

COVER SHEET

APPLICANT INFORMATION

Legal Name of Organization: Sunnyvale Community Services

Mailing Address: 725 Kifer Road

City: Sunnyvale

State: CA

Zip Code: 94086

Web Address: www.svcommunityservices.org

Contact Person: Marie Bernard

Title: Executive Director

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Executive Director: Marie Bernard

Email: mbernard@svcommunityservices.org

PROGRAM OVERVIEW

Program Name: Year-Round Food Assistance for Families and Seniors

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

725 Kifer Road, Sunnyvale, CA 94086

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.

Sunnyvale Community Services (SCS) is the core emergency assistance agency for all five Sunnyvale zip codes. Our Comprehensive Emergency Assistance provides financial aid, nutritious food, and other in-kind assistance. Nothing is more basic than the need for food, shelter, and access to medical care. Our assistance in Sunnyvale helps prevent later problems that would require more expensive solutions.

Application Form
City of Sunnyvale Human Services Funding
January 2013

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 Financials¹

Funding Request: \$75,000.00

Total Program Cost: \$2,403,800.00

Cost per client for proposed Sunnyvale Program: \$542.13

Number of Sunnyvale clients to be served: 4,434

Total matching funds for proposed Sunnyvale services: 2,328,800

Match Ratio (% of program funded by matching funds): 97%

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
2011-12	85,000	75,000
2010-11	87,500	77,019
2009-10	87,500	54,926
2008-09	98,212	80,309
2007-08	98,212	80,309

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

Application Form
City of Sunnyvale Human Services Funding
January 2013

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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.

This program will help fund year-round food assistance program totalling \$2,403,800. The budget includes over \$2M in donated food, but each year SCS has to purchase protein-rich foods, which are usually not donated and cost the most. Our request for \$75,000 funding equals 44% of our annual food and recycled bag purchases of \$170,120. SCS's food assistance provides nutritious food to Sunnyvale's low-income families and seniors with incomes at or below 200% of federal poverty levels. Our clients are the working poor, the unemployed, and seniors and disabled individuals living on fixed incomes. They are one bill away from hunger and homelessness, and often forgo food to pay the rent or fix their car to get to a minimum wage job. Our food assistance includes:

- Monthly Food Distributions for families and seniors, giving 3 days of non-perishables and protein-rich foods, including eggs, ground turkey, shelf-stable milk, and other nutritious foods. Over 400 of our families are seniors, and volunteers deliver food to over 100 seniors.
- "Produce Mondays" offers 25-30 pounds of fresh fruits and vegetables to > 700 families each week.
- Kids' Summer Food Distribution supplies needed nutrition during the summer months when school lunches are not available. The 1,100 children in our food program also received school backpacks and \$25 shoe gift cards.
- Community Christmas Center gives families and seniors a two-week supply of food.
- Emergency Food and Homeless Food bags distributed daily, and twice-weekly Bread Distribution.

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.

SCS's food program serves Sunnyvale's highest poverty areas in the northern part of the city. 47% of Sunnyvale School District students now qualify for free or reduced price meals .

41% of our clients are children, even though children represent only 22% of the population of Sunnyvale.

The City's 2010-2015 Consolidated Plan shows that 27.5% of Sunnyvale's total population, and a shocking 57% of seniors have low to extremely low income using HUD income definitions.

11% of our food program clients are seniors.

The Second Harvest Food Bank's 2012 Hunger Index reports that 25% of residents in Santa Clara County are at risk of hunger. Low-income households are being squeezed financially, with money spread thin across necessities like housing, clothing, and medical bills. Too often people have little money left for food, which means more food assistance is needed.

The amount of food that SCS has to purchase has grown from \$81,166 in 2007-08 to \$164,082 in 2011-2012, an increase of 102% in 4 years. We need to buy protein-rich foods such as peanut butter, tuna, and shelf-stable milk to supplement in-kind donations. The cost of food is rising dramatically, impacting everyone, especially families and seniors. In the past 6 months basic staples have skyrocketed: Peanut butter is up 66%, Rice is up 9%, Eggs are up 7%, Tuna is up 134%, and Beans are up 32% (source: Second Harvest Food Bank). When we started "Produce Mondays in October, 2011, we had 330 families come the first week. Now we regularly pack bags for over 700 families who come for fresh fruits and vegetables every Monday.

Application Form
City of Sunnyvale Human Services Funding
January 2013

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

2013 Criteria for Food Program:

- Resident of Sunnyvale
- Income: Up to 200% of U.S. Federal Poverty Level

Unfortunately, hunger knows no season. With rising rents, gas prices, and utility costs, nutritious food becomes a luxury for families and seniors. SCS has responded to the need for more food for low-income families, seniors, and the homeless by expanding our food distributions, increasing our referrals, and expanding our food services to homeless adults and children in our community. Our services are available on a first-come, first-served basis. Our front office volunteers inform callers and visitors about our basic services. We do not make appointments. Clients are usually seen within 15-30 minutes. All food program clients first meets with a caseworker who determines the reason for the visit, reviews any past SCS services, and certifies clients for food or financial assistance based on proof of residence, income, and need, giving immediate food assistance if required, and referring to other services.

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.

United Way, the Food Bank, and several other funders divide the county by zip codes to eliminate duplication and milking the system. Our service "territory" for food assistance covers four of five Sunnyvale zip codes (94085, 94086, 94088, and 94089 – the city's neediest areas). We work with several local churches and dozens of community groups to eliminate duplication and maximize resources within Sunnyvale itself. We refer clients to over 30 other agencies for legal, employment, education, housing, shelter, medical, substance abuse, or domestic violence services, and those agencies refer clients to us. Over 70 companies, churches, community groups, and organizations conduct food drives, and collect school supplies and toys during the year. The Scouting for Food drive brings in over 10,000 pounds of food each year. We participate in county and state coalitions working to eliminate or to reduce the problems themselves. We serve on committees for CalWORKS, Santa Clara County Collaborative on Affordable Housing and Homeless Issues County Safety Net, Food Bank, Camino Medical Group, El Camino Hospital, and Sunnyvale CARES, as well as other organizations.

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).

Keeping food on family tables is far more cost effective, both in terms of dollars and human lives, than the costs of facing later problems for our City. The 2012 Hunger Index by Second Harvest Food Bank shows that 25% of households in our County are at risk of hunger. 47% of children in Sunnyvale schools qualify for free or reduced lunches, with many schools in SCS's zip code coverage reporting over 60% of children who qualify. This food "insecurity" has bottom line consequences to our City. The non-partisan report: "Hunger in America: Suffering We Are All Paying For" reports that at least half of all households seeking emergency food assistance have to choose between paying for utilities or heating fuel and food. This impacts our City's utility payments for water, sewer, and garbage services. Individuals who panhandle for food or hungry youth who steal food so they have something to eat impact our City's public safety costs and our City's well-being. (see attached reports)

Application Form
 City of Sunnyvale Human Services Funding
 January 2013

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

Sunnyvale Clients: 4,434 Total Program Clients: 4,434

a. If the agency currently receives Sunnyvale funding, will the amount requested for FY 2013-14 result in an increase in the number of Sunnyvale clients currently being served by the agency?

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

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

Extremely Low Income 1,506 Very Low Income 1,504 Low Income: 1,395

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	Total Number of Clients Served	Amount of Sunnyvale Funding Received, if Any	Average Annual Program Cost Per Client
Average of past 5 years	4,333	4,333	\$73,512.00	\$521.31
FY 2011-12	4,434	4,434	\$75,000.00	\$531.95
Estimated for FY 2013-14	4,434	4,434	\$75,000.00	\$531.95

Application Form
 City of Sunnyvale Human Services Funding
 January 2013

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

	2011-2012 Actual	³ 2012-2013 ⁴ Proposed		2011-2012 Actual	³ 2012-2013 ⁴ Proposed
	SUNNYVALE ONLY			SUNNYVALE ONLY	
Extremely Low Income (0%-30% AMI)	308	308	Youth (0-18 years)	182	55
Very Low Income (31%-50% AMI)	134	134	Adults (19-61 years)	216	65
Low Income(51%-80% AMI)	13	10	Seniors (62+ years)	57	18
Moderate Income (81%-120% AMI)	0	0	Disabled Individuals	not known	
Above Moderate Income (120%+ AMI)	0	0	Other Special Needs	not known	
Total	455	138	Total	455	138

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
Total number of bags of food/produce		1,705			1,705

Application Form
 City of Sunnyvale Human Services Funding
 January 2013

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
Volunteers/Operations Director	Direct food program/volunteers	72,000	37.5	90%	0
Program Associate	Food distributions, volunteers	42,900	37.5	90%	0

Volunteer/Operations Director: Directs monthly and weekly food distributions, in-kind donations, food orders, program statistics, training/supervision of 800+ volunteers.
 Program Associate: Manages food warehouse, food distributions, supervises volunteers.

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

Our overall goals are the same every year: to provide assistance to every eligible client, and we did so again in 2011-12, with record amounts of food assistance. SCS' lean staff of 8.5 headcount is matched by over 800 volunteers equal to 15 headcount, greatly reducing our overhead. Our administrative costs have consistently been below 10%. Our long-time partnership with Second Harvest Food Bank and the support of our community helps ensure that we are able to assist all eligible. Total success is having enough money and food to serve every eligible family, and we have done so for the last 22 years, as far back as our records go. We measure the number of unduplicated individuals served as well as the number and value of each service. We review and certify every individual family case and every service, including referrals to other agencies. All cases and services are recorded and tracked in SCS' database. We measure the following by quarter for food and financial aid:

- Number of families and seniors participating
- Number of unduplicated individuals participating
- Number of individual services delivered by category (e.g. one month of food)
- Demographics for individuals (e.g. age, race, sex)
- Overall agency funding for emergency assistance (financial and in-kind)
- Annual client satisfaction survey

Application Form
City of Sunnyvale Human Services Funding
January 2013

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.

Language Access Policy: Out of 8.5 headcount, we have five staff who are bi-lingual - four in Spanish and one in Vietnamese. We also have bilingual volunteers on food distribution days, and regularly recruit volunteers who can speak and write in different languages in all programs. A majority of our front desk administrative volunteers are bi-lingual. Our volunteer training includes specific instructions to support clients needing bi-lingual assistance. Our client information sheets are printed in English and Spanish, and translated into other languages as needed, including Vietnamese, Chinese, and Russian. We have bi-lingual volunteers on site as well as via telephone. We also utilize 211's language capacity, and the AT&T language line when necessary.

Disability-Related Policies and Practices: SCS facilities and restrooms are fully accessible for those with physical disabilities. Our entrances have no steps and are easy to navigate. We accommodate clients with sight and hearing disabilities, those with companion animals, and persons with mental disabilities.
(see attached document)

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?

Founded in 1970, Sunnyvale Community Services (SCS) is an independent, nonprofit emergency assistance agency. Our mission is to prevent homelessness and hunger for low-income families and seniors. Over the years, the agency board and staff have focused our efforts to respond to the primary needs for food and financial assistance to the escalating number of low-income families in our community. For the past several decades, SCS has delivered emergency assistance by providing what our clients need most and what is not provided elsewhere in Sunnyvale.

Last year, with City funding of \$75,000, we met our goals to assist a pro-rated number of 455 individuals with 3,000 bags of food valued at \$25/bag. We are now valuing the bags of food to include all donated food, direct staff time, and costs of our food assistance operations and volunteers. This now equals an AVERAGE cost of \$42.03/bag. Our request for \$75,000 will support 1,705 bags, giving an AVERAGE of 12.3 bags of food to 138 unduplicated individuals each year. We are focusing City funding on the December food distribution, when we have to purchase the bulk of food to supplement donations.

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.

Each applicant meets with a caseworker who determines the reason for the visit, reviews any past SCS services, and certifies clients for food or financial assistance based on proof of residence, income, and need. Once we determine eligibility, they are helped with any immediate needs, such as an emergency food bag, gas voucher, or financial assistance, as well as the monthly food and weekly produce programs. All client information is recorded and stored in our secure database. We measure the following by quarter for food and financial aid:

- Number of families and seniors participating
- Number of unduplicated individuals participating
- Number of individual services delivered by category (e.g. one month of food)
- Demographics for individuals (e.g. age, race, sex)
- Overall agency funding for emergency assistance (financial and in-kind)

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.

Nothing is more basic than the need for food. SCS's year-round food assistance provides needed nutrition to low-income families and seniors in Sunnyvale.

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 only to 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.

Application Form
City of Sunnyvale Human Services Funding
January 2013

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SECTION 3: FINANCIAL AND OTHER ORGANIZATION INFORMATION

A. Agency Information

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

Faith-based organization: _____

Community Based Development Organization (CBDO): _____

Community Housing Development Organization (CHDO): _____

Other Type of Organization: _____

Describe: _____

DUNS Number: 165378316

B. Total Agency Budget

	2012-13	2011-12	2010-11	2009-10
Administration	\$210,000.00	\$217,316.00	\$168,641.00	\$181,566.00
Fundraising	\$145,000.00	\$142,343.00	\$181,498.00	\$139,454.00
Proposed Program (Total Budget)	\$2,403,800.00	figures not available	→	→
All Other Programs	\$1,695,261.00	figures not available	→	→
Total Agency Budget	\$4,099,061.00	\$4,257,656.00	\$3,654,618.00	\$4,169,621.00

Application Form
City of Sunnyvale Human Services Funding
January 2013

C. Budget for Fiscal Years 2013-14 & 2014-15

Proposed Sunnyvale Program Annual Expenses*	City Funds	Matching Funds	Total
Salaries/Benefits/Payroll/Taxes	\$0.00	\$124,092.00	\$124,092.00
Office Supplies	\$0.00	\$0.00	\$0.00
Communication	\$0.00	\$0.00	\$0.00
Publications/Printing/Advertising	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00
Rent/Lease/Mortgage	\$0.00	\$0.00	\$0.00
Utilities	\$0.00	\$31,500.00	\$31,500.00
Insurance	\$0.00	\$0.00	\$0.00
Equipment Rental/Maintenance	\$0.00	\$0.00	\$0.00
Audit/Legal/Professional Services (for CDBG portion only)	\$0.00	\$0.00	\$0.00
Direct Services (Funding for specific service, e.g. meal, ride)	\$75,000.00	\$2,156,108.00	\$2,225,070.00
Contract Services	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$17,100.00	\$23,138.00
Total Expenses	\$75,000.00	\$2,328,800.00	\$2,403,800.00

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

