and possible methods to reduce or avoid environmental damage caused by the project.

Nearly all volunteer projects will be exempt from CEQA. Mentoring, youth recreation or other programs which don't involve construction activities are generally applicable to CEQA. Actions such as getting a building permit are considered "ministerial" actions which generally don't trigger the need for a CEQA review. However, if your project requires a special planning permit, a zoning change or other significant land use change, your project may be subject to CEQA. If so, City staff will make a determination if your project is either exempt, or if a Negative Declaration is needed (a formal public statement describing why a proposed project will *not* have an adverse effect on the environment), or if an EIR is required for public review and input.

Determining the need for any CEQA reviews and related studies is important as this will increase the amount of time needed to complete your project, and will add to the overall cost of the project.



To help summarize this chapter, here are four steps to follow:

STEP 1:

Initial Contact And Project Development

1. Call Neighborhoods, Planning and Development Services Department area staff and discuss your idea. They can help identify who needs to be involved and what approvals you may need.
2. Call your local elected official's office.
3. Ask who else you need to meet with to discuss your project.

STEP 2:

Planning Approvals

1. Review *all* phases of your project with City staff.
2. Ask if you need a special permit, variance, environmental review or a building permit.
3. Find out the timing and fees for these permits and procedures. Ask when in the process you need these approvals and include this in your schedule, budget and action plan.

STEP 3:

Professional Services

1. Depending on the project, you may need a licensed architect, a landscape architect, a licensed landscape contractor (C-27); a building contractor (B-1) or a general engineer (A) to oversee the design and construction of your project. (These are types of licenses.) The City of Sacramento has staff with these credentials and, depending on timing and cost, may be able to provide this service for your project. You would be included in the decision.

STEP 4:

Construction Requirements

If you are using public funding, you or City staff may be required to:

1. Solicit bids for publicly funded purchases over \$3,000.
2. Pay state prevailing wages to all construction workers if the total cost of the project is over \$25,000.
3. Have licensed professionals coordinate construction and perform any technical work requiring a license.

Programs, Festivals and Special Events

Much of the information in previous chapters also applies to volunteer programs, festivals, and special events. Area and other City staff can assist you in planning for this type of project.

REMINDER: There may be special issues if children are involved, including parental consent and fingerprinting adult volunteers who will be supervising children. Area and Recreation staff will assist you with any requirements.

Some special considerations are as follows:

- **Volunteer Programs.** The City of Sacramento regularly provides recreation, cultural, education and neighborhood revitalization programs for residents of all ages. Area and Recreation staff outreach to, and form collaborations with, other service providers in the community to offer a variety of programs needed in the community (for example: elder care, literacy programs, anti-gang and drug education, job skills training, etc.).
- **Festivals and Concert Series.** An increasingly popular activity in Sacramento, festivals and concert series are successfully planned and executed each year. Area and Gifts to Share, Inc. staff can arrange for you to meet with festival and concert series coordinators to discuss your ideas and advise you on your project plans.

(A sample meeting agenda and master schedule from the Meadowview Jazz & Cultural Festival are included in the Appendix for your information.)

While most festivals and concerts are “break even” events, they can become revenue generators with support from sponsors, and proceeds from admissions, food and beverage and/or concession sales. Several events in Sacramento generate funding for such things as park improvements and programs for youth.



**Allow sufficient time
to plan your event
and get the
necessary approvals.**

- **Special Events on Public Property.** Depending on your event, you may need to review the details with City staff and obtain various permits. This process and these requirements help ensure a safe and successful event with the least amount of disruption to nearby residents and businesses.

In the City of Sacramento, the City Code defines a special event as an assembly of more than 50 people which involves some or all of the following types of activities: food booths, fundraising, music, exhibits, events that may draw a crowd, speakers, concerts or other performances. If your project, or your fundraising or promotional event for your project, qualifies as a special event, you may be required to obtain various permits. Additionally, depending on the size and nature of your event, you may be required to provide on-site security, restroom facilities and make a cleaning and damage deposit.

Events in City Parks. Following are types of permits you may need to obtain. To discuss your event, call the Park and Recreation General Information number, which is 277-6060.

- **Park Use Permit.** Reserves space in a park for your event.
- **Amplified Sound Permit.** Required for events which will use amplified sound.
- **Fundraising Permit.** Required for nonprofit organizations holding fundraising activities in City parks.
- **Insurance.** Depending on the scope of your event, you may be required to submit a Certificate of Insurance naming the City of Sacramento as additional insured.
- **Alcohol Permit.** If you are planning to sell or make available alcoholic beverages (including alcoholic beverages provided as part of a ticket or admission price) as part of your event in a City park, you will need to contact the Sacramento Police Department for a letter of approval. The letter of approval is to be submitted to the State Alcohol Beverage Control Office for a license. You must have the ABC license in your possession during the event. In addition, any individual or organization selling alcoholic beverages is required to submit a Certificate of Insurance naming the City of Sacramento as additional insured.
- **Environmental Health Food Preparation Compliance.** If you are planning to have food vendors prepare and sell food at your event, you need to ensure each vendor has a current permit from the County of Sacramento Environmental Health Division. All approved vendors must prominently post their permit. City staff will require you to ensure that food preparation by-products such as charcoal, grease and other wastes are properly contained and disposed.

- **Fire Prevention Compliance.** If you propose to have an event where food will be cooked, or there will be a carnival, fireworks show, or fenced-in areas, your plans will need to be reviewed by City staff to determine if the event poses a fire threat or need for emergency access.

Events in the Public Right-of-Way (City streets, sidewalks, etc.).

Approval of a street closure is obtained from the Sacramento Police and Fire Departments. Depending on the activity, such as a fun-run, parade, block party, etc., some or all of the permits will need to be obtained. You will be responsible for obtaining and placing appropriate barricades and signage to inform the public and traffic of closed streets.

For additional information on events in the public right-of-way, call the Citywide Special Event Information Line at 264-8844.



Tips On Cash Handling At Special Events

Prior to the Event:

- 1. Cash Box and Bags:** Try to secure a lockable cash box. If you are planning on handling several hundred to thousands of dollars, you may want to obtain tamper-proof bags and even arrange for an after-hours drop at your local bank. City staff or your local bank may be able to provide you with a cash box and/or bags.
- 2. Count Sheet:** Draw up a simple sheet to record dollar amounts collected, with space for two signatures.
- 3. Change Fund:** Determine a total amount and denominations needed to make change. The price you charge for goods, games, raffle tickets, etc. will dictate the denominations you need (for instance, is the minimum price fifty cents, one dollar, five dollars, etc.?).
- 4. Dual Custody:** For safety and accountability, two people should be responsible for cash. They should go together to obtain change, count and verify the dollar amount obtained, record the amount and sign the Count Sheet.
- 5. Secured Location:** Depending on the length of the event, or the dollar amount you anticipate to take in, you may need to remove cash during the event and put it in a pre-designated secured location.

During and After the Event:

- 1. Cash Station(s):** Unless a large crowd is expected, have one cash station and sell tickets for all activities. A minimum of two people should staff the cash station at all times. If needed, remove money from the cash station during the event and put it in a secured location.
- 2. Counting and Recording:** During the event, two people should count and verify any cash removed and secured in another location. It may be helpful to keep count of tickets sold. At the conclusion of the event, two people should count the money, record amounts and sign the Count Sheet. Prepare any deposit slips at this time.
- 3. Depositing:** Deposit monies at your local bank directly into an account, or obtain a money order payable to the organization holding funds for your project. If needed, reimburse your change fund.

Appendix

Help Is Only a Phone Call Away

For All Projects

NEIGHBORHOODS, PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

Voice: 264-5200

Website: www.sacto.org/npsdsd - click to visit now

SACRAMENTO MAYOR AND CITY COUNCIL OFFICE

Voice: 264-5407

Website: www.sacto.org/mcouncil.html - click to visit now

GIFTS TO SHARE, INC.

Voice: 264-5172

Website: www.sacto.org/npsdsd/gifts.htm - click to visit now

For Coordinating Events in City Parks or Community Centers

NEIGHBORHOODS, PLANNING AND DEVELOPMENT SERVICES DEPARTMENT PARK AND RECREATION GENERAL INFORMATION LINE

Voice: 277-6060

For Coordinating Events in the Public Right of Way (Streets, Sidewalks, etc.)

CITYWIDE SPECIAL EVENT INFORMATION LINE

Voice: 264-8844

For Technical Assistance in Researching Funding Sources, Fundraising and Management

NONPROFIT RESOURCE CENTER (LOCATED IN THE CENTRAL LIBRARY, 8TH & I STREETS)

Voice: 264-2772

Website: www.sacramento.org/nprc - click to visit now

For Local Statistical Information

COMMUNITY SERVICES PLANNING COUNCIL

Voice: 447-7063

Website: www.sna.com/access/cspc - click to visit now

SACRAMENTO POLICE DEPARTMENT

*(call Chief's Office at 264-5124 for
assistance if you do not have Internet access)*

Website: www.sacpd.org - click to visit now

SACRAMENTO AREA COMMERCE AND TRADE ORGANIZATION

Voice: 441-2144

Website: www.sactoedc.org - click to visit now

Index to Samples

School Painting Project Overview and Needs List	53
Neighborhood Painting, Cleanup, Sign-Up and Information Sheet	55
Neighborhood Beautification Contest Description and Entry Form	57
Park Playground Appeal Letter	60
Park Playground Cost Estimate	62
Park Playground Timeline	63
Fundraising Event Flyer	64
Commemorative Tile Flyer	65
Neighborhood Teen Program Overview and Appeal	66
Grant Application for a Regional Youth Program – Narrative Portion	68
Community-wide Festival in a City Park Meeting Agenda, Master Schedule, Volunteer Sign-up Form and Sponsorship Opportunities	71
Fundraising Ideas from ASA/USA Softball	76

SCHOOL PAINTING PROJECT OVERVIEW AND NEEDS LIST

McKinley Elvas Neighborhood Alliance

PO Box 160222
Sacramento, CA 95816

Paint Phoebe Hearst Elementary School - Project Overview

Where: Phoebe Hearst Elementary School
1410 60th Street
Sacramento, CA 95816

When: August 10 and 11

What will it take?
800 hundred volunteer hours
\$7000 in materials

How you can help.
Volunteer for one or both days of the job.
Donate part or all of the materials required.
Contribute directly by sending a check to the project.

Remember - it's a great cause... and ...Individuals, businesses or organizations that contribute \$500 or more will become co-sponsors of the event with their names and their business names advertised in the August issue of the Inside East Sacramento newspaper, the schools newsletter and on an "Appreciation Plaque" that will be on display in the lobby of the school. News releases expressing appreciation for your help will also be made to the major Sacramento daily newspaper, the Business Journal and other publications.

SCHOOL PAINTING PROJECT OVERVIEW AND NEEDS LIST

McKinley Elvas Neighborhood Alliance

PO Box 160222
Sacramento, CA 95816

Paint Phoebe Hearst Elementary School - Project Detail

Detailed Requirements Lists

Materials:

- 290 Gallons of 100% Acrylic Paint
- 40 Gallon Oil Base Paint
- 20 Gallons Primer
- 3 Gallons Spackle
- 50 Scrapers, razor blade type
- 12 Boxes single edge razor blades
- 25 Brushes, 4", All Purpose
- 25 Brushes, 3", All Purpose
- 25 Roller Applicators
- 10 Extension poles
- 50 Roller applicators
- 5 Rolls Visqueen
- 10 Doz Face Masks, disposable
- 60 Pairs Protective Eye Wear
- 5 Hand cleaner dispensers
- 12 Rolls, paper towels
- 1 Dozen Plastic garbage bags, drawstring

Tools:

- 4 Professional Spray Systems (Rental or loaners)
- 5 Ladders, 6 Foot
- 10 Ladders, 10 Foot

People:

- 720 Hours of volunteer paint worker time
- 80 Hours food service folks
- 5 Formen and forwomen, 2 days
- 4 Experienced spray painters, 2 days
- 1 Lead food server
- 8 Food and water services

Food: Daily

- 5 Gals. Coffee
- 5 Doz Muffins
- 3 Gals. Juice
- Pasta
- 70 Sandwiches
- Cold Drinks
- 15 Gals, water

Some folks argue that the cost of this maintenance work is the responsibility of the School District, School Board, or the State. While this argument may be accurate, the argument can outlive our valuable assets and exacerbate the deterioration already noticeable. Demoralizing our kids and teachers while we argue for a political solution is not a good alternative. So... let's get on with it!

NEIGHBORHOOD PAINTING, CLEANUP, SIGN-UP AND INFORMATION SHEET



PROJECT FOR YOUTH -- COMMUNITY SERVICE EVENT

WHO: Gloria Estefan, Sears Roebuck, United Way, the City of Sacramento, the Teen Councils for "Late Night Sacramento", and community partners serving youth

WHAT: *Volunteers age 14 - 19 years old from throughout Sacramento are needed to be a part of the OYE! Project Day. Three homes in dire need of help have been selected to be painted and "spruced up". This will be followed by an afternoon community fair planned by area youth, and will include food, entertainment, information, interactive games and prizes given by non-profit agencies serving Sacramento's youth.*

All volunteers will receive T-Shirts, water bottles, refreshments & lunch!

WHEN: Sunday, August 18th, 8 a.m. - 3 p.m.

WHERE: Franklin Boulevard at 23rd Avenue, just off Highway 99 north of Fruitridge Road

WHY: - To empower youth to build skills, help themselves and their community!

- To provide funds to support "Late Night Sacramento", a free, supervised weekend night activity program for youth at several sites throughout Sacramento. (The OYE! Project Day is part of a \$20,000 grant to Sacramento's "Late Night Sacramento" program.)

SCHEDULE:	7:30 - 8 a.m.	Sign-in and refreshments
	8 a.m. - Noon	Paint houses, clean yards, plant flowers, repair fences
	Noon - 3 p.m.	Lunch, Entertainment, Community Fair

FOR MORE INFORMATION: Call Sylvia Fort, Late Night Sacramento Director, at 264-8381

To be a part of the OYE! Project Day, please fill out & tear off the section below and mail to:

OYE! Project Day c/o Neighborhood Services Department, 1231 I Street, #400, Sacramento, CA 95814,
or drop off at any Late Night Sacramento site!

YES - I'd like to be a part of the OYE! Project Day on Sunday, August 18th. *Please sign me up for:*

☐ Painting ☐ Yard Cleaning/Planting ☐ Fence Repair ☐ Event Clean-Up

My Name: _____ Age: _____ Phone: _____

Address: _____ City: _____ Zip: _____

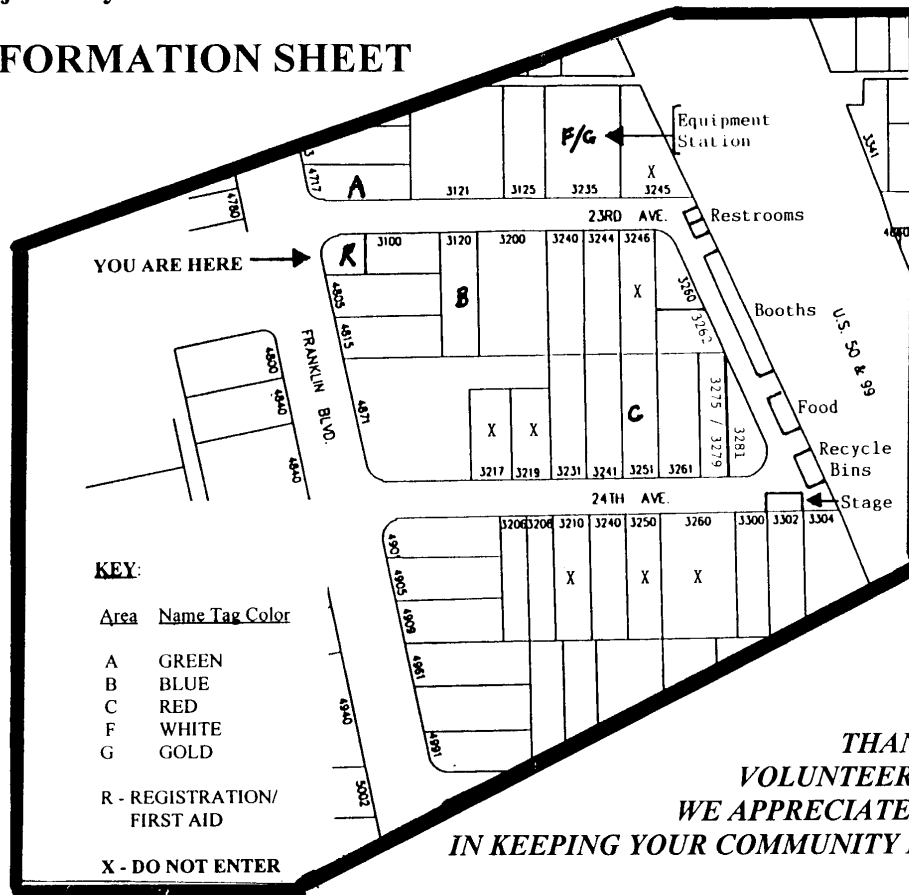
The school I attend is: _____ I have attended "Late Night Sacramento": ☐ Yes ☐ No

NEIGHBORHOOD PAINTING, CLEANUP, SIGN-UP AND INFORMATION SHEET

OYE!

Project Day Event

INFORMATION SHEET



**THANK YOU FOR
VOLUNTEERING TODAY!
WE APPRECIATE YOUR HELP
IN KEEPING YOUR COMMUNITY BEAUTIFUL!**

INSTRUCTIONS

PAINTERS:

- Meet at your assigned house
- Instructions will be given by supervisor
- Please don't leave behind wet paint brushes or open cans of paint
- House painting should be completed by noon
- Keep your nametag in order to get lunch
- If you need to leave before noon, please check with your supervisor

GARDNERS & FENCE PAINTERS:

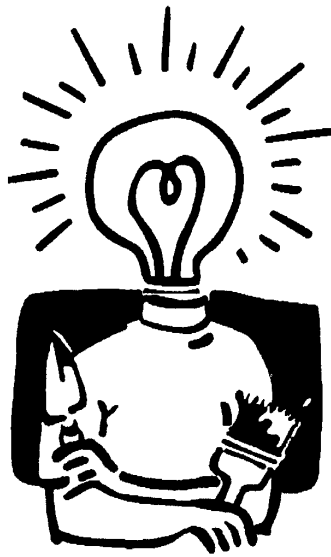
- Meet supervisor at the equipment station across the street
- Supervisor will check-out the equipment for you
- All yard clean-up, planting, and fence painting should be completed by noon
- Keep your nametag in order to get lunch
- If you need to leave before noon, please check with your supervisor

**PLEASE STAY AND JOIN US FOR A FREE LUNCH,
ENTERTAINMENT AND INFORMATION FAIR
FROM NOON TO 3:00 P.M.**

**NEIGHBORHOOD BEAUTIFICATION CONTEST
DESCRIPTION AND ENTRY FORM**

**Sacramento North Area
Neighborhood Beautification Contest**

***Designed by you.
Implemented by you.***



**Great People.
Great Ideas.**

Great Contest.

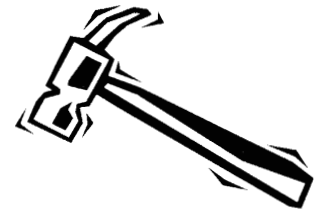
- Win GREAT cash prizes for your group or organization!
- Have your GREAT IDEAS showcased at City Hall and on the Internet!
 - Celebrate your ingenuity at a GREAT event in July!
 - And more GREAT stuff (see inside) . . .

Entry Form Due June 5, 1998

NEIGHBORHOOD BEAUTIFICATION CONTEST DESCRIPTION AND ENTRY FORM

Designed by you. Implemented by you.

GREAT PEOPLE. GREAT IDEAS.



Who can enter? GREAT PEOPLE.

Blocks or groups of neighbors	Schools	Businesses
Community Based Organizations	Church Groups	Youth Groups
Neighborhood Associations	Private Organizations	Service Groups

What can a Neighborhood Beautification Project look like? GREAT IDEAS.

- Painting houses, beautifying and/or maintaining yards for elderly/disabled neighbors
- Planting and maintaining flowers in a public right of way or median
- Organizing business owners to plant and maintain flowers/trees outside their businesses or launching a window box campaign
- Organizing a block clean-up/paint-up party
- Sponsoring a community clean-up of a busy thoroughfare or median strip
- Renting dumpsters or haulers for major “sizzlin’ summer clean-up” – Why wait for Solid Waste?
- Organizing a garden club, creating opportunities for participation with seniors or disabled individuals
- Designing a group system to abate graffiti for one year
- Adopting a park, school, section of biketrail, or any facility you can think of and beautifying it for a year
- Organizing a home beautification contest with your neighbors
- Planting flowers with children in a day care center
- Organizing a beautification project with your church group
- Organizing a window display campaign with merchants
- Creating public art
- Creating a Broom Brigade to keep sidewalks and streetscapes sparkling clean
- Beautifying your organization’s/agency’s building (club house, Fire Station, lodge, community center, or office complex)

What a Neighborhood Beautification Project CANNOT look like.

A project that you design but whose success relies on an entity or action over which you have no direct control (such as legal or regulatory action).

NEIGHBORHOOD BEAUTIFICATION CONTEST DESCRIPTION AND ENTRY FORM

GREAT PEOPLE. GREAT IDEAS. ENTRY FORM

Name of Group _____ Number of Members _____

Contact Person for submitted project _____

Contact's Mailing Address _____ Contact's phone number: _____

Category of Entry (circle one) Small Neighborhood Group or Association (less than 50 members)
Large Neighborhood Groups or association (more than 50 members)
Public facility or agency
Community-Based Organizations (non-profit, church, etc.)
Specify Type: _____
Youth Group
Business/Business Group
Other - Specify Type: _____

Project Description:

Project Location:

Goal or Purpose of Project:

Project Start Date _____ Project Work Dates _____ Number of volunteers working on project _____

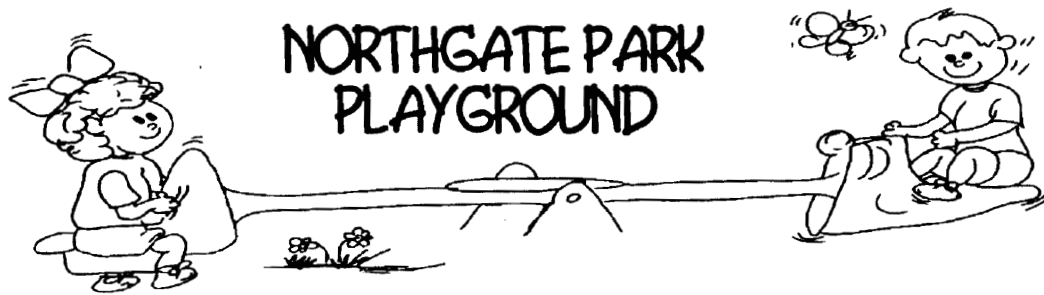
Is this a one-time effort or are you planning on-going involvement in your project? Please explain:

Is this a partnership or collaborative project? If so, please list the other partners below:

How long has your organization been established OR did you organize neighbors just for this event? [NOTE: If you have a GREAT IDEA and want to organize GREAT PEOPLE to enter this contest, we have a judging category just for you!]

What else do you want us to know about your project? You may use additional paper if you wish.

PARK PLAYGROUND APPEAL LETTER



PROJECT DESCRIPTION

The Northgate Park Playground Committee is a community organization coordinating volunteer efforts with the City of Sacramento to create a new playground at Northgate Park in South Natomas. The existing playground equipment is 25 years old, run down, and unsafe. The children of this neighborhood desperately need a safe and fun place to play and interact.

The City has been able to provide us with most of the funds needed to purchase new playground equipment, but we need to raise an additional \$15,000 by mid-June. We have been working closely with Councilmember Heather Fargo and the Neighborhood Services Department, and are planning to purchase modular playground equipment to be installed by volunteers. The new playground will be colorful, fun, and safe, with activities for children of all ages and abilities, including those with special needs. The City has opened a Gifts to Share escrow account for all donations earmarked for our project.

LEVELS OF SUPPORT

Platinum Sponsor:	\$1000 and above (or \$2000.00 merchandise)
Gold Sponsor:	\$500 and above (or \$1000.00 merchandise)
Silver Sponsor:	\$250 and above (or \$500.00 merchandise)

HOW YOUR COMPANY WILL BENEFIT

In addition to the community goodwill that you garner with your tax-deductible contribution, your company's name and level of sponsorship will appear on a permanent plaque at the playground. In addition, all sponsors will be listed prominently in our community newspaper, The Natomas Journal, which is distributed monthly to over 17,000 residences and businesses.

May we count on your support?

Please make checks payable to: Gifts to Share - Northgate Park
1231 "I" Street, Suite #400
Sacramento, CA 95814

PARK PLAYGROUND APPEAL LETTER



GIFTS TO SHARE - NORTHGATE PARK

1231 "I" STREET, SUITE #400

SACRAMENTO, CA 95814

Supported by: City of Sacramento Neighborhood
Services Department, The Natomas Mothers Group,
and Child's Play Natomas

BUY A PIECE OF THE PLAYGROUND!

Driver Panel	250.00	Jefferson School PTA
Sound Chime Panel	300.00	
Tracing Panel	200.00	
Curved Slide	500.00	River City Bank
Ribbon Slide	300.00	The Natomas Journal
Roller Slide	1300.00	
Spyroslide	1500.00	
Wavy Slide	700.00	
Horizontal Ladder	400.00	
Crawl Tunnel	800.00	
Arch Bridge	2000.00	
Chain Ladder	450.00	
Clatter Bridge	1400.00	
Firepole	150.00	
Loop Pole	250.00	Bannon Creek School PTA
Step Ladder	500.00	
Motorcycle Spring Rider	300.00	
Rhino-Dino Spring Rider	300.00	
Spring See-Saw	1000.00	
Super Scooper	400.00	
Log Roll	500.00	
Bucket Swing Seat	100.00	
Molded Bucket Swing Seat	150.00	
Transfer Module	1000.00	
Talk Tubes	500.00	

Send your tax-deductible contribution along with the name of the item you would like to sponsor. For information call Liz Kado @649-2896.

PARK PLAYGROUND COST ESTIMATE

NORTHGATE PARK PLAY AREA

(Volunteer Participation)

Construction Cost Estimate

April 4, 1995

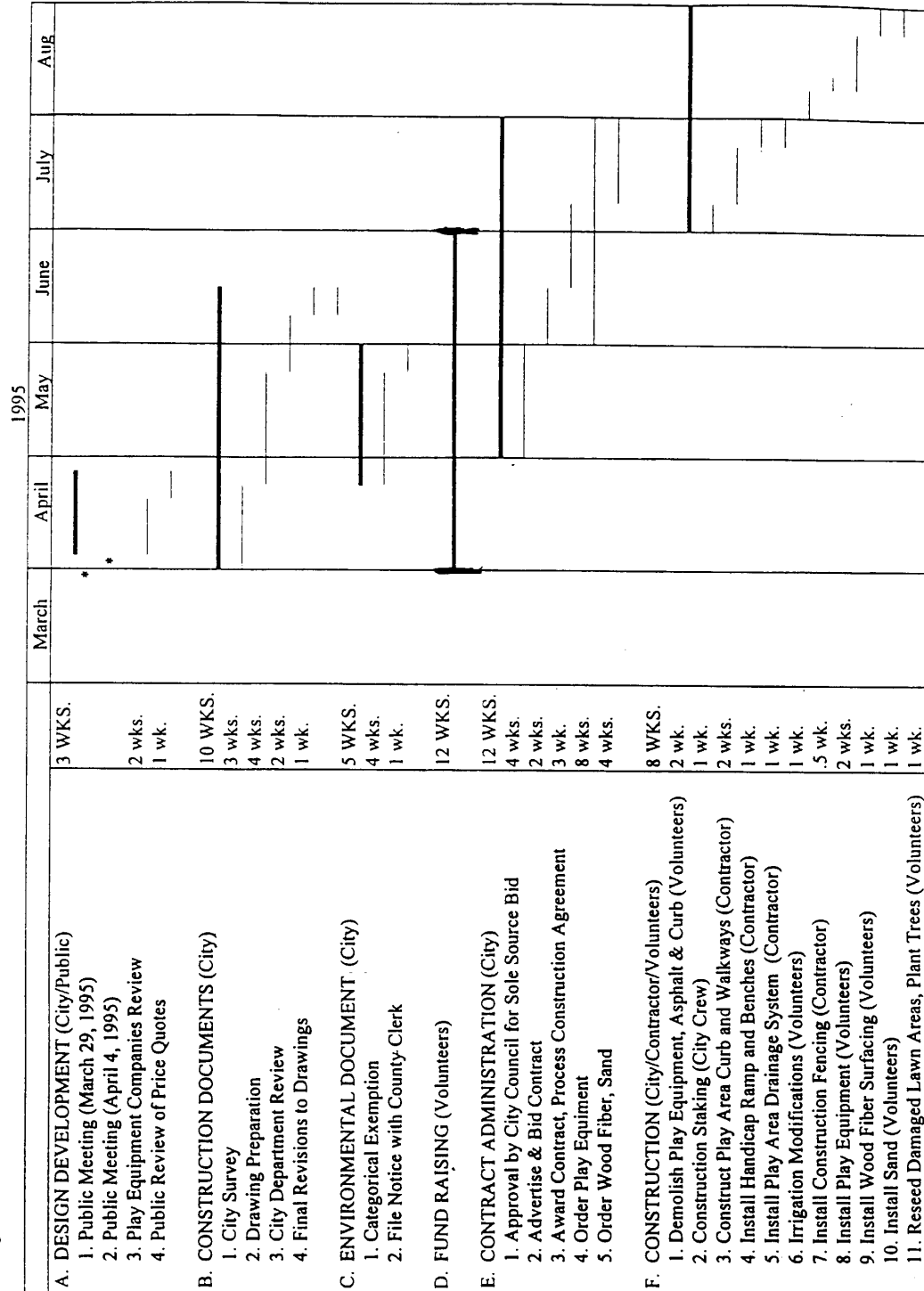
<u>Item No.</u>	<u>Description</u>	<u>Cost</u>
<i>Volunteers:</i>		
1.	Demolish Play Area, Curb & Asphalt	\$ 00
2.	* Play Equipment Purchase	\$40,000
3.	Wood Fiber Surfacing (4,400 s.f.)	\$ 5,500
4.	Sand (600 s.f.)	\$ 500
5.	Irrigation Modifications	\$ 200
6.	Landscape Planting (Trees & Reseeding)	\$ 400
<i>Contractor:</i>		
7.	Play Area Catch Basin	\$ 800
8.	Drainage System	\$ 2,300
9.	Handicap Ramp	\$ 800
10.	Concrete Flatwork (3,040 s.f.)	\$ 7,600
11.	6" Play Area Curb	\$ 3,700
12.	12" Play Area Curb	\$ 700
13.	Benches (5)	\$ 2,500

Total Construction Cost		\$64,000
City Design/Administration		\$ 5,000

Total Project Cost		\$69,000
city contribution		\$25,000
volunteer fundraising efforts		\$15,000

PARK PLAYGROUND TIMELINE

NORTHGATE PARK PLAY AREA (Volunteer Participation) ESTIMATED DESIGN AND CONSTRUCTION TIMELINE April 4, 1995



FUNDRAISING EVENT FLYER

KIDS PLAY McKINLEY AUCTION

▲▲▲▲▲ A FUND RAISER FOR ▲▲▲▲▲

\$10/PERSON
7PM TO 9PM
SILENT AUCTION
8PM TO 9PM
LIVE AUCTION
MASTER OF
CEREMONIES:
KELLY BROTHERS,
KCRA CHANNEL 3
MUSIC BY:
CAMELLIA STRING
QUARTET
COMPLIMENTARY BEER
BY:
RUBICON BREWING
COMPANY
TICKETS
AVAILABLE AT:
Rumpelstiltskin
1021 R Street (In The Building)
442-9225
Ivy House
5601 H Street, 737-0895
SPONSORS FOR
THIS EVENT:
Gatejen & Bringham Realtors
Law Offices of Thompson & Heller
Lloyd & Jean Shaw Connelly
Lyon & Associates Realtors
Marketing by Design
Meg Heedy & Frank Cook, Cook Realty
Nacht & Lewis Architects
Sacramento Consolidated Charities
Sutter Community Hospitals



SATURDAY
JUNE 25, 1994
7PM TO 9PM
SHEPARD
GARDEN & ART CENTER
3330 MCKINLEY BLVD.



AUCTION ITEMS INCLUDE:

Catered dinner for 8 by
Capitol Grill's Kurt Spataro
2 Roundtrip Tickets on United Airlines
to anywhere in the continental U.S. that
they service, from Red Shoes Travel
3 Days & 2 Nights at the
Seaside Resort in Aptos (near Santa Cruz),
from The Point, 100.5 FM
Golf for 3 at Del Paso Country Club
One night at Savoyard Bed & Breakfast
Visionarium Membership
4 Tickets to a Giants game
2 Tickets to Disneyland
2 Tickets to the B Street Theater
Meals at:
Caffé Ettore
Celestin's French Caribbean Restaurant
Food for Thought Cafe & Catering
4th Street Grill
Paragary's Bar & Oven
Slocum House
FOR MORE INFORMATION,
CALL: 457-1001

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COMMEMORATIVE TILE FLYER

Leave Your Mark On McKinley Park

Create Your Own Handmade Terra Cotta Tile!

A \$25 tax deductible donation will immortalize and honor by name and handprint your child, grandchild, friend, business or other loved one on the beautiful entrance pillars to the new community built playground in McKinley Park.



Each 6 x 6 tile glazed with your choice of four colors can feature up to two small handprints and names. We'll print the names for you but you can add the handprint during the playground build October 8 and 9, 1994 from 10AM - 5PM or by reservation at your location with groups of 6 or more (classrooms, blocks, playgroups, work groups, etc.). Also we can do handprints for you on tiles (in 2 children's sizes). Call 454-9437 for more information and reservations.

Quantities are limited.
Order Your Tile Today!

Help Fund Our Playground Fun!

I want to purchase _____ Tile(s). Mail Checks Payable to **Kids Play McKinley** to: *McKinley Elvas Neighborhood Alliance*
PO Box 160222
Enclosed is _____ - \$25 for each tile. *Please paint handprint(s) for me! _____ *Sacramento, CA 95816*

Purchaser's Information

Name _____
Address _____

Phone _____

Names for Tiles (please print clearly)

Name _____
Name _____
Name _____
Name _____

NEIGHBORHOOD TEEN PROGRAM OVERVIEW AND APPEAL



C. A. R. E.

Colonial Park Arts & Recreation Effort
P.O. Box 245771 Sac., CA. 95824



C.A.R.E. is a neighborhood based organization founded in 1981 to eliminate drug pushers and the problems associated with drugs from the neighborhood park. This was accomplished and is being maintained through recreational programs and activities run by Colonial Heights volunteers. Heavy emphasis is placed on youth and senior citizen activities. In recent years C.A.R.E. expanded from a recreational only organization to a clearing house for community problems.

C.A.R.E. Meets its purpose each year on a budget of approximately \$1,500, funded by an annual yard sale and donations from residents within the community.

C.A.R.E.'s Experience with pre-employment age teens shows a need to direct their idle time toward acts of responsible and beneficial behaviors. We believe this can be accomplished by providing these youth the opportunity to set examples and develop leadership skills by performing community service projects.

Examples of these projects are:

- 1) Park Maintenance ie: pickup papers and other debris, rake playground sand, clean restrooms, hose down & scrub as needed cemented areas, water sand areas for sanitation and dust control.
- 2) Supervision of small childrens playtime, craft, and sports activities at Colonial Park.
- 3) Team leaders for the purpose of neighborhood litter removal - instilling community pride.
- 4) S.W.A.T.T. - Seniors/disabled Weed And Trim Teams.
- 5) Graffiti control

C.A.R.E. further believes payment of a small stipend would be an encouragement to participating youth. Therefore we are requesting your help in the amount of \$4,000 to fund this project for the summer of 1993. This would meet the needs of 13 youth from July 12 through September 3 for a maximum of 11 hours per week.

NEIGHBORHOOD TEEN PROGRAM OVERVIEW AND APPEAL



C. A. R. E.

Colonial Park Arts & Recreation Effort
P.O. Box 245771 Sac., CA. 95824



1993 Summer Work Project

Based on the experiences of 1992 the following changes and finances will be needed:

Changes for 1993 include the assignment of a "youth supervisor". The person selected for this exhibited leadership qualities last year that could be used and strengthened in the program. This job would earn \$6.67 more per week.

Tighter control of the cities' use of our game & rec materials are necessary. Under our supervision these materials are better cared for and last considerably longer.

Through the newsletter, a greater emphasis will be made to aid the elderly or disabled.

The plan is to operate the program the same as 1992. Should the city not provide a rec leader, then adjustments will be made to cover this deficiency.

Projected costs for 1993:

Stipends	\$4,000	12 youth + youth leader
T Shirts	290	
Games	300	
Refreshments	150	
Misc	20	
Total	\$4,760	

This program is not dependant on funding or participation by the City of Sacramento in any form. All adult supervision is provided on a voluntary basis from the citizens of Colonial Heights. As C.A.R.E. does not have the financial resources to fund this project in its entirety, donations are sought from those individuals and businesses that believe in the worthiness and goals of this effort.

GRANT APPLICATION FOR A REGIONAL YOUTH PROGRAM – NARRATIVE PORTION

LATE NIGHT SACRAMENTO: PREPARING OUR YOUTH FOR A SAFE & SUCCESSFUL FUTURE

The Late Night Sacramento program partners and teen councils respectfully request a “Build Our Communities for a New Century” grant in the amount of \$55,000 for 1998-99 to implement an education and job training program component; continue the cultural arts component, and produce a regional community service event with other youth service providers.

The issue:

Throughout Sacramento County, there has been an increase in juvenile crime among youth aged 13 to 19. According to the Sacramento Community Services Planning Council, Sacramento has a high rate of youth dropouts, violent crimes, foster care, teen births and juvenile incarceration. Juvenile arrests for assaults and other violent crimes have increased steadily over the last decade even while adult crimes have gone down. The dropout rate for students in Sacramento county is over 30%. One in four families receiving aid is headed by a single parent aged 16 to 21. In addition, welfare reform is on the horizon which will impact families currently on welfare who must prepare to enter the workforce.

The priority issues of the 1998-99 Partnership Grants for Building our Communities for a New Century focus on children, youth, and family related issues. The “Late Night Sacramento” program embraces these priorities by: 1) affording opportunities for a diversity of youth to strengthen their abilities to care for themselves and prepare for their futures; 2) having teen councils lead the planning effort to bring forward program components that will benefit teens most, and 3) bringing a variety of public and private expertises and resources throughout the regional area together to provide a mix of recreational, cultural, educational and life skills services to the Late Night program.

The current program:

The City and County of Sacramento have successfully partnered with several school districts, community-based organizations, businesses and community activists to operate a creative, innovative collaborative program for youth called “Late Night Sacramento” (LNS). It’s mission is to provide a safe place for teenagers that includes structured recreational, cultural, **educational, pre-employment** activities and social programs to increase basic life skills, multi- cultural awareness, self-esteem and motivation. LNS discourages drug and alcohol use and gang activity and **focuses on violence prevention among youth**. Now in its sixth year, having grown from 5 to 11 locations throughout the greater Sacramento area, LNS targets youth 13-19 years old and is free to all participants.

Based on school district data, it is estimated that a minimum of 50 - 60% of LNS participants come from AFDC families. The ethnic breakdown of LNS participants across the 10 sites is 45% African American, 20% Hispanic, 15% Asian and 20% Caucasian. LNS is in diverse neighborhoods geographically distributed throughout the Sacramento area. A key element of LNS is that it is in the neighborhoods and occurs every week: last year each of then 8 sites averaged from 80 to 120 participants per night, one night a week for at least 26 weeks from 8:00 pm to midnight.

Current LNS sites are: Hiram Johnson High School, Luther Burbank High School, Grant West High School, Pacific High School, Salvation Army Community Center, La Familia Counseling Center, Natomas Racquetball Club (will move to Natomas High when built), and Einstein Middle School. Three new partners, Southgate Recreation and Park District with a program at Florin High School, Cordova Chamber of Commerce with a program at Rancho Cordova High School, and the Lemon Hill Circle Juvenile Crime Prevention Program at Will C. Wood Middle School, have joined us in this collaborative for a total of 11 sites.

LNS provides positive alternatives for youth during at-risk, weekend evening hours, drawing teens off the street and into constructive, informative and fun activities. Each site offers a safe, supervised environment where youths respond positively to mentoring relationships with staff and volunteers.

A crucial factor of the program is that youth can count on the site being open and staff and volunteers being available for them each week. Youth survey responses indicate that, due to LNS, many of the participants now know where to go for help; feel more encouraged to stay in school; are taking a more serious approach to academic achievement and preparation for future employment; and have changed

GRANT APPLICATION FOR A REGIONAL YOUTH PROGRAM – NARRATIVE PORTION

their minds about joining a gang. Additional success indicators include a high rate of repeat attendance at all sites, and information from the Sacramento Sheriff's Department indicates that a drop in criminal activity and loitering by teens occurs during Late Night program hours in the Rancho Cordova area.

LNS staff work with teen councils established at each LNS site to determine what programs fit the needs of participants at that particular site. The programming requirements for each LNS site is to provide **arts** (murals, music, dance, photography, videography), **education** (community involvement benefits, health and AIDS awareness, language skills, computer labs, etc.), **job training and employment** (career counseling, assessments, training, job placement), **recreation** (volleyball, swimming, martial arts, table games, etc.) and **community service** within Sacramento.

All participants are encouraged to take part in all five components. An incentive program encourages their participation. In some instances, youth have introduced their own unique activity to a LNS site and shared it with others. For example, youths not interested in sports began a dance element at the Einstein Middle School site, instructing others in "break" dancing. This is encouraged as a way to enhance program variety, encourage ongoing participation in LNS, and increase the youths' desire to share positive, enjoyable activities with their peers.

A limited offering of education programming, and job skills and training, is available. It is desired by both the teen councils and adult staff that both components be significantly enhanced. We are asking your foundation to invest in and make possible a stronger educational and job development program component. As well, we would like to continue the cultural arts component made possible by last fiscal year's grant.

The proposed program:

Our proposed educational and job development program components address at least two priority issues: Support children to learn and succeed, and aid people to gain jobs, housing and overcome economic hardship. The teen councils and youth participants have indicated they want information on health, safety, and career issues including resume writing and "mock" job interviewing. An investment of \$38,500 will allow our partnership to deliver these services and more as part of a significant, multi-faceted educational and job development program at all 11 LNS sites.

The majority of the grant funds will be used to help bridge school-to-work success and facilitate effective adult employment. This is also seen as a critical issue given welfare reform and its impact on preparing and placing teens and young adults with little to no job skills in the workforce. We have participants that are teen parents. They will need jobs and employment skills. They will also need to stay in school. Through our education program, we will address teenage pregnancy and the importance of staying in school. We will bring in businesses with job opportunities. Our participants will be told what employers are looking for and how to get that job over the next person. This key component of Late Night compliments what other agencies and the whole Welfare Reform Act is seeking to accomplish.

All of the LNS program partners have committed to providing at least 60 paid seasonal employment opportunities for LNS participants including work as aides, leaders, coaches, and workers in park maintenance, neighborhood recreation, community center programs, summer day camps, sports leagues, aquatic programs, and graffiti paint-outs. Grant funds will enable LNS staff and volunteers to train LNS youth in workshops to prepare them for the specific jobs available. As mentioned above, businesses and other organizations will be challenged to commit job opportunities for LNS youth as well. Desired results/outcomes of this proposed program component include the ability to contribute back to and strengthen the family, gain valuable job experience, learn work ethics and responsibilities. These factors, the training and the jobs themselves, will build self esteem and strengthen families to care for themselves.

A full educational program will be developed at each site to include motivational speakers, trainers, college recruiters, athletes and other role models, and employers. Employers will focus on the practical application of education and how it translates to the workplace.

The educational and job preparedness component of this proposed program will be delivered each week at each of the 11 sites throughout their program cycles, which run from 7 - 12 months, depending on the site. The following local organizations (most of whom have provided effective services and collaborations for LNS in the past), businesses and community leadership will be contacted to join us in providing the exciting program:

- Sacramento Enriches
- Zero Means Zero
- Friday Night Live
- La Familia Counseling Center

GRANT APPLICATION FOR A REGIONAL YOUTH PROGRAM – NARRATIVE PORTION

- Boys and Girls Club
- 100 Black Women's Association
- Asian Resources
- AIDS Awareness Council
- SCAN (Sacramento County Alliance of Neighborhoods)
- Sacramento Sheriff's Department
- Sacramento Employment and Training Agency
- Regional Transit

A total of \$16,500 is requested to continue the cultural arts component from January - June 1998 at the eight LNS sites that were funded through last year's grant, and to bring the arts component to the three additional sites from 1998 through June 1999. The cultural arts component of this grant request will provide teachers and speakers for a performing and visual arts component with some focus on health and career issues at each of the 11 sites.

Our LNS partnership can build and implement a well-rounded program through June of 1999 with the education, job training and arts components, and feel confident we can leverage sources of funding to maximize opportunities, resources and promotion.

The results/outcomes to be achieved:

We intend to build on and add to the positive outcomes of LNS. Desired results of the proposed program are as follows:

- Increase attendance by at least 10% at all 11 program sites
- Increase participants' attendance, through referrals, at positive activities OUTSIDE LNS
- At least 5% of LNS participants to get a job, and at least 50% of those who get a job keep their job
- Improve participants' interest in school, academic performance, and respect for school personnel
- Increase participants' knowledge of health and safety practices and issues
- Increase participants' skills in resume writing and interviewing techniques

How results will be measured:

- Monitoring attendance
- Quarterly surveys & evaluations
- Interviews with participants, parents, staff, volunteers, and service providers
- At least two focus group sessions for each of the 11 sites from participants
- Monitor participants' employment records for jobs provided by the partners
- Work with the various schools to access academic information on the participants to measure improvements. Participants will be encouraged to share report cards to help evaluate the program.

COMMUNITY-WIDE FESTIVAL IN A CITY PARK

MEETING AGENDA, MASTER SCHEDULE, VOLUNTEER SIGN-UP FORM AND SPONSORSHIP OPPORTUNITIES

5TH ANNUAL MEADOWVIEW JAZZ & CULTURAL FESTIVAL

Saturday, June 27, 1998 * 12:00 p.m. - 10:00 p.m.

Event Coordination Meeting

Thursday, June 23, 1998 at 3:00 p.m.

Pannell Meadowview Community Center
2450 Meadowview Road, Room 105

Agenda

1. Introductions
- II. Event Review — Tina Lee-Vogt
- III. Assignment Reports/Comments/Recommendations
 1. Entertainment - Rena Wood/Coco Wallace
 2. Backstage - Rena Wood
 3. Security and Safety - Steve Streeter/Mike Uyeda/Troy Malaspino
 4. Promotions - Shirley Bittante
 5. Volunteers - Lisa Crump
 6. Hospitality - Laura Bjornsen
 7. Vendors - Donna Mobley/Carolyn Wise
 8. Budget - Tina Lee-Vogt
- IV. Other Business
- V. Set Next Meeting Date & Agenda Items

COMMUNITY-WIDE FESTIVAL IN A CITY PARK

MEETING AGENDA, MASTER SCHEDULE, VOLUNTEER SIGN-UP FORM AND SPONSORSHIP OPPORTUNITIES

5TH ANNUAL MEADOWVIEW JAZZ & CULTURAL FESTIVAL

Saturday June 27, 1998 — 12:00 pm - 10:00 pm

MASTER SCHEDULE

THURSDAY, JUNE 25, 1998

- 1:00 pm Contractor arrives to install fence around the park - Rena Wood
- 1:00 pm Portable restrooms delivered by Chuck's (348-1502) - Rena Wood

FRIDAY, JUNE 26, 1998

- 8:00 am Stage set-up at north end of the park
- 5:30 pm Special Events deliver equipment (pick up - Sunday, June 28th at 8:30 am) - Rena Wood
- 9:00 pm Burns International Security on site for staging (9:00 pm - 9:00 am)

SATURDAY, JUNE 27, 1998

- 6:00 am Street barricades and "No Parking" on 24th Street put into place. 24th Street closed south of Teekay Way to Laramore Road.
- 6:00 am Vendor set-up begins (vendors will receive passes) - Donna Mobley**
- 6:00 am Sound equipment set-up
- 7:00 am Pannell Meadowview Community Center (PMCC) open for entertainers, stage crew, and City staff.**
- 7:30 am Convention Center staff to report to PMCC Rm 106 for 8:00 am - 3:00 pm shift - Lisa Crump
- 7:45 am Volunteer check-in (8:00 am - 11:00 am shift) at PMCC Rm 106 - Lisa Crump
- 8:00 am Shuttle service from PMCC to Park begins
- 8:00 am Sound set-up and related sound checks (8:00 am - 11:00 am) Skip's Music delivers equipment
- 8:00 am Off Duty Police - Team 1 (8:00 am - 4:00 pm) - Lt. Mike Uyeda
- 8:00 am Reserve Officers Team 1 (8:00 am - 4:00 pm) - Lt. Mike Uyeda
- 8:30 am Equipment for headliner act arrives
- 9:00 am Vendor set-up ends. **All vendor vehicles must be removed from the park.** Vendor parking at John Still Middle School - Donna Mobley
- 10:45 am Volunteer check-in begins (11:00 am - 2:00 pm shift) at PMCC Rm 106 - Lisa Crump
- 11:00 am Sound check for headliner equipment begins
- 11:30 am Pedestrian entrances open. Gates located at 24th Street (east) -and John Still Middle School Gate (west).**
- 12:00 pm Children's Activities begin (southeast corner of the park) - Sylvia Fort/Mark James**

COMMUNITY-WIDE FESTIVAL IN A CITY PARK

MEETING AGENDA, MASTER SCHEDULE, VOLUNTEER SIGN-UP FORM AND SPONSORSHIP OPPORTUNITIES

1:00 pm	Entertainment begins (see attached schedule) - Rena Wood
1:00 pm	Off Duty Police -Teams 2/3 — 12 Officers/2 Sergeants (1:00 pm - 11:00 pm) - Lt. Mike Uyeda
1:45 pm	2 nd shift for Volunteer check-in begins shortly (2:00 pm - 5:00 pm shift) at PMCC Rm 106 - Lisa Crump
2:30 pm	Convention Center staff report to PMCC Rm. 106 for 3:00 pm - 10:00 pm shift - Lisa Crump
2:45 pm	Youth activities volunteer check-in (3:00 pm - 6:00 pm) at PMCC Rm 106 - Lisa Crump
3:00 pm	Reserve Officers - Team 2 (3:00 pm - 11:00 pm) - Lt. Mike Uyeda
4:45 pm	3 rd shift for Volunteer check-in begins shortly (5:00 pm -8:00 pm shift) at PMCC Rm 106 - Lisa Crump
5:00 pm	Chuck's Port -a- Potty scheduled to service restrooms
6:00 pm	Children's activities end - Sylvia Fort/Mark James
7:30 pm	Isaac Hayes scheduled to perform
7:45 pm	Volunteer check-in (8:00 pm -11:00 pm shift) at PMCC Rm 106 - Lisa Crump
9:00 pm	Entertainment ends - Rena Wood
9:00 pm	Fireworks Display immediately following performance (adjacent field south of the park)
10:00 pm	Event ends. Vendor vehicles permitted access into the park.
10:00 pm	Street closure ends
10:00 pm	Burns International Security on-site to watch staging (10:00 pm - 10:00 am)
10:00 pm	Stage breakdown
11:00 pm	PMCC closes

COMMUNITY-WIDE FESTIVAL IN A CITY PARK

MEETING AGENDA, MASTER SCHEDULE, VOLUNTEER SIGN-UP FORM AND SPONSORSHIP OPPORTUNITIES

VOLUNTEER APPLICATION

5th Annual Meadowview Jazz & Cultural Festival

Saturday, June 27, 1998

(Under 18 years of age - parent/guardian approval required)

The 5th Annual Meadowview Jazz & Cultural Festival is a volunteer based and supported event. This successful event depends on the interest and good will of volunteers who are committed to providing the Sacramento community with a family-oriented event that celebrates our cultural diversity. If you are interested in working at this event, please complete and return this application by **Friday, May 29, 1998**.

PERSONAL INFORMATION			
Name			Age
Address			
City			Zip
Day Phone		Evening Phone	
Pager		Cellular Phone	
Parent/Guardian			
Day Phone		Evening Phone	
VOLUNTEER SHIFTS			
Each volunteer must work a minimum of three-hours. Volunteers will be provided with a t-shirt and entry into the festival. Please check the time that you wish to work.			
Saturday, June 27, 1998		Sunday, June 29, 1998	
	8:00 a.m. - 11:00 a.m. (set-up)		9:00 am - 12:00 p.m. (clean-up)
	11:00 a.m. - 2:00 p.m.		
	2:00 p.m. - 5:00 p.m.		
	5:00 p.m. - 8:00 p.m.		
VOLUNTEER ASSIGNMENTS			
Please identify your top three areas of interest in order of preference (1 = highest/3 = lowest). Although we will try to assign you based on these preferences, assignments will be made based on needs.			
	Youth Activities		VIP/Hospitality
	Information/Lost & Found		Volunteer Check-In
	Runners		Parking/Traffic Control
	Set-Up		Clean-Up

FOR MORE INFORMATION, PLEASE CALL SYLVIA SMITH AT 455-5555

Please sign the back of this form and return to Sylvia Smith.

Thank you!

COMMUNITY-WIDE FESTIVAL IN A CITY PARK

MEETING AGENDA, MASTER SCHEDULE, VOLUNTEER SIGN-UP FORM AND SPONSORSHIP OPPORTUNITIES

1998 • 5th Annual

Meadowview Jazz and Cultural Festival

**SATURDAY
JUNE 27TH
12 NOON TO
10:00 PM**

Meadowview Park

Featuring
Isaac Hayes

Lenny Williams

J. Spenser

and Comedian Lewis Dix
returns as our emcee!

Also appearing are: Analysis,
and more exciting entertainers!

SPONSORSHIP OPPORTUNITIES

Title Sponsor • \$25,000

Title Sponsorship plus
all VIP Level Benefits

Presenter Level • \$5,000

Company Banner in a prominent location

Hospitality Area Passes

Preferred Parking Passes

Mentioned in announcements throughout event

Name and/or Logo on Press Releases, Advertisements,

300 Posters, 300 Tee shirts and 5,000 Programs

Complimentary Booth Space

Supporter Level • \$500

Company Banner on Display

Name in 5,000 Programs

Free Admissions & Parking Passes

VIP Level • \$10,000

Company Banner on Stage

VIP Backstage & Hospitality Area Passes

Preferred Parking Passes

Representative introduced and honored on stage

Mentioned in announcements throughout event

Name and/or Logo on Press Releases, Advertisements,

300 Posters, 300 Tee shirts and 5,000 Programs

Complimentary Booth Space

Producer Level • \$2,000

Company Banner on Display

Mentioned in announcements throughout event

Name and/or Logo on Press Releases,

300 Posters and 5,000 Programs

Free Admissions & Parking Passes

FUNDRAISING IDEAS FROM ASA/USA SOFTBALL

\$

College Season Ticket Sales: Arrange for a college or university that sells season tickets in either football or basketball to include a request (that your association produces) for a donation to your ASA Junior Olympic Softball program.

\$

Fraternity/Sorority Solicitations: This can be accomplished by direct solicitation on any college campus. Ask a fraternity or sorority to sponsor a project in your association's behalf. They do the work and you get the money. This might really appeal to them if they also get to play one of the teams in your league. Everyone likes to play softball, so take advantage of this to help your association earn money.

\$

Localized Public Service Announcements: Arrange for a set of commercials to be aired with a radio or television station asking for donations. Donations can either be sent to the station or a separate P.O. Box. Use ASA Junior Olympic team members to assist you in making the announcement. (Check with the NCAA if using college-age players.)

\$

Race Track Night: Most racetracks have a charity night with "x" amount of dollars from each race being donated to a specific charity. Make it your association.

\$

Amusement Parks: Arrange with a park to have one dollar per ticket sold during a designated weekend to be donated to your association. Hang up banners and posters publicizing ASA Junior Olympic Softball and all of its opportunities.

\$

Concession Sales at Any Big Event: Make arrangements to sell concessions at any big event (concerts, flea markets, auto shows, etc.). Your association needs to have quite a few members to pull this one off, so people can work shifts. **Another idea along this line:** Arrange to be the trash crew after the event. With a lot of help, within a few hours your association can earn quite a bit of money cleaning up the trash and there won't be the competition for this, as there will be to sell concessions.

\$

Bake Sale: Set up a bake sale at a local mall. Get each member of your association to make a plate of cookies, brownies, cupcakes, etc. Hide prizes in some of the items (money, jewelry) as this will help sales. Make up a schedule for members to work.

FUNDRAISING IDEAS FROM ASA/USA SOFTBALL

\$

Commercial Bank Promotions: Have a local bank donate \$10 per consumer loan. Decide on a time span, such as a month or so. Publicize this throughout the community, it will give the bank, as well as your association, a positive image within your community.

\$

Corporate Sporting Events: A company arranges a portion of a day or weekend for softball. For each participant the company donates "x" amount of dollars. Go to the personnel department to set this up.

\$

Percent of Retail Sales: Make arrangements with a small or medium sized local business to donate 1% of gross sales to your association. Decide on a span of time such as a week or a month. This is one of the easiest ways to raise money. Make sure you publicize the business and your club throughout the community.

\$

Service Club Annual Participation: Make a presentation to a club's board (the Junior League, Kiwanis, Elks Club, etc.), asking them to adopt your association as a fund-raising cause. Make sure you explain why you need the money. Let them know it is for travel, equipment, etc. Don't be afraid to tell them where you will be traveling or what equipment you will be buying.