



CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES

(Advisory Committee will make recommendations to the Humboldt County Board of Supervisors as to expenditure of funds derived from *Measure Z*.)

APPLICATION FOR FUNDING

Agency Name: Boys & Girls Club of the Redwoods
Mailing Address: 3117 Prospect Avenue
Contact Person: Liz Smith Title: CEO
Telephone: 707-845-9758 E-mail address: lsmith@bgcredwoods.org

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2017-18: \$ 125,000

2. ENTITY TYPE -- Please check appropriate box.

- a. Humboldt County Department
- b. Contract Service Provider to Humboldt County
- c. Local Government Entity
- d. Private Service Provider
- e. Non-Profit Service Provider
- f. Other

3. Please provide brief description of proposal for which you are seeking funding.

The Boys & Girls Club of the Redwoods (BGCR) serves middle school and high school age students with two stand-alone Teen Centers in Eureka and McKinleyville. Boys & Girls Club trends nationwide show tremendous annual atrophy in teen participation, resulting in increased teen pregnancy rates, rates of criminal activity, and high school dropout rates. In 2016, Boys & Girls Clubs of America kicked off the "Year of the Teen" initiative, which we have adopted. We have made concerted efforts to increase our recruitment and retention efforts, resulting in a 30% increase in average daily attendance and annual membership. As a result, we have also seen an increase in bullying behavior between teens regarding sexuality, gender, socioeconomic status and race. We have to be more proactive in serving the youth who need us most in safe, relevant, fun and positive environments. Dedicating more funding for all-staff trainings that deal with issues regarding human trafficking, inclusivity of LGBTQ youth, racial diversity and inclusion, non-violent communication, restorative justice, harm reduction techniques, promotion of sexual abstinence and trauma informed care are vital. Increasing the ratio of Youth Development Staff to teens are also imperative in creating environments that are more conducive to learning and unity. Measure Z funds would be used to pay for experts in the abovementioned training areas to provide trainings, increase our Eureka Teen Center Unit Director's time from 35-40 hours per week, add a full-time staff person to focus on programs that promote academic success, who will split their time between the Eureka and McKinleyville Teen Center locations, increase the staffing ratios between staff and teens with the hiring of one additional part-time staff person per Unit, and provide monies to support more robust leadership development activities for members.

4. Measure Z funding is scheduled to "sunset" in 2020. How are you developing a plan for sustainability, including diversification of funding sources, in order for your proposal to carry on without reliance on future Measure Z funds?

Ongoing sustainability efforts include education of donors and community members on the importance of our work for youth. We have opportunities throughout the year to showcase and market our programs to bring in local community members. For example, BGCR holds an annual Career Fair in May at the Teen Center. We are able to bring in a variety of local employers and educational partners to present job and educational opportunities to our youth. Our fundraising events, donor reports, and social media outlets include program updates and marketing of community benefit BGCR youth programming provides.

5. If this request is for the continuation, or expansion, of an existing program/service, what is the current source of funding for that program/service?

Both the Eureka and McKinleyville Teen Center programs receive a combination of local governmental, state, and foundation grant funding. The McKinleyville Teen Center, which opened July 29, 2015, is part of a partnership with the McKinleyville Community Services District (MCSD). As such, we appreciate fantastic in-kind support from MCSD and are also part of a place based investment by the SH Cowell Foundation, that supports youth development activities, Family Resource Center expansion efforts and academic expansion efforts in K-12 education in McKinleyville. These Units also receive individual and business donations.

6. If you are awarded Measure Z funds, how will you use them to leverage additional grants, contributions, or community support?

If awarded, we will use this grant to leverage additional community support. This will be achieved through ongoing strategic work from our Board and Executive Director in donor cultivation and stewardship. By choosing to more rigorously market and showcase to our donors which programs have the greatest impact to our youth, we will be able to demonstrate the importance of BGCR community service to its youth. We will also work to educate donors on how retention of professional staff is key to the ongoing success of our programs.

7. Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, please describe.

BGCR plans to continue its efforts to strengthen its core volunteer staff which are an integral part of carrying out all programming. Although not a new partner, an essential ongoing partner is Humboldt State University. We partner with HSU in bringing in interns from the Social Work, Sociology/Criminology, Recreation, Child Development and Business departments to assist with program assessment, research on gaps in services for youth locally, assessment of program effectiveness as well as doing hands-on programming and activities with members.

ATTACHMENTS—Please include the following with your application

Proposal Narrative: Brief description of your request for Measure Z funds – Please explain how it is an essential service or for public safety. (one page maximum)

Prior Year Results: If your request is a continuation of a program funded with Measure Z in prior fiscal years, please provide the results of implementation. (one page maximum)

Program Budget – see attached

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct

DATE: 2/17/17 _____

SIGNATURE:  _____

SUBMIT THIS APPLICATION TO:

Humboldt County Citizens' Advisory Committee on *Measure Z* Expenditures
c/o County Administrative Office
825 Fifth Street, Suite 111
Eureka, CA 95501-1153.

Measure Z Funding Request for Eureka & McKinleyville Teen Centers– FY 2017-18

Proposal Narrative

Programs that positively impact our youth's lives embody the heart and soul of the Boys & Girls Club of the Redwoods (BGCR). This "Great Futures Vision" ensures that success is within reach of every young person who walks through our doors, with all members on track to graduate from high school on time with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

BGCR provides programming for youth ages 5-18 and in 2016, adopted Boys & Girls Clubs of America's "Year of the Teen" initiative. Teen membership is decreasing significantly in Clubs nationwide every year and negative statistics are increasing: high school drop out rates, teen pregnancy, drug/alcohol abuse and crimes. Increasing the quality and relevance of teen program delivery, providing incentives to recruit and retain teens, partnering with organizations in the private and public sectors that can support what our teens need and want, all contribute to how we locally want to serve a demographic of youth who need us most.

Both of our Teen Centers address the problem of anti-social, delinquent and criminal behavior engaged in by young people, with the particular goal of building resiliency in youth and families. Having stand-alone Teen Centers provides safe atmospheres where middle school and high school age youth have the opportunity to engage in programs and activities that support the priority outcomes of academic success, healthy lifestyle development and good character and citizenship, in an environment that is more conducive to learning and engaging with their peers.

Living behind the Redwood Curtain provides a myriad of unique opportunities. We live in one of the most picturesque locales in the world; we boast more artists per capita than anywhere in California (San Francisco Chronicle, 3/11/07); and equally laudable, we are one of the most generous communities in the country. Conversely, our physical beauty and distance from major urban hubs can translate to social isolation, limited legal income opportunities, expensive and limited healthcare and an inordinate number of residents addicted to drugs. All of these problems are felt uniquely by our teen population, particularly ones who participate in both Teen Centers on a daily basis. BGCR began offering one-on-one mentoring for members deemed most at-risk in 2011. Since the program's inception, we have mentored a total of 283 teen members. Members living in unstable living conditions; from single parent, foster, adoptive homes and ones living with grandparents; those experiencing abuse; those suffering from bullying; those who have parents dealing with drug/alcohol dependency; dependents of incarcerated parents; military dependents and young men of color are all the criteria for possible mentees.

With Measure Z funding, BGCR will be able to serve more teens through mentoring and by investing in programs and activities that promote academic success, healthy lifestyle development and good character and citizenship. Specifically, we will increase the FTE of the Eureka Teen Center Unit Director, hire a full-time Education & Career Development Director, to split time between both Teen Centers, and increase the staffing ratios by hiring one additional part-time staff per Unit.

Boys & Girls Club of the Redwoods
Humboldt County Measure Z Funding Budget-Teen Center Eureka & McKinleyville
7-1-17 - 6-30-18

Grant Request: \$ 125,000

Description	Amount	Comments
Personnel		
Unit Director-Teen Center Eka	\$ 12,090	up to 1.0 FTE
Program Assistant-Teen Center Eka	\$ 8,580	up to 1.0 FTE
Program Assistant-Teen Center Eka	\$ 14,300	new position-25 hrs.
Education & Career Dev. Dir.	\$ 32,240	
Program Assistant-Teen Center MTC	\$ 14,300	new position-25 hrs.
Subtotal	\$ 81,510	
Fringes	\$ 14,264	17.5% rate
Total Direct Services		
Personnel	\$ 95,774	
Operating Expenses		
Equipment	\$ 1,000	
Transportation	\$ 800	
Utilities	\$ 1,000	
Building & Security	\$ 800	
Printing	\$ 426	
Janitorial Supplies	\$ 600	
Program Supplies	\$ 500	
Office Supplies	\$ 300	
Telephone	\$ 800	
Consultant	\$ 5,000	
Training	\$ 4,000	
Travel	\$ 4,000	
Total Operating	\$ 19,226	
Indirect	\$ 10,000	6% rate
Total Grant	\$ 125,000	