Application Form
City of Sunnyvale Human Services Funding
January 2015

ORIGINAL

COVER SHEET

APPLICANT INFORMATION

Legal Name of Organization:	Healthier Kids Foundation Santa Clara County
Mailing Address:	4010 Moorpark Avenue, Suite 118
City:	San Jose
State:	CA
Zip Code:	95117
Web Address:	www.hkidsf.org
Contact Person:	Emily Hennessy
Title:	Vice President of Finance & Programs
Email:	emily@hkidsf.org
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Fax Number:	408.326.2711
Executive Director:	Kathleen King
Email:	kathleen@hkidsf.org

TYPE OF FUNDS REQUESTED: ☐ **CDBG** (Minimum Request $25,000) ☒ **GENERAL FUNDS** (Minimum Request $10,000)

PROGRAM OVERVIEW

Program Name: VisionFirst Program

Location(s) where Sunnyvale clients will be served (include full street address(es):

Preschools and schools throughout the City of Sunnyvale

Brief Program Description:

Enter text here. **DO NOT EXCEED THE SIZE OF THE BOX.** Text will not print and your application will not be accepted. This note applies to all boxes that allow multiple lines of text in this application.

Healthier Kids Foundation's (HKF) VisionFirst program screens low-income children for vision issues and provides follow up to the parents of those children whose screening issues indicate a vision issue to ensure that the children access services by an optometrist or ophthalmologist. For the current year, the VisionFirst program intends on screening close to 13,000 children for vision issues and assist 12% of children whose screening results are estimated to indicate a vision issue with accessing follow up vision services.

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SECTION 1: FUNDING REQUEST FOR SUNNYVALE PROGRAM

A. City of Sunnyvale Funding Categories (See RFP Notice, page 8). Please select one:

☒ Operational ☐ Emergency ☐ Seed Program

B. Consolidated Plan Priority Need Type.
Select only one:

☐ A. Basic Needs (Food, financial aid, emergency shelter)

☐ B. Youth Intervention (mentoring/after-school programs)

☐ C. Mental Health or Substance Abuse Counseling

☒ D. Other Supportive Services (Legal aid, senior care services, disability-related services, etc.)

C. Program Financials[1]

Funding Amount Requested: **$14,000.00** Funding Type: ☐ CDBG ☒ GENERAL FUNDS

Total Program Cost: $516,859.00

Cost per client for proposed Sunnyvale Program: $35.00

Number of Sunnyvale clients to be served with City grant: 400 children

Total matching funds for proposed Sunnyvale services: 14,000

Match Ratio (% of program funded by matching funds): 100%

Is Applicant currently receiving funding from Sunnyvale? ☒ Yes ☐ No

Has the Applicant applied for funds from the City of Sunnyvale for this Program before? ☐ Yes ☒ No

If yes, complete the following chart for the previous five years.

Fiscal Year Applied	Amount Requested	Amount Awarded by City
2014-2015	16,044	13,744
2013-2014	16,044	14,000
2012-2013	20,138	16,044
2011-2012	20,138	14,739
2010-2011	53,574	14,194

[1] **NOTE: Please see pages iii-iv of Application instructions for details on how to calculate Program Cost and Cost per client**

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SECTION 2: PROGRAM INFORMATION

A. Program Overview and Target Clientele

1. Provide a brief description of the proposed Program, including the specific services to be provided to Sunnyvale clients with funds from the City of Sunnyvale. Describe your target clientele in terms of age group, income level, household type, etc.

HKF uses a photo optic scan camera in preschool and school settings to screen low-income children for vision problems. Program staff contacts the parents of the children with identified issues, and assists the parents in utilizing their children's health insurance to receive follow-up care and prescribed treatment. If uninsured, program staff assists parents in enrolling their children into health coverage while simultaneously aiding them int he process of accessing vision services.

Many of the parents of the children who we have screened do not know how to access vision services for their children, let alone are even aware that their children have vision benefits through their health coverage. An added benefit of HKF's VisionFirst program is that program staff, through the screening and follow-up process, assist parents with navigating through the insurance protocol so that they can access services and secure a vision home for their children.

With the City's funding, HKF will target Sunnyvale children within Sunnyvale's public schools to screen them for vision issues using technologically-advanced equipment and provide follow up to the parents of the children whose screening results indicate an issue to ensure that they access vision services and treatment.

2. Describe the type of needs(s) that the proposed Program would address, its impact on Sunnyvale, and which need or objective of the City's Consolidated Plan it is primarily intended to meet.

Of the children in Santa Clara County, it is estimated that 10% or 45,000 have untreated vision problems. Vision impairment is the most common disability among U.S. children. It is an absolute essential part of daily life, which greatly impacts children's ability to excel in educational environments. During the critical first few years of life when a child's visual system is developing, even minor problems can interfere with that development and lead to permanent deleterious effects on vision. For this reason, preventive vision care for children is critical for lifelong health, well-being, and educational attainment.

Childhood vision screenings are the first line of defense for detection and treatment of a number of eye and vision problems. Several common vision conditions, including amblyopia ("lazy eye") and strabismus (misaligned vision), can develop in infants or young children (often without any readily visible symptoms). If these problems are caught early, then they can be treated with a high rate of success (often using non-invasive techniques such as corrective glasses or eye patching). Access to vision screening is an important first step, but screening is only effective in improving vision health if children who fail screening are able to get the recommended follow-up care. A study of 15 U.S. vision screening programs found that in eleven of the programs, less than half of the children referred for a follow-up eye exam actually received one. The rate of young children who do not receive needed treatment for vision problems is likely to be even higher. Unfortunately, children who need glasses do not always obtain them.

With City funding, HKF can ensure that Sunnyvale children are screened for vision issues and their parents are provided assistance with accessing vision services to correct any detected vision issues among their children.

3. Describe the Program's client eligibility requirements. Note if the clients are at-risk and/or an under-served population, and explain why.

HKF's VisionFirst program was developed to address the following:
• Approximately 80% of children's learning is visual;
• An estimated 5 to 10% of preschool-aged children suffer from some form of visual impairment;
• About 25% of students in grades K-6 suffer from vision problems serious enough to impede their capacity to learn;
• An estimated 80% of children with a learning disability have an undiagnosed vision problem;
• An estimated 70% of juvenile delinquents have a vision problem; and
• Latino children are 50% more likely to have an astigmatism than Caucasian children and Asian children are 35% more likely.

HKF targets low-income children, which tend to be less likely to access regular vision care and secure a vision home.

4. What other private or public organizations are now, or will be, addressing the same needs as the proposed program? List and describe the services provided by each agency to address these needs. Explain how the proposed program augments rather than duplicates the services of others. Describe how your agency collaborates with similar or complimentary service providers.

Currently, HKF does not know of any other organization in Santa Clara County that provides both vision screening and follow up to ensure that the children who are screened and deemed as having potential vision issues access services by an optometrist or ophthalmologist.

5. Describe any direct, quantifiable cost savings your proposed program would generate for the City, such as reducing a need for city services, (police, etc.). Attach any reports or other documentation supporting your estimates of city savings. Do not include cost savings to other public or private entities (county, state, federal agencies, or businesses).

HKF's VisionFirst program assists children in Sunnyvale with accessing preventive vision services that help them to have the appropriate vision for learning. The cost savings to the City of Sunnyvale enables the children in their community to become healthy; perform better academically; and grow into productive, contributing members of the Sunnyvale community.

6. Number of unduplicated clients estimated to be served by the proposed program with the requested City grant funds in next fiscal year (must be consistent with Section 1.C).

Sunnyvale funded Clients: 400 Total Program Clients: 13,000

a. If the agency currently receives Sunnyvale funding, will the amount requested for FY 2015-16 result in an increase in the number of Sunnyvale clients currently being served by the agency (with any funding source)?

☒ Yes ☐ No (If Yes, continue, if No, go to "B. Objectives")

b. How many additional Sunnyvale clients are expected to be:

Extremely Low Income 260 Very Low Income 100 Low Income: 40

Please complete the table below, using actual client data from prior years; only for the specific program for which you are requesting City funds:

Time Frame	Number of Sunnyvale Clients Served with City Funds*	Total Number of Clients Served	Amount of Sunnyvale Funding Received, if Any	Average Annual Program Cost Per Client
Average of past 5 years	245	6,557	$0.00	$0.00
FY 2013-14	245	6,557	$0.00	$0.00
Estimated for FY 2015-16	490	13,000	$14,000.00	$35.00

* If not funded previously by the City, enter the number of Sunnyvale clients served with any source of funds.

Please provide the number of unduplicated Sunnyvale clients served by income level and special needs, if any:

	2013-2014 Actual	2015-2016 Proposed		2013-2014 Actual	2015-2016 Proposed
	SUNNYVALE ONLY			SUNNYVALE ONLY	
Extremely Low Income (0%-30% AMI)	239	318	Youth (0-18 years)	245	490
Very Low Income (31%-50% AMI)	92	122	Adults (19-61 years)	0	0
Low Income(51%-80% AMI)	36	50	Seniors (62+ years)	0	0
Moderate Income (81%-120% AMI)	0	0	Disabled Individuals	0	0
Above Moderate Income (120%+ AMI)	0	0	Other Special Needs	0	0
Total	367	490	**Total**	245	490

B. Objectives

For each program objective, please indicate the proposed type and number of units of service to be provided during the next fiscal year. Units of service are those units that will be used to calculate program performance and justify reimbursement requests. You must include at least one type of unit, and may include up to four types.

Objective (unit of service) e.g. hours of service, meals provided, evictions prevented, etc.	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
Screen Sunnyvale children for vision issues	100	100	100	100	400
Provide follow up to the estimated 12% of	12	12	12	12	48
screened children who have vision issues					

C. Program Administration and Monitoring

1. Use the table and space below to briefly describe how the program will be managed and administered, including proposed staff time and staff functions.

Position Title	Program Duties	Total Annual Salary	Total Hours per Week	% Time Allocated to Sunnyvale Grant Activity	Amount of Salary to be funded by grant, if any
Program Director	Oversees program	89,250	40	0.0%	0
Outreach Manager	Oversees follow up process	68,250	40	0.0%	0
Screening Scheduler	Schedules screenings	46,380	40	5.6%	3,058
Outreach Specialists (4.0 FTE)	Provides follow up to parents	148,680	40	5.6%	8,326

The Program Director oversees and manages the VisionFirst program, the outreach manager manages the staff and the follow up process, the screening scheduler schedules the screenings and manages the administrative process, and the outreach specialists provide the follow up to ensure that any children whose screening results indicated a vision issue access vision services.

2. How will the effectiveness of your program be measured during each year of the grant?

Program staff track all screening, screening results, and follow-up process and outcomes in Salesforce. HKF measures the effectiveness of the VisionFirst program by the number of children screened, how quickly staff can reach the parents of the children whose screening results indicate a vision issue, and how quickly parents access vision services. Staff continuously works to become more efficient so that the program can serve more children.

3. Describe your policies and procedures for assuring that people with disabilities and/or limited English proficiency have equal access to services and benefits. Attach your agency's Language Access Policy and disability-related policies, if any.

HKF ensures that people with disabilities and/or limited English proficiency have equal access to services and benefits. HKF outreach staff are bilingual in English and Spanish, with one being bilingual in English and Vietnamese. HKF staff have access to a language translation service, in which families and staff can speak simultaneously with the translator by phone for languages other than English, Spanish, and Vietnamese.

4. Provide a brief general description of your agency and the services it provides. Describe your agency's experience in providing the proposed services. If previously funded by the City, what goals and accomplishments were achieved with City funds?

At the core of HKF is a "Healthier Earlier" philosophy and a mission to ensure access to and advocacy for health care services for all children through family-centered and innovative approaches. HKF focuses its programming on prevention and wellness. HKF assists uninsured children with obtaining health coverage, and once insured, accessing health services that enable them to become and remain healthy so that they miss less school days due to illness, greatly increasing their ability to learn and be successful in school. HKF's takes its role of ensuring that children are healthy seriously. This is evident in our programs – Community Outreach, Education & Prevention (COPE) to assist children with obtaining health coverage; '10 Steps to a Healthier You' to implement healthy lifestyle behaviors; and VisionFirst, DentalFirst, and HearingFirst to screen children for vision, dental, and hearing problems and assist them with obtaining follow-up services.

The City provided past funding for the Healthy Kids program, health coverage for uninsured children who do not qualify for Medi-Cal. With the City's funding, 14 Sunnyvale children received a year of health coverage.

5. Explain how your agency collects client eligibility and demographic data, consistent with CDBG requirements for public services programs. Attach a copy of your client application or income verification form.

HKF focuses its efforts on targeting low-income children. With the City's funding, HKF will target children enrolled in Sunnyvale public schools who are on the Free and Reduced Lunch Program.

D. Consolidated Plan Goals

Please indicate which Consolidated Plan Goal(s) will be met by the Program and briefly describe how your Program meets the Goal(s).

- ☐ **Goal #2:** Support activities to end homelessness
- ☒ **Goal #3:** Support activities that provide basic services
- ☐ **Goal #4:** Promote fair housing choice
- ☐ **Goal #5:** Expand economic opportunities for low-income households.

HKF's VisionFirst program supports the City's priority for supporting activities that provide basic services, such as access to health services that enable children to be healthy and perform better in school.

E. HUD Performance Measures

HUD required that recipients of federal funding assess the outcomes of their programs. Please identify which HUD objective and HUD outcome will be addressed by your proposal.

Objectives

☒ **Objective #1: Creates a suitable living environment**. This objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment (such as poor quality infrastructure) to social issues such as crime prevention, literacy or elderly health services.

☐ **Objective #2: Creates economic opportunity.** This objective applies to the types of activities related to economic development, commercial revitalization, or job creation.

Outcomes

☒ **Outcome #1: Improve availability/accessibility**. This category applies to activities that make services, infrastructure, public facilities, housing, or shelters available or accessible to low/moderate income people, including persons with disabilities. In this category, accessibility does not refer onlyto physical barriers, but also to making the affordable basics of daily living available and accessible to low/moderate income people where they live.

☐ **Outcome #2: Improve affordability**. This category applies to activities that provide affordability in a variety of ways in the lives of low/moderate income people. It can include the creation or maintenance of affordable housing, basic infrastructure hook-ups, or services such as transportation or day care.

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SECTION 3: FINANCIAL AND OTHER ORGANIZATION INFORMATION

A. Agency Information

Non-Profit with 501(c)(3) Status : 77-0545774

Faith-based organization: Not applicable

Community Based Development Organization (CBDO): Not applicable

Community Housing Development Organization (CHDO): Not applicable

Other Type of Organization: Not applicable

Describe:

DUNS Number: 363344263

B. Total Agency Budget

	Planned 2015-16	Adopted (Actual if available) 2014-15	Actual 2013-14	Actual 2012-13
Administration	$403,204.00	$391,460.00	$538,289.00	$379,266.00
Fundraising	$100,801.00	$97,865.00	$134,572.00	$568,898.00
Proposed Program (Total Budget)	$532,365.00	$516,859.00	$298,872.00	$0.00
All Other Programs	$1,654,927.00	$1,606,725.00	$935,908.00	$7,570,937.00
Total Agency Budget	$2,691,297.00	$2,612,909.00	$1,907,641.00	$8,519,101.00

C. Budget for Fiscal Years 2015-16 & 2016-17

Proposed Sunnyvale Program Annual Expenses*	City Funds	Matching Funds	Total
Salaries/Benefits/Payroll/Taxes	$14,000.00	$3,150.00	$17,150.00
Office Supplies			
Communication			
Publications/Printing/Advertising			
Travel			
Rent/Lease/Mortgage			
Utilities			
Insurance			
Equipment Rental/Maintenance			
Audit/Legal/Professional Services (for CDBG portion only)			
Direct Services (Funding for specific service, e.g. meal, ride)			
Contract Services			
Other			
Total Expenses	$14,000.00	$3,150.00	$17,150.00

*** Round to the nearest whole dollar and include only expenses associated with proposed program and Sunnyvale clients.**

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Proposed Funding Sources for Sunnyvale Program	Amount
City of Sunnyvale	14,000
Other Jurisdictions	
Foundation	3,150
Individual Donations	
TOTAL	17,150

1. Does your Organization have a HUD-approved indirect cost plan? ☐ Yes ☒ No

2. Does your agency charge any fees for the proposed Sunnyvale services? ☐ Yes ☒ No

3. Please explain how your organization is leveraging the requested City funds with other funds.

HKF will leverage the funds requested from the City to cultivate additional funds from El Camino Healthcare District to serve more Sunnyvale children.