



CITY OF MOUNTAIN VIEW

2018 COMMUNITY FOR ALL GRANT PROGRAM APPLICATION FOR FUNDS

RECEIVED

SEP 19 2018

CITY MANAGER

SECTION 1: ORGANIZATION INFORMATION

Organization: United Way Bay Area

Address: 550 Kearny Street, Suite 1000, San Francisco, CA 94108

Phone Number: (415) 808-4300

Website URL: www.uwba.org

E-mail: contact@uwba.org

Project Lead Name: Ellen Liang

Project Lead Title: Institutional Grants Associate

Project Lead E-mail: eliang@uwba.org

Project Lead Phone: (415) 808-4396

Federal Tax ID (if your program is fiscally sponsored, enter the tax ID of your sponsoring organization): 94-1312348

If your program is fiscally sponsored, please enter the name of the sponsoring 501(c)(3):

Organization: _____

Address: _____

Contact Person's Name: _____

Title: _____

Website URL: _____

E-mail: _____

Phone Number: (_____) _____

Organizational Background

Year Founded: 1922

Mission: To be the catalyst that enables people to strengthen their communities by investing in one another.

Geographic Focus: San Francisco Bay Area

Current number of Paid Full-Time (30+ hours/week) Staff Members: 64

Current number of Paid Part-Time (less than 30 hours) Staff Members: 2

SECTION 2: PROJECT/PROGRAM/EVENT DESCRIPTION

1. Name of project/program/event

211 - City of Mountain View

2. Please provide a brief summary of the project/program/event to be funded by the grant.

211 is a free and confidential Help Line available to all Bay Area residents, 24/7. Funding will support increased community outreach, database and infrastructure development, marketing, program management, and operations in Mountain View, CA.

3. What is the need or the issue that you are addressing with this grant?

We aim to help Mountain View residents increase their access and utilization of local community resources, particularly in the areas of basic needs (food, housing, healthcare, childcare, disaster relief, and more).

4. Who will be served by this grant?

a) Number of individuals total: 15,880

b) Number of Mountain View residents: 377

c) Particular community groups: Open to all.

5. What other similar project/program/event exists to serve Mountain View residents? How is your proposed project/program/event unique from similar projects/programs/events?

Two similar services to 211bayarea.org are One Degree and Aunt Bertha. 211 is unique, however, as it also offers information and referral via a live person over the phone to help navigate/customize referrals in English and Spanish in addition to an online directory.

6. Will you collaborate with other organizations to deliver the project/program/event funded by this grant? If so, which organizations and how?

No.

7. This grant will fund a(n):

Existing project/program/event; established in 2005 (year)

New project/program/event

8. Date(s) and/or duration of project/program/event ongoing (use funds by 12/31/19)

SECTION 3: PROJECT/PROGRAM/EVENT BUDGET

1. Amount of funds requested: \$ 10,000
Grants are limited to no more than \$10,000 per group/organization.
2. Please provide a copy of the budget of the specific project/program/event to which this grant will be applied.
3. Indicate what percentage of the project/program/event budget will be covered by this grant and other sources of funding, if any.
0.009%
4. If this is an ongoing project/program/event, how will you sustain it for the long-term?
211 is bolstered by UWBA's general operating support, and we plan on diversifying its regional pipeline of city, county, and state government funding as well as Foundation opportunities to support 211 across the Bay Area counties that we serve.
5. Will you be charging any fees for this project/program/event? If yes, briefly describe.
No, this is a free service.

SECTION 4: METRICS AND OUTCOMES

1. Briefly describe 2-3 metrics and/or outcomes that you will use to measure the success of this grant.
 - a. Outcome 1 Increase in call and text volume from Mountain View residents.
 - b. Outcome 2 Increase overall use of 211bayarea.org.
 - c. Outcome 3 Strengthen 211 database to ensure adequate services support residents.

SECTION 5: ADDITIONAL INFORMATION TO SUBMIT

1. IRS Determination Letter
2. Organization's budget for current fiscal year
3. Audited or Reviewed Income Statement and Balance Sheet for the last completed fiscal year
4. IRS 990

5. List of Board members and their affiliation
6. City of Mountain View business license
7. Proof of Insurance
8. If you are fiscally sponsored by a 501(c)(3), please provide a signed letter from a representative of that nonprofit. The letter should contain the following:
 - a. A statement that this organization is currently fiscally sponsoring your program and will continue to do so during the period that you would be using Community for All grant funds
 - b. City of Mountain View business license
 - c. Proof of Insurance
 - d. The organization's EIN number
 - e. The organization's contact information
 - f. The name, title, and contact information of the person authorizing the fiscal sponsorship.

**UWBA - 211 Regional Budget
FY19 Full Year Projections**

	FY19 Budget
Beginning Fund Balance	13,845
Revenue	
Grants	332,000
Total Revenue	332,000
Expenses	
Salaries - Professional & Exempt	152,869
Total Salaries	152,869
Total Benefits	53,504
Consultant Fees	703,056
Web Site Hosting / Development	3,000
Office and Other Supplies	300
Program Supplies	500
Monthly Telephone Service	3,000
Cellular / Pager Charges	1,920
Postage	240
Rent	38,083
Printing and Production Services	10,000
Media Advertising	10,000
Subscriptions & Publications	11,100
Lodging and Meals	1,500
Travel & Transportation	2,100
Food Costs - Local Meetings	900
Membership Dues	13,627
Conference & Workshop	1,500
Internal Job Training	1,000
Allocation Expense	100,000
Total Other Expenses	901,826
Total Expenses	1,108,199
Net Income (Loss)	(776,199)

