



General Applicant Information

Applicant Organization: Alzheimer's Greater Los Angeles

Type of Organization: Community-based Year Founded: 1981

Annual Budget: 6,120,000

No. of Board Members: 23

Amount Requested: 45,000

Recommended Amount: 40,000

Type of support requested: [] General Operating [x] Project/Program

[] First Time Applicant [x] Returning Grantee Prev. Award amount: \$39,996--FY2016-17--D4

Brief Narrative description of the organization
Alzheimer's Greater Los Angeles (ALZGLA) is a 501c3 providing educational, program/support services and advocacy efforts for low-income, English as a Second Language (ESL) caregivers/families affected by Alzheimer's disease and related dementia. Through culturally competent and linguistically tailored services, ALZGLA's goal is to increase the community's capacity to help families cope with their caregiving role resulting in a better quality of life for themselves and their family members with dementia.

Organizational strengths:
ALZGLA has a 23 member strong, active board, including well known local leaders including Susan Disney Lord, Val Zavala, and Leonor Gavina-Valls;
The Executive leadership team is comprised of individuals with a broad skill set that both enhances and supports the overall mission of ALZGLA;
ALZGLA has received considerable awards and recognition for their innovative programming and direct support services which demonstrates the visibility/impact of their accomplishments;
Proactive, individualized outreach efforts consist of research to identify activities for ALZGLA participation, speaking at events, panels, local churches, senior centers and other sites and distributing bilingual materials to organizations that provide service to older adults/caregivers.

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: Seniors (Age 55+) Family Type: ESL
 Gender: ALL Military Status: n/a
 Race/Ethnicity: Latino Sexual Orientation: n/a
 Economic Status: low-income Other (specify): _____

Description of the proposal to which funds would apply
 (if no particular project is specified, please note General Operating Support in this area)

If awarded the recommended amount, the funds to ALZGLA would cover approximately 46% of the cost of the 'Alzheimer's Latino Family Caregiver Education Project' which provides bilingual education services, caregiver workshops (e.g., Savvy Caregiver Express, Cuidando Con Respeto, and skills training sessions that improve caregivers' ability to manage the challenging behavioral symptoms of dementia (e.g., Keeping Home Safe, Are They Doing This to Annoy Us?) to residents in the greater East Los Angeles and South East Los Angeles area. This project will provide tailored direct services and education to a population with otherwise limited accessibility to such services due to language/economic barriers.

Cost/Benefit:	Approx. \$40 per person to serve than 1000 individuals	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	Cost savings to government and service providers of more than \$400,000 by use of volunteers and community-based operations
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Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 05 / 15 / 2018) Proposal Budget
- Organizational Budget

How does the proposal align with the goals of the Fund?

The project most closely aligns with the following VCF goals:
 To promote positive social development of children, youth, families and senior residents in Vernon and surrounding areas;
 To strengthen and support non-profit organizations that benefit residents and neighborhoods.

The eligibility criteria where this project rates the highest are:
 Promote health, safety and welfare of persons residing or working within the designated geographic areas;
 Demonstrate capacity by the applicant organization to ably manage and achieve intended results in an effective and efficient manner.

Are there any activities planned to acknowledge VCF as a funder of this project/program/organization?

If awarded, ALZGLA plans to recognize the VCF as a funder at their larger community events, including their annual Caregiver Wellness Day. In addition, ALZGLA would recognize the VCF's award through their website, social media, and newsletter which reaches over 14,000 people.

What previous projects has the applicant successfully implemented?

ALZGLA was awarded \$39,996 in FY2016-2017 and exceeded the goals outlined in their initial application. They saw an almost 100% increase in the number of caregivers who were connected to support services and who received one-on-one counseling. There was a 10% increase in attendance of their trainings and presentations from the previous year. Additionally, they were able to build approximately 40 new collaborative relationships in the VCF service areas (opportunities to bring education & training to another organizations members/service population). Funds from the VCF went towards ALZGLA's "Caregiver Emergency Funds" which provides respite support to caregivers allowing them to engage in ALZGLA's services and workshops, e.g., Caregiver Wellness Day (a 1-day retreat providing a program of support, health education and skill-building for caregivers of individuals living with Alzheimer's disease or related dementia).

In the past year, ALZGLA produced a short telenovela series which proved to be an effective tool to start the conversation about Alzheimer's in a manner that was sensitive and culturally appropriate. They also partnered with the ELACC's College Storybrook Theatre on an Alzheimer's related live-production to facilitate discussions about the disease and increase awareness.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

Cultural barriers and the social stigma of Alzheimer's disease among Latinos remain the primary challenge to bringing awareness and education about the disease to the targeted, under served communities. Limited budgets to market to new audiences is another challenge. Building partnerships that open doors to new audiences and spearheading creative educational approaches are two proven successful methods ALZGLA has used to address these challenges.

Funding Recommendation


Fund this proposal?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	40,000
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Suggested revision(s) to proposal/fund amount, if applicable:

Due to a high number of applications in the queue and fund availability for the current fiscal year, a total amount less \$5,000 from the original request is being recommended.

Staff reviewer: **Maya Cacavas**

Signed: 

Date: 11 / 1 / 2018



Fill out Application Form

Created: 05/03/2018 • Last updated: 07/05/2018

ORGANIZATIONAL INFORMATION

*Indicates required field

*** Name of Organization** Alzheimer's Greater Los Angeles

*** Organization Address**

Street	4221 Wilshire Boulevard, Suite 400
City/Town	Los Angeles
State	California
Country	United States

*** Organization Phone** 3239383379

*** Organization Email** dcherry@alzgla.org

Organization website address, if any www.alzgla.org

*** Name of Authorized Representative** Cherry, Debra

(Last Name, First Name)

Title of Authorized Representative Executive Vice President

*** Organization Founding Date/Date of Incorporation** 07/1981

*** Organization Type** Civic Organization
Community-based (Health/Human Services)

*** Service Area**

Bell

Boyle Heights

Commerce

Huntington Park

Maywood

Unincorporated East Los Angeles (specify community): All area

Vernon

SERVICE DETAILS

What number of non-duplicate individuals directly benefit from your services?

50 - 100

What age group(s) benefit the most from your services?

Seniors (ages 55 and up)

STAFF DETAILS

*** Name of Executive Director**

Cooper Ortner, Heather

(Last Name, First Name)

List of Executive Staff/Volunteer Leadership (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

Executive Staff/Volunteer Leadership biographies (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document. Please specify titles and organizational involvement.

Heather Cooper Ortner is a highly respected nonprofit leader, recognized for bringing an entrepreneurial spirit to the healthcare arena. She serves as President & CEO of Alzheimer's Greater Los Angeles, whose mission is to improve the lives of local families affected by Alzheimer's/Dementia by increasing awareness, delivering effective programs/services, providing compassionate support, and advocating for quality care and a cure. Ms. Cooper Ortner's proactive approach and passion for her work have contributed a wealth of experience for healthcare-based organizations. Previously, she served as chief

executive officer of Dr. Susan Love Research Foundation, whose mission to achieve a future without breast cancer. Prior to Dr. Susan Love Research Foundation, Ms. Cooper Ortnier served as executive vice president at the International Myeloma Foundation.

Debra Cherry, Ph.D., is a clinical psychologist and the Executive Vice President of Alzheimer's Greater Los Angeles, where she oversees foundation, scientific and government relations. She has been on staff for more than 25 years, beginning as the Program Director in 1990. Dr. Cherry is a contributing author of California's Guideline for Alzheimer's Disease Management, a practice guideline for primary care physicians. She has published numerous articles on both dementia care and caregiving. Her program development activities have focused on access for ethnically diverse populations and health care quality for people with dementia. Dr. Cherry is the 2003 recipient of the Rosalynn Carter Leadership in Caregiving Award, a national award recognizing leadership in the field of caregiving, and the 2012 Founder's Award from OPICA, recognizing outstanding performance within the Alzheimer's community. Currently, Dr. Cherry oversees the Dementia Cal MediConnect project, a major multi-year, federally supported initiative to improve care for people in California who are dually eligible for Medicare and Medicaid—a population that includes many of the state's poorest and most vulnerable patients. The project works with several health plans that serve the geographic region targeted by the Vernon CommUNITY Fund, including Care1st, CareMore, and Molina Healthcare. In her capacity overseeing ALZGLA's public policy efforts, she has worked closely with a number of elected officials who represent this region to improve policies affecting people with Alzheimer's and other dementias. These include Congresswoman Lucille Roybal-Allard and State Assembly Speaker Anthony Rendón.

Cathy Ladd, MSW, joined the staff of Alzheimer's Greater Los Angeles in May 2001 after volunteering on the Adult Day Services Committee and fundraising walks for 12 years. She brings to her role as Vice President, Programs over 30 years of experience working with older adults, caregivers, and professionals in a variety of settings, including community-based agencies, nursing homes, adult day centers, and various nonprofit and private sector agencies. In this role, Ms. Ladd is responsible for all of ALZGLA's programs and program-related activities. This includes overseeing service delivery through the organization's four regional service centers; one of these centers, in East Los Angeles, serves the areas targeted by the Vernon CommUNITY Fund. Prior to joining ALZGLA, she served as the Program Director for the first PACE (Program of All Intensive Care for the Elderly) site in Southern California. Ms. Ladd earned her BA from the University of Northern Iowa and her Master of Social Work, with an emphasis in Organizational Administration, from the University of Illinois at Urbana-Champaign.

Bret Schaefer, MBA, CPA, serves as the Vice President, Finance for Alzheimer's Greater Los Angeles. In this capacity, he oversees all financial management and information technology functions for the organization. Mr. Schaefer has more than three decades of experience in diverse areas of financial and administrative management in both the for-profit and nonprofit sectors. Before joining the staff of ALZGLA in 2016, he was most recently employed as Chief Financial Officer for the Giant Magellan

Telescope Organization in Pasadena, an organization established to fund and develop a \$1 billion astrophysics research effort. Prior to this he was employed at Price Waterhouse; Sun Microsystems, where he was most recently Senior Vice President Shareholder Value Finance; and Calera Corporation. He currently serves as a board member of Friends In Deed, a nonprofit organization in Pasadena, and has provided pro bono consulting services to nonprofits through the Taproot Foundation and Jericho Road. Mr. Schaefer is a licensed Certified Public Accountant in the State of California and holds a BA in American History and MBA in Finance and Accounting, both from the University of Chicago.

Teresa Garay is Regional Director for ALZGLA's Greater East Los Angeles Regional Service Center and will serve as Project Director for the proposed Alzheimer's Latino Family Caregiver Education Project. Prior to transitioning into the nonprofit sector, Ms. Garay held a senior management position in local television and was responsible for public affairs, community relations, and the production of local information programming. She is the recipient of four Los Angeles Area Emmy Awards as a producer and executive producer. Born and raised in East Los Angeles, Ms. Garay has come home to make a difference, now on behalf of people with Alzheimer's and their families. Her nonprofit career has focused on marketing and fundraising, with a special focus on bringing diversity to organizations and boards of directors. The Greater East Los Angeles Regional Service Center provides a range of community education and support services for people with Alzheimer's and their caregivers. In May 2016, the Center hosted a wellness event for caregivers that was attended by over 100 people. Under Ms. Garay's direction, ALZGLA is collaborating with the USC Keck School of Medicine on a three-year, federally funded project to develop comprehensive, primary-care-based training programs for health professionals in geriatrics. This project includes community education efforts aimed at uninsured, underinsured, and non-English-speaking people in greater East Los Angeles and will enhance USC's long-term ability to appropriately identify and serve people with dementia living in this area.

List of Board Members (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

<https://jemmottrollinsgroup.fluidreview.com/resp/16298736/fqskNUvQvb/>

List of Board Members (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document.

(No response)

FINANCIAL INFORMATION

List of Income Sources

(For example: grants, earned income, individual donations)

The following data represents ALZGLA's revenue in FY2017:

Government Grants (16%); Planned Giving (15%); Events (14%); Major Gifts (14%); Foundations (13%); Walk4Alz (10%); In Kind (8%); Unsolicited Gifts (5%); Direct Mail (3%); and Other (2%).

* Most recent audit and/or 990.

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/16298736/nOnxuvHAF5/>

* Current organization budget

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/16298736/8THAFUPkXp/>

***Grant Amount:** 45,000

Please specify the amount of grant funds being requested.

*** What percentage of your organization budget will the requested funds represent?** 1

*** Are you requesting funding for a specific project?** Yes

Proposed budget for requested funds

How will the organization specifically utilize grant funds? (Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/16298736/GDDLZKJB1h/>

Name of Financial Institution Wells Fargo Private Bank

Address of Financial Institution 433 North Camden Drive, Floor 1200, Beverly Hills, CA 90210

Phone Number of Financial Institution (310) 285-5733

Name of Fiscal Sponsor (if applicable) (No response)

Fiscal Sponsor Address (if applicable) (No response)

Fiscal Sponsor Phone (if applicable) (No response)

Fiscal Sponsor Email (if applicable) (No response)

Fiscal Sponsor Website (if applicable) (No response)

Does your organization have a current certificate of general liability insurance? Yes



Fill out Application Narrative Form

Created: 05/03/2018 • Last updated: 06/13/2018

*** What dollar amount are you requesting from the Vernon CommUNITY Fund?** 45000

*** Will you be requesting general operating support?** No

If no:

What is your annual operating budget?	6120000
What is your organization’s mission? (250 words, maximum)	The mission of Alzheimer's Greater Los Angeles (ALZGLA) is to improve the lives of local families affected by Alzheimer’s and dementia by increasing awareness; delivering effective programs and services; providing compassionate support; and advocating for quality care and a cure.
Who is the target demographic for your services, if any?	ALZGLA is a community-based health agency dedicated to providing support and assistance to people living with Alzheimer’s disease and related dementias; their families and informal caregivers; and their professional health providers. Last year, ALZGLA made over 70,000 contacts with our constituents – patients, families, and professional caregivers. Regionally, over 1,500 professionals access our programs for training on Alzheimer’s disease and its care each year. With a central office in Los Angeles and four Regional Service Centers, located in East Los Angeles, the Inland Empire, Santa Clarita, and the San Fernando Valley, ALZGLA serves a geographically diverse group of clients and provides access to services for patients and caregivers in Los Angeles County, the Inland Empire, and eastern Ventura County. Specialized programming targets ethnically-diverse families and those with lower English-language health literacy.
Please briefly describe your proposed project. (250 words, maximum)	ALZGLA, a 501(c)(3) community-based health agency, respectfully requests a 12-month grant to partially fund the Alzheimer’s Latino Family Caregiver Education Project. In partnership with the Vernon CommUNITY Fund, ALZGLA will provide culturally and linguistically tailored community disease education, caregiver workshops, and skills training to residents in the greater East and Southeast Los Angeles area, to ensure that low-income Latino families can improve their caregiving techniques and access the care they need for their loved ones who have dementia. Sample educational

programs which will be offered in English and Spanish include research-proven psycho-educational workshops, Savvy Caregiver Express and Cuidando con Respeto; workshops based around the Alzheimer's-focused telenovela, Recuerdos Memorios; and sessions that improve the caregivers' ability to manage the challenging behavioral symptoms of dementia, like Keeping Home Safe and Are they Doing this to Annoy Us?. Lower literacy Spanish language materials about dementia will also be developed and disseminated. These efforts will target all geographic areas within the Fund's scope: Bell, Boyle Heights, Commerce, East Los Angeles, Huntington Park, Maywood and Vernon. The target population is limited-English-speaking, low-income and under or uninsured Latinos with dementia and their family caregivers. Services will be coordinated and delivered from ALZGLA's Regional Service Center, located in East Los Angeles. Funding from the Vernon CommUNITY Fund will ensure that Latino families living with Alzheimer's or other dementias have access to bilingual/bicultural education about the disease, its course and management; and familiarity with community-based health and supportive services.

What is the goal of the proposed project? (500 words, maximum)

The goal of the Alzheimer's Latino Family Caregiver Education Project is to reach an underserved population of Latino family caregivers, through outreach and education, to identify families providing care and educate them about this disease, its symptoms, coping strategies, and where to find supportive services. Currently, Latinos get Alzheimer's disease at a younger age than other ethnic groups in the United States, but they come to the attention of medical providers later in the disease than other groups. Research suggests this is due to lack of knowledge about the disease; stigma and shame felt in response to their relatives' disease-related behaviors; and the paucity of culturally- and linguistically- matched services to support Spanish speakers with cognitive impairment.

ALZGLA provides caregiver education and skills training both in one-on-one sessions with family members, and through classes. These sessions focus on improving their understanding of the disease and its symptoms; strategies to improve caregivers' management of challenging behaviors; and suggestions of how to get support for their caregiving efforts so that they can survive the stress from providing years of 24/7 care. In partnership with churches, hospitals, adult day care centers, county agencies, and health, social service and aging providers, ALZGLA staff delivers a range of culturally and linguistically-tailored caregiver education programs and materials for Latino caregivers, including:

- i. The Savvy Caregiver Express Program or Cuidando con Respeto (evidenced-based education and support programs that have been demonstrated to reduce caregiver depression

and burden while building their skills);

ii. Recuerdos Perdidos/Lost Memories, a four-episode telenovela (television novel)-style educational video series filmed in both Spanish and English and available through workshops and on-line;

iii. Other educational workshops presented in Spanish and English, including Alzheimer's Disease: The Basics; Caring for the Caregiver; Keeping Home Safe; and Are They Doing this to Annoy Us?;

iv. English and Spanish language tip sheets for the caregiver on various caregiving topics such as Hallucinations, Medications, Paranoia, Driving, and more; and

v. Caregiver Wellness Day, a one-day retreat providing a program of support, health education and skill-building for caregivers of individuals living with Alzheimer's disease or a related dementia.

Most programs and written materials have been adapted for a 6th grade reading level in both English and Spanish.

The project objectives for the Alzheimer's Latino Family Caregiver Education Project over a twelve-month period will include:

1. Community outreach and education activities reaching 2,000 targeted community members over 12 months through community-based settings like churches, senior centers, health fairs, etc. This outreach is necessary to identify family caregivers, and drive them to education and support services;

2. Caregiver education activities reaching 300 Latino family caregivers with education developed to improve their understanding of the disease and its symptoms, provided through workshops, online events, and one-on-one training; and

3. Information and referral for 100 caregivers, who will be connected to support services like support groups, meals-on-wheels, and other local health care services.

Please attach the proposed budget for your project

<https://jemmottrollinsgroup.fluidreview.com/resp/16299208/vTWNTquu9L/>

Please provide a detailed description of the proposed project (attachment):

<https://jemmottrollinsgroup.fluidreview.com/resp/16299208/MnxPUAdJSI/>

Describe your organization’s history, listing significant achievements, accomplishments and recognition: (250 words, maximum)

Alzheimer’s Greater Los Angeles (ALZGLA) was founded by concerned family caregivers in 1980 and incorporated as an independent 501(c)(3) non-profit in 1981. ALZGLA’s mission is improving the lives of families affected by Alzheimer’s/Dementia by increasing awareness; delivering effective programs/services; providing compassionate support; and advocating for quality care and a cure. ALZGLA is a community-based health agency dedicated to providing support and assistance to people living with Alzheimer’s disease and related disorders, and their families. For the last 38 years, ALZGLA has focused on meeting the needs of our region’s culturally and socio-economically diverse population by developing and delivering innovative and tailored supportive services, many of which have received national awards. In 1992, ALZGLA’s award-winning El Portal Project began creating services for Latino families in East and Southeast Los Angeles. In 2002, a regional service office was opened in this area to serve the local population with linguistically matched services. ALZGLA has been a physical presence in these communities for over 25 years. The impact of ALZGLA’s programs has been recognized through over a dozen national awards for innovative programming that improves access to quality care for a diverse population. Some of these awards include the 2016 Caregiving Legacy Award for improving care within Cal MediConnect, the state’s pilot for Medicare-MediCal recipients; 2014 Rosalynn Carter Caregiving Award for caregiver education programs; the 2008 American Society on Aging award for early stage Alzheimer’s programs; and the 2006 National Alliance for Caregiving award for the Asian Pacific Islander Dementia Care Network.

*** Describe how your organization and/or project will improve the community of Vernon and/or its surrounding areas: (500 words, maximum)**

The region served by ALZGLA is extremely diverse - socio-economically, ethnically, linguistically and in terms of literacy level. Shockingly, this county's average literacy level is Grade 6. Yet, there are few educational materials or programs for family caregivers with under a high school education. Further, there is limited help available to non-English speakers or less acculturated families. The aim of the Alzheimer's Latino Family Caregiver Education Project is to ensure that Latino caregivers residing in the community of Vernon and surrounding areas, who are providing care for a loved one with Alzheimer's disease or a related dementia, are provided with culturally and linguistically tailored information about the disease through education programs that build family caregivers' skills, along with other linguistically and culturally competent services. The stress of caregiving can be great. ALZGLA is here to stand by these challenged families so that they can give quality care to their loved ones.

A demographic snapshot of the targeted area reflects that 67% of the total resident population is Latino. This region has the largest concentration of Latinos anywhere in Los Angeles County, with large clusters of immigrant families and Spanish monolingual individuals. Fifty-one percent of the area's residents speak Spanish at home. Fifty percent of households live below 200% of the federal poverty guidelines. Thirteen percent of the total population is over the age of 60. We anticipate most persons reached through our services will be low-income, Spanish-speaking, adult children whose mothers or fathers have middle to late stage dementia. Due to lack of disease awareness, their low income, and lack of adequate health insurance, many patients will not have a formal dementia diagnosis. Therefore, they have not been connected with necessary medical and supportive care services. These families are struggling to provide 24/7 care on their own. Research has demonstrated that these caregivers are at high risk for depression, anxiety and psycho-somatic illness. Their rates of disease morbidity and mortality are much greater than in the same-aged, non-caregiving population. They need disease education, skills training and connection to supportive resources to cope with a burdensome caregiving role. This will also improve quality of life for their family members with dementia.

This project targets family caregivers of people with dementia, and will particularly reach out to less educated, poorer and limited English speaking families to help them better understand the symptoms of dementia and how they can avoid putting their loved ones at risk. The Alzheimer's Latino Family Caregiver Education Project supports ALZGLA's efforts to reach underserved, isolated family caregivers and connect them to services. By identifying family caregivers, educating them about the disease, providing caregiving skills, and connecting them to supportive resources, this project will help ensure that their loved one with dementia receives better quality care in their preferred home environment. This project will build the community's capacity to help caregiving families by offering access to these high-quality services in local neighborhoods.

If selected for award, how might your organization promote its Vernon CommUNITY Fund Grant?

Educational activities supported through this grant can acknowledge the Vernon CommUNITY Fund on promotional fliers and other marketing tools. The grant can be acknowledged in materials created for the Caregiver Wellness Day, which reaches over 150 caregivers, public officials and community providers. In addition, it will also be acknowledged in ALZGLA's e-newsletter, which reaches over 65,000 recipients; on our website, which receives over 50,000 hits per year; and in our Annual Report.

Board of Directors

Mark S. Liberman served as President and Chief Executive Officer of the Los Angeles Tourism & Convention Board from 2003 – 2013. This organization was responsible for developing the overall strategy to market and sell the city of Los Angeles as a premier leisure and business travel destination to both leisure and international clients.

Prior to joining LA Tourism, Liberman spent over 34 years with United Airlines in a variety of sales and operational positions. Based in Los Angeles since 1995, Liberman most recently was United's Vice President, North America-Western Division.

Prior to moving to Los Angeles, Liberman was Vice President – Latin America, based in Miami, Florida, where he launched United's Latin American Division in 1992. Prior to that, he was United's Vice President of Services Planning and Vice President of Reservations and Ticket Sales at United's world headquarters in Chicago.

In addition to his volunteer work over the last 15 years with Alzheimer's Greater Los Angeles, where he serves as the Chair of the Board of Directors, he has served on numerous boards throughout his career. Today he serves on the Board of the Midnight Mission, which is an organization dedicated to assisting the homeless in Los Angeles. He also serves on the Board of the Los Angeles Sports and Entertainment Commission, which is an organization charged with bringing sporting and entertainment to Los Angeles. Liberman is a native of New York and holds a bachelor's degree in political science from Kent State University.

Matt Reid is a Managing Director and co-head of the Los Angeles office of Sard Verbinen & Co. He provides communications counsel to clients on their overall positioning and management of specific events that impact their reputation, business, and market value. Matt has three decades of experience in communications, public affairs, corporate responsibility, and crisis communications.

Prior to joining SVC, Matt served as the Senior Vice President of External Relations for BSA | The Software Alliance – the software industry's trade association in Washington – where he was responsible for global advocacy efforts on issues involving intellectual property, privacy, cybersecurity, and cloud computing. Previously, Matt spent six years as Executive Vice President of Waggner Edstrom, a leading independent communications agency, where he founded and led the agency's global public affairs practice. He later led the agency's Corporate Practice and founded Waggner Edstrom's corporate responsibility practice. For 15 years prior to joining Waggner, Matt worked at several agencies on the west coast including Fleishman-Hillard in its corporate practice and the GCI Group. Previously, he played senior roles on numerous high profile political campaigns in California including the LA mayor's race and Kathleen Brown's gubernatorial bid.

Matt serves as Co-Chair of the Board of Directors of Alzheimer's Greater Los Angeles - the leading Alzheimer's advocacy and care group in Southern California. He is a graduate of the University of Nevada, Reno with a degree in English Literature.

Jacqueline Macias, Ed.D., is a senior executive with a proven track record in large public companies, playing significant roles in strategy-setting, M&A, brand-building, and governance. Recognized for solving complex business issues and creating stakeholder value, Jackie established her own consulting firm in 2014, providing C-level advisory services. Prior to consulting, Jackie served as Chief Financial Officer of SeeChange Health, a start-up offering non-traditional health plans combined with consumer-driven clinical technology. Before SeeChange Health, Jackie spent fifteen years in the health care industry at Anthem, where she was last responsible for profit/loss management, membership growth and operations of Medicaid programs, Children's Health Insurance Programs and all other publicly funded programs for uninsured and underserved populations across the nation. Prior to Anthem, Jackie spent ten years in the defense manufacturing industry at ITT, where she was responsible for a variety of financial functions over the years.

As a recognized expert in health insurance/managed care and the transformational leadership required for true health care reform, Jackie previously served on the board of directors of Medicaid Health Plans of America and held an appointed position on NASCO (an incorporated partnership of Blue Cross and Blue Shield Plans) Government Services Advisory Council as Medicaid executive sponsor. She has also been asked to speak at several healthcare conferences and to instruct social entrepreneurs at Pepperdine. She serves as a Board Member for Alzheimer's Greater Los Angeles.

Jackie has a Bachelor of Science degree in accounting from Rutgers University, a Master of Science degree in taxation from American University, and a Doctorate of Education degree in the field of organizational leadership from Pepperdine University. She is also a Certified Public Accountant and Health Insurance Associate.

Val Zavala is recently retired from her position as VP of News and Public Affairs at KCET after 30 years of service as a television anchor, reporter, producer and executive producer. Over her three decades in public television she has covered major issues impacting Southern California politics, education, healthcare, environment, demographics, the economy, arts and culture. As anchor/reporter for KCET's prime-time news magazines, SoCal Connected and Life & Times, Zavala has won 18 L.A. Area Emmy® Awards, eight Golden Mikes and numerous Los Angeles Press Club awards. She also won a prestigious Walter Cronkite Excellence in Journalism award for her 1-minute ballot proposition explainers.

Ms. Zavala was a John S. Knight Journalism Fellow at Stanford University in 1992. She received her Master's in Journalism from American University in Washington, D.C. and her B.A. in Latin American Studies from Yale University. She is an active community leader serving as a Senior Fellow and mentor at the UCLA Luskin School of Public Affairs, as well as a Board Member for Alzheimer's Greater Los Angeles, and a regent for Mount Saint Mary's University.

She lives in Altadena with her artist husband and dog Casey.

Board of Directors

Mark S. Liberman
Board Co-Chair
1228 Chantilly Road
Los Angeles, CA 90077

Jacqueline Macias
Vice Chair
24256 Abbeywood Drive
West Hills, CA 91307

Tina Pukonen
Secretary
Vertical strategist
Pinterest
12655 W. Jefferson Blvd. 6th floor
LA, CA 90066

Lisa Chalfin
Senior Financial Analyst
Warner Pacific Insurance Services Inc.
32110 Agoura Road
Westlake Village, CA 91361

Chad Cole
First Light Real Estate
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Playa del Rey, CA 90293

Leonor Gaviña-Valls
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Vernon, CA 90058-2893

Jeffrey Glassman
CEO
Covington Capital Management
601 S. Figueroa Street, Ste. 2000
Los Angeles, CA 90017

Pansy Greene
Early Stage Liaison
23775 Mahogany Court
Valencia, CA 91354

Matthew Reid
Board Co-Chair
Managing Director
Sard Verbinnen & Co.
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Los Angeles, CA 90067

Gary L. Ferrell
Treasurer
Ferrell Consulting
2214 A Graham Ave.
Redondo Beach, CA 90278

Elliot Sainer
Immediate Past Chair
2000 Edgewood Drive
South Pasadena, CA 91030

Kenneth Chiate
Partner
Quinn Emanuel
865 S. Figueroa St., 10th Floor
Los Angeles, CA 90017

Helena Chui, M.D.
Chair, USC Dept. of Neurology
University of Southern California Mailing
Address:
1570 Knollwood Terrace
Pasadena, CA 91103

Ingrid Graham
Classically Trained Dancer, Choreographer,
Mentor and Educator
THE MOVEMENT TALENT AGENCY
Rep by: Jim Keith & Lyndsay Farias

Stephan Glynn
Managing Director
UBS Financial Services, INC.
515 South Flower Street., Suite 5000
Los Angeles, CA 90071

Robert Hirsch
Partner, S.A.H. Investments
Hirsch Family Investments
c/o Susan Hirsch Wohl
5403 Oakdale Ave.
Woodland Hills, CA 91364

Susan Disney Lord

Owner, Bel Air Restaurant
1717 San Vicente Blvd.
Santa Monica, CA 90402

Kyle Mabry

Managing Director
Western Division, American Airlines
222 North Sepulveda Blvd., Ste. 2100
El Segundo, CA 90245

Anne Martinez

Vice President, Western Sales & Operations
United Stations Radio Networks
11400 W. Olympic Blvd, Suite 200
Los Angeles, CA 90064

Susan M. Reynolds

Business Development Director
KPMG Advisors
550 S. Hope Street, Suite 1500
Los Angeles, CA 90071

Karl Schulze

Founder
Schulze Haynes Loevenguth & Co., LLC
660 S. Figueroa St., Suite 1280
Los Angeles, CA 90017

Judy Wunsch

ALZGLA Volunteer
6114 Barrows Drive
Los Angeles, CA 90048

Val Zavala

Retired KCET Vice President, News and Public Affairs
1822 La Paz Road Altadena, CA 91001

Honorary Members

Stephen Henning***Honorary Member***

Senior Partner
Wood, Smith, Henning & Berman LLP
10960 Wilshire Boulevard, 18th Floor
Los Angeles, CA 90024

Joshua Trabulus, MD***Honorary Member***

435 N. Roxbury Drive, Suite 300
Beverly Hills, CA 90210

Members Emeritus

Michael Arthur***Member Emeritus***

437 S. Bristol Avenue
Los Angeles, CA 90049

Stephen Breuer***Member Emeritus***

Wilshire Boulevard Temple
3663 Wilshire Blvd.
Los Angeles, CA 90010

Larry Varnes***Member Emeritus***

9600 Edmondson Drive
Denton, TX 76207

Alzheimer's Greater Los Angeles
Alzheimer's Latino Caregiver Education Project

Personnel	Request	Total Project Costs
GELA Regional Director (.05)		4,444
Sr. Manager Education & Outreach (.5)	14,284	28,569
Manager, Family Services (.05)		2,802
Graphic Designer (.02)	1,325	
Education & Outreach Coord (.37)	7,568	14,796
Benefits & Taxes @ 23%	5,331	11,641
Total Personnel	\$28,508	\$62,252
Operations		
Program Supplies (Educ. Events)	2,000	3,000
Brochures/pamphlets printing	1,000	0
Training manuals	1,500	2,000
Local Mileage (@.54 per mile)	3,000	5,000
Facilities Rental for Caregiver Wellness Day	1,500	1,500
Catering Caregiver Wellness Day	3,000	5,000
Office Supplies	300	600
Postage	100	250
Total Operations	\$12,400	\$17,350
Administrative Costs @ 10%	4,091	7,960
TOTAL PROJECT COSTS	\$44,998	\$87,562



Final Report

Created: 07/11/2018 • Last updated: 07/16/2018

Use this form to provide details regarding the services this organization has provided in the period after receiving financial support from the Vernon CommUNITY Fund (VCF).

*** Were you able to achieve the objectives of the grant from the VCF? Please explain.**

The Vernon CommUNITY Fund made it possible for Alzheimer's Greater Los Angeles (ALZGLA) to increase partnerships and reach a wider audience in the target communities. It also made it possible to use a broader and more creative range of strategies, both in marketing and in trainings and presentations. The Caregiver Emergency Funds provided desperately needed respite and a welcome break for caregivers. Further, it supported their ability to take advantage of more services.

ALZGLA's locally-based care counselor was able to increase her caseload for more one-on-one counseling. She was also able to offer caregiver trainings on a regular schedule. The caregiver caseload for the East Los Angeles Regional Service Center increased by an average of 5.5% each month. Nine newly identified caregivers from the target cities received one-on-one counseling and were connected to support services as well as health and long-term care services. This represents an almost 100% increase over the previous year. All the individuals receiving one-on-one care counseling are Latino and most are Spanish speaking.

The outreach and education staff were able to increase attendance of trainings and presentations by 10% over the previous year thanks to the support provided by the Vernon CommUNITY Fund.

*** What challenges has the organization experienced during the term of the grant and how were they addressed? How have these challenges affected the work supported by the VCF?**

Cultural barriers and the social stigma of Alzheimer's disease among Latinos remain the primary challenges to bringing awareness and education about the disease to the underserved communities targeted by the grant. Alzheimer's Greater Los Angeles was able to take several creative approaches to deal with these challenges. One of the most effective and creative tools used during the past year was a telenovela produced by Alzheimer's Greater Los Angeles in English and Spanish. The 10-minute episodes proved to be an effective tool to start the conversation about Alzheimer's in a manner that was sensitive and culturally appropriate. In addition, ALZGLA's locally-based office established a partnership with East Los Angeles Community College Storybook Theatre around an Alzheimer's-related live production to facilitate discussions about the disease and increase awareness.

Limited budgets to market to new audiences is another challenge. Building partnerships that open doors to new audiences is how this challenge was addressed throughout the year. The Vernon CommUNITY Fund support was integral to increasing and maintaining partnerships with community groups. ALZGLA added approximately 40 new partnerships during the past year and they yield wonderful results.

*** What are any organizational successes from the past year which you would like to highlight?**

A major success of the past year would be Caregiver Wellness Day, which was held on June 2, 2018. A full-day event, it brought together over 150 caregivers with 150 community partners who provided caregiver education and trainings; community resources; and access to medical and research professionals, as well as a myriad of helpful take-away items. While it may seem simplistic, providing sustenance to the caregivers in the form of free packages of fresh tortillas, pounds of coffee, and other household items was a wonderful benefit for those who attended. Many of the caregivers are from low-income households. Partnerships with Food4Less and Gavina Coffee (a Vernon-based business) made these donations possible.

Some who attended Caregiver Wellness Day were only able to do so thanks to respite support made possible by the Vernon CommUNITY Fund.

Another highlight of the year was the launching of ALZGLA's Latino Dementia Network on March 22, 2018. The meeting brought together 75 organizational leaders to focus on the needs of Latinos dealing with Alzheimer's and dementia in the target cities identified by Vernon CommUNITY Fund.

*** Have all of the funds provided by VCF been expended?** Yes

Please attach an expense report for the grant for the past year.

<https://jemmottrollinsgroup.fluidreview.com/resp/17559521/n58u76ldKh/>

*** Were there any additional unexpected expenses that were not mentioned in the Interim Report?** No

*** How many times has the Board of Directors convened in the past year?** 5

*** How many residents from the Vernon-area (Vernon, Bell, Boyle Heights, Commerce, Huntington Park, Maywood, Unincorporated East Los Angeles) have you served during the grant term?** 1094

*** What metrics did you use to determine this?**

Strategic plans for ALZGLA's East Los Angeles Regional Service Center are created annually. These include goals. Sign-in sheets and printed evaluations are the primary tools used to measure effectiveness. In the past year, ALZGLA has also grown its social media presence. Analytic reports are run to measure for volume and engagement.

*** Do you expect to reapply for funding from VCF next year?** Yes

*** Signature** Debra Cherry

By typing your full name in the space provided below, you attest that the information provided is true and accurate to the best of your knowledge.



General Applicant Information

Applicant Organization:	CA Derby Dolls
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Type of Organization:	Community-based (Sports/Recreation)	Year Founded:	2003 (501c3 in 2018)
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Annual Budget:	\$327,800	No. of Board Members:	7
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Amount Requested:	\$50,000	Recommended Amount:	\$40,000
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Type of support requested:	<input checked="" type="checkbox"/> General Operating	<input checked="" type="checkbox"/> First Time Applicant
	<input type="checkbox"/> Project/Program	<input type="checkbox"/> Returning Grantee Prev. Award amount: _____

Brief Narrative description of the organization
<p>The LA Derby Dolls is a volunteer-run roller derby league governed by a 7 member board dedicated to promoting the emotional, mental/physical health and leadership development of women and girls through sports programming and community engagement opportunities. They partner with community organizations to provide free workshops to survivors of domestic violence/sexual assault as well as formerly incarcerated women/their female children. Derby Dolls maintain a strong presence in their community & can be found supporting numerous community events/organizations on any given week. LA Derby Dolls was founded in October 2003 and was granted 501c3 status in January of 2018 under the name of CA Derby Dolls.</p>

Organizational strengths:
<p>Fans/supporters base of over 25,000 community members;</p> <p>Volunteer run organization made up of women from a wide variety of backgrounds and professions;</p> <p>Banked-track warehouse space/headquarters located in the City of Vernon (2661 E. 46th Street, 90058);</p> <p>Demonstrated ability to sustain themselves through a variety of income revenue including fund-raising, membership dues, event income and grant awards;</p> <p>Strong community presence and engagement (recently participated in City of Vernon's 'Halloween Spooktacular');</p> <p>7 member board, all of whom have a long standing history in roller derby & most of whom have been members of the LA Derby Dolls.</p>

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: Adults Family Type: n/a
 Gender: Women Military Status: n/a
 Race/Ethnicity: n/a Sexual Orientation: n/a
 Economic Status: n/a Other (specify): n/a

Description of the proposal to which funds would apply
 (if no particular project is specified, please note General Operating Support in this area)

Funding from the City of Vernon would be provide general operating support, specifically to cover approximately 12% of their total operating budget.

Cost/Benefit:	\$40,000 to support 150 participants comes out to \$266 per person	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	CA Derby Dolls' community engagement and service projects allow them to reach significantly more girls/women than participate in the program, expanding the reach of their mission.
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Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: ____ / ____ / ____) Proposal Budget
- Organizational Budget

How does the proposal align with the goals of the Fund?

The proposal most closely aligns with the following VCF goals:
 To strengthen and support non-profit organizations that benefit residents and neighborhoods;
 To encourage and inspire positive social development in Vernon and neighboring communities;
 To promote positive social development of children, youth & families in Vernon and surrounding areas.

The eligibility criteria where this proposal rates the highest are:
 Promote the health, safety and welfare of persons residing or working within the designated geographic areas;
 Garner appreciation from the public and recognize the contribution from the City of Vernon.

Are there any activities planned to acknowledge VCF as a funder of this project/program/organization?

The Derby Dolls would be honored to announce a grant partnership with the Vernon COMMUNITY Fund on their website, across all of their social media platforms (with over 65,000 followers), and through their dedicated newsletter.

What previous projects has the applicant successfully implemented?

Throughout its history, the Derby Dolls have produced 14 seasons comprised of more than 20+ bouts annually, won multiple national/regional championships (7 years in 1st place), hosted over 50 training camps for adult/junior skaters and volunteered in hundreds of transformative community events.

Past community events include: Derby Dolls' annual Health Fair (40-60 vendors providing free health screenings and classes to the community, to be hosted in Vernon moving forward), Roll Up Workshops (tailored for specific communities such as domestic violence/sexual assault survivors, formerly incarcerated women and their children and youth at risk for gang involvement), Family Movie nights, Big Sunday as well as neighborhood clean ups and beautification efforts. The CA Derby Dolls has successfully sustained itself since its founding in 2003 to its 501c3 status.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

The CA Derby Dolls do not recognize any foreseeable challenges in meeting the obligations of the proposed grant award.

Funding Recommendation

Fund this proposal?

Yes
 No

Recommended Amount: 40,000

Suggested revision(s) to proposal/fund amount, if applicable:

Due to a high number of applications in the queue and fund availability for the current fiscal year, a total amount less \$10,000 from the original request is being recommended.

Staff reviewer:

Maya Cacavas

Signed: _____



Date: 11 / 1 / 18



Fill out Application Form

Created: 07/19/2018 • Last updated: 07/21/2018

ORGANIZATIONAL INFORMATION

*Indicates required field

* **Name of Organization** CA Derby Dolls

* **Organization Address**

Street	2661 46th St
City/Town	Vernon
State	California
Country	United States

* **Organization Phone** 5625999512

* **Organization Email** info@derbydolls.com

Organization website address, if any www.derbydolls.com

* **Name of Authorized Representative** Heather Masterton

(Last Name, First Name)

Title of Authorized Representative Member, Board of Directors

* **Organization Founding Date/Date of Incorporation** 01/2018

* **Organization Type** Community-based (Sports/Recreation)

* **Service Area** Vernon

SERVICE DETAILS

What number of non-duplicate individuals directly benefit from your services? More than 200

What amount of the individuals specified above are located in the cities identified by the Vernon CommUNITY Fund? More than 200

What age group(s) benefit the most from your services? Adults (ages 21 - 54)

STAFF DETAILS

*** Name of Executive Director** Audrey Wood

(Last Name, First Name)

List of Executive Staff/Volunteer Leadership (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

Executive Staff/Volunteer Leadership biographies (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document. Please specify titles and organizational involvement.

(No response)

List of Board Members (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

<https://jemmottrollinsgroup.fluidreview.com/resp/17737808/fqskNUvQvb/>

List of Board Members (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document.

(No response)

FINANCIAL INFORMATION

List of Income Sources

(For example: grants, earned income, individual donations)

Membership Dues

Fundraising (individual donations & events)

Bouts

Grants

Merchandise

* Most recent audit and/or 990.

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/17737808/nOnxuvHAF5/>

* Current organization budget

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/17737808/8THAFUPkXp/>

***Grant Amount:** 50000

Please specify the amount of grant funds being requested.

*** What percentage of your organization budget will the requested funds represent?** 15

*** Are you requesting funding for a specific project?** No

Proposed budget for requested funds

How will the organization specifically utilize grant funds? (Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/17737808/GDDLZKJB1h/>

Name of Financial Institution Chase

Address of Financial Institution PO BOX 852051 Columbus Ohio 43218

Phone Number of Financial Institution 800-242-7338

Name of Fiscal Sponsor (if applicable)	N/A
Fiscal Sponsor Address (if applicable)	(No response)
Fiscal Sponsor Phone (if applicable)	(No response)
Fiscal Sponsor Email (if applicable)	(No response)
Fiscal Sponsor Website (if applicable)	(No response)
Does your organization have a current certificate of general liability insurance?	Yes



Fill out Application Narrative Form

Created: 07/19/2018 • Last updated: 07/21/2018

*** What dollar amount are you requesting from the Vernon CommUNITY Fund?** 50,000

*** Will you be requesting general operating support?** Yes

If yes:

What is your annual operating budget?	327,800
What is your organization's mission? (250 words, maximum)	The mission of the Derby Dolls is to achieve the highest level of competition, integrity and production quality, while enriching the lives of its members and community through sport.
What is the target demographic for your services?	Women and Girls
What period of time are the requested funds expected to cover?	one year

Please attach the proposed budget for your project

(No response)

Describe your organization’s history, listing significant achievements, accomplishments and recognition: (250 words, maximum)

The LA Derby Dolls is Los Angeles' premier all-female, banked track roller derby league. The league was founded in October 2003 and in January 2018, was granted its 501c3 status, under the name CA Derby Dolls. Over the last fifteen years, the Derby Dolls have continued to evolve and are now a thriving, volunteer run organization comprised of more than 150 adult and junior skaters, referees, and trainers. The Derby Dolls are committed to achieving the highest level of competition, integrity and production quality, while enriching the lives of its members and community through sport. This mission is accomplished through a state of the art training program, professionally produced bouts, introductory classes, and tailored workshops for community groups.

The Derby Dolls also commit their time and career talents to a robust schedule of year round service projects to promote the health and wellbeing of communities throughout Los Angeles County (i.e. a league produced health fair, neighborhood clean ups, marathons and CicLAVias, literacy events, family movie nights, and more). Throughout its history, the Derby Dolls have produced 14 seasons comprised of more than 20+ bouts annually, won multiple national and regional championships (National Battle on the Bank: 1st Place - 2008, 2012, 2013, 2014, 2015, 2016 and 2017; 2nd place 2009, 2011, and 3rd place in 2010; and Regional Battle for the Coast- Flat Track: 1st place - 2012 and 2013; 2nd place - 2014), hosted over 50 training camps for adult and junior skaters and volunteered in hundreds of transformative community events.

*** Describe how your organization and/or project will improve the community of Vernon and/or its surrounding areas: (500 words, maximum)**

The Derby Dolls are honored to bring its league, fan base and state of the art sports programming for women and girls to the City of Vernon. We respectfully request your consideration of a \$50,000 grant to support the league’s first year of operating expenses as a new non profit in Vernon. A grant from the CommUNITY Fund will allow the league to successfully implement quality sports training programming and community engagement projects in Vernon and its surrounding communities.

The Derby Dolls offer programming seven days a week to its 150 adult and junior skaters, who each commit to a minimum of 14 hours a month of training. Programming includes skills based practices (on and off skates), team skater, mid level (Subpool) and entry level (Fresh Meat) practices, and team and mixed level scrimmages (bouting). A rotating series of Introductory and advanced introductory classes are open to community members for a fee and specialized workshops (RollUp!) are made available at no cost to targeted populations (past groups have included survivors of domestic violence and sexual assault and formerly incarcerated women and their female children from community organizations: Peace Over Violence and Homeboy Industries), twice a year.

In addition to specialized workshops, league skaters will also oversee service engagement projects in Vernon and its surrounding communities. These projects expose Derby Dolls skaters, their families and the league's fan base to a broad range of social issues: neighborhood beautification, homelessness, educational equity, violence against women, suicide prevention, access to quality health care, etc - and promote opportunities for everyone to get involved in promoting healthier communities.

Our 2018 program goals are measured against the following indicators:

Goal #1 Promote the emotional, mental and physical health of women and girls through sports programming

Outcome: Adult and junior skates will experience an increase in overall health and well being

Performance Indicators:

of skaters enrolled in a formal skating program, from beginner to team skater

of training hours completed by adults and juniors

of skaters track cleared, i.e. meeting standardized level of skill achievement and bout readiness

increase in skaters self reporting marked improvement in emotional and physical health

Goal #2 Promote the leadership of women and girls through league and community engagement opportunities

Outcome: Women and girls will be empowered to lead within the league and in their schools, workplaces and communities

Performance Indicators:

of leadership positions held within the league

of community engagement events lead by Derby Dolls

of community events attended by Derby Dolls

of Roll Up Workshops offered to community groups

If selected for award, how might your organization promote its Vernon CommUNITY Fund Grant?

The Derby Dolls would be honored to announce a grant partnership with the Vernon CommUNITY Fund on our website, across our social media platforms with over 65,000 followers, and through a dedicated newsletter to our e-mail list serv of over 25,000 fans/supporters. We would also credit the CommUNITY Fund through an announcement at each public bout for the duration of the grant period - ex. "This bout is brought to you with support from the Vernon CommUNITY Fund."



LOS ANGELES DERBY DOLLS

Women's Banked Track Roller Derby -Board Roster, FY18-FY20

Audrey Wood, Board President

Audrey Wood is a post production supervisor working in West Hollywood, specializing in reality television content. She has worked in television post production for over 13 years. Wood is a retired All-star and Sirens skater and is currently part of the LADD Enforcers.

Jenn Murphy, Vice President

Jenn Murphy has spent the past decade working as a film programmer and administrator for film organizations across the US. Currently she is the Senior Video Editor at Mercy for Animals. She has been a member of the Los Angeles Derby Dolls since 2016 and currently skates with the Varsity Brawlers.

Kristal Carmona Miranda, Treasurer

Kristal is on her second (two-year) term on the board of directors. She has worked as a consultant for a CPA accounting firm for over 13 years with half her clients in the nonprofit sector. She is currently the Controller for Pfaffinger Foundation. She is a retired Derby Doll skater with the Sirens and Ex-Riette.

Laura Cherkas, Secretary

Laura Cherkas is a freelance production editor in the book-publishing industry. She has been a member of the Los Angeles Derby Dolls since 2015 and skates with the Varsity Brawlers.

Heather Masterton, Board Member

Heather Masterton is a seasoned fundraising professional with over 22 years of experience in the non-profit sector, with a focus on fundraising for programs that empower women and girls. She has been a member of Los Angeles Derby Dolls since 2014 and skates with Fight Crew.

Scott Newell, Board Member

Scott Newell is an Exhibition Technician at the Los Angeles Natural History Museum. He has been a member of the Derby Dolls for 11 years. During this time he achieved "legend" status as a referee, coached the Fight Crew, served as Interim General Manager, and to this day, serves as Co-Head of the track maintenance crew.

Grant Palmer, Board Member

Grant Palmer is an executive in the medical device industry focusing on quality and regulatory affairs. He is currently Vice President of Quality and Regulatory at Sparton Aubrey Group, Inc, a contract medical device design and manufacturing company. Grant serves as the official photographer for the Los Angeles Derby Dolls.

TAX ID: 82-3100150

WWW.DERBYDOLLS.COM

2661 E. 46th Street Vernon CA 90058

Follow Us! @LADERBYDOLLS



DERBY DOLLS 2018 budget	Jan-June 2018 Actuals	Budget	Notes
Income			
			Members fundraise for the league through skate-a-thons, marathons and other events
Fundraising	37,920.44	60,000	
Dues	71,025.75	168,000	Adults: \$70/mo & Juniors: \$65/mo
Event Income	8270.16	35,000	YTD income low due to no public bouts in warehouse
Camps	0	5,000	No camps held this year to date
Grants	2500	60,000	Since incorporating as a 501c3 in January 2018, we are now beginning to apply for general operating and program specific grants.
Other	5000	0	Sale of equipment
Merch Sales	212.50	0	
Total Income	124,928.85	328,000	
Expenses			
Program Cost	11,205.44	60,000	
Operations	4598.37	50,000	
Personnel	15952.75	40,000	
Printing/Ads	0	5,000	
Travel Fund	0	10,000	
Supplies/Training Gear	2,514.42	10,000	
Rent	66,906.09	120,000.00	
Utilities	2,251.32	12,000	
Telephone	546.72	3600	
Insurance/Taxes	2212.74	2200	
Move expenses/Temp Sto	3,115.09	15,000	
Total Expenses	109,302.94	327,800	
Total Request		50,000	

DERBY DOLLS 2018 budget	Jan-June 2018 Actuals	Budget	Request
Income			
Fundraising	37,920.44	60,000	
Dues	71,025.75	168,000	
Event Income	8270.16	35,000	
Camps	0	5,000	
Grants	2500	60,000	
Other	5000	0	
Merch Sales	212.50	0	
Total Income	124,928.85	328,000	
Expenses			
Program Cost	11,205.44	60,000	
Operations	4598.37	50,000	
Personnel	15952.75	40,000	
Printing/Ads	0	5,000	
Travel Fund	0	10,000	
Supplies/Training Gear	2,514.42	10,000	
Rent	66,906.09	120,000.00	42,000
Utilities	2,251.32	12,000	2,000
Telephone	546.72	3600	
Insurance/Taxes	2212.74	2200	
Move expenses/Temp Sto	3,115.09	15,000	6,000 (toilet installation for Vernon permitting process, paint for warehouse)
Total Expenses	109,302.94	327,800	
Total Request			50,000



General Applicant Information

Applicant Organization: Center for NonViolent Education and parenting, dba Echo

Type of Organization: Community based (health/Human Services) Year Founded: 1999

Annual Budget: \$717,277

No. of Board Members: 7

Amount Requested: \$40,000

Recommended Amount: \$20,000

Type of support requested: [] General Operating [x] Project/Program

[x] First Time Applicant [] Returning Grantee Prev. Award amount: _____

Brief Narrative description of the organization
The Center for Non-Violent Education and Parenting, doing business as the ECHO Center, is a non-profit 501-c-3 with an annual budget of \$717,277 governed by a seven member Board of Directors. Now known as the Echo Center, it's mission is to "teach effective nonviolent child raising techniques based on empathy and compassion in order to deepen adult-child relationships and move toward a culture of peace and understanding." The Center serves the greater Los Angeles community with classes, trainings, workshops, presentations, festivals and conferences. The organization began in an Echo Park neighborhood by an immigrant from New Zealand whose childhood experiences in a violent dysfunctional household fueled her lifelong commitment to prevent childhood trauma by teaching parents effective parenting and life management skills. Since expanding to partner with schools, social welfare and maternal/child health organizations, the curriculum has evolved into a best practice. By partnering with the the Boyle Heights Wellness Center at the revitalized County General Hospital, Echo Center will provide parenting classes, home visits, parent coaching and other supports to vulnerable families in communities of concern to the Vernon Community Fund.

Organizational strengths:
The organization has demonstrated capacity to generate resources to sustain its programs and services with a balanced funding portfolio including fees for service, contributions, fundraising events and grants;
The services are considered best practice by child welfare experts and organizations that serve the Latinx population; some of which are grantees of the VCF (e.g., ELA Women's Center, Jovenes);
Staffing is stable and well-qualified with personnel demonstrating a commitment to the population; members of the staff have graduated from the program;
Echo Center is a leader in the field of trauma informed prevention efforts with evidence to produce safer healthier home environments for families it serves;

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: Adults 21-54 Family Type: _____
Gender: _____ Military Status: _____
Race/Ethnicity: 66% Latino, 21% white, 6% African American Sexual Orientation: _____
Economic Status: 65% families on less than \$25,000 annually Other (specify): _____

Description of the proposal to which funds would apply
(if no particular project is specified, please note General Operating Support in this area)

Echo Center provides a ten-week parenting course as the core of its operations and plans to serve up to 200 unduplicated adults over twelve months; parents pay a sliding scale fee to participate however no family is turned away due to lack of funding. The scale ranges from \$10 per session for lowest income families up to \$45 per session for families with income up to \$100,000.

Cost/Benefit:	The full cost of the ten week program is approximately \$2500;	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	Benefits to families include less reliance on social services; less likelihood of intervention by formal systems savings thousands of dollars to families and public institutions.
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Staff Analysis

Documents reviewed

Audit/IRS Form 990 (dated: 07 / 01 / 2017)
 Organizational Budget

Proposal Budget

How does the proposal align with the goals of the Fund?

The Vernon Community fund supports non-profits organizations that provide direct services to adults and children that improve the quality of their lives. This organization promotes positive social development of children, youth and families in Vernon and surrounding areas.

Are there any activities planned to acknowledge VCF as a funder of this project/program/organization?

The organization's web site devotes a page that lists funders. Funders are also acknowledged at events and fairs held throughout the year.

What previous projects has the applicant successfully implemented?

The applicant organization has successfully implemented professional training programs for continuing education credits; a conference for practitioners to gather and keep abreast of developments in this rapidly growing field of trauma informed prevention and healing.

The organization's website provides information and tools for parents and others such as teachers and program managers. The accessibility of this information and the commitment to provide materials in Spanish is indicative of the organization's commitment to address the widespread need for help in our communities.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

The VCF grant will be used for parenting classes and other support services to be held at the Wellness Center in Boyle Heights. One challenge for the program will be reaching and engaging families that rely on public transportation and those that live in the Southeast area of the VCF catchment area.

It could be that partner programs are able to provide alternative transportation with use of their program vehicles, for example Head Start programs.

Funding Recommendation

Fund this proposal?

Yes
 No

Recommended Amount: \$20,000


Suggested revision(s) to proposal/fund amount, if applicable:

The reduced amount of funding available for this applicants in this year argues for balancing those applicants with merit within the funding available.

Staff reviewer:

Fran Jemmott

Signed:



Date: 11/10/18



Fill out Application Form

Created: 08/08/2018 • Last updated: 08/27/2018

ORGANIZATIONAL INFORMATION

*Indicates required field

* **Name of Organization** Center for Nonviolent Education & Parenting, dba Echo

* **Organization Address**

Street	1000 Sunset Blvd #201
City/Town	Los Angeles
State	California
Country	United States

* **Organization Phone** 213-484-6676

* **Organization Email** info@echotraining.org

Organization website address, if any www.echotraining.org

* **Name of Authorized Representative** Louise Godbold

(Last Name, First Name)

Title of Authorized Representative Executive Director

* **Organization Founding Date/Date of Incorporation** 08/2004

* **Organization Type** Community-based (Health/Human Services)

* **Service Area** Boyle Heights

SERVICE DETAILS

What number of non-duplicate individuals directly benefit from your services? More than 200

What amount of the individuals specified above are located in the cities identified by the Vernon CommUNITY Fund? More than 200

What age group(s) benefit the most from your services? Adults (ages 21 - 54)

STAFF DETAILS

*** Name of Executive Director** Louise Godbold
(Last Name, First Name)

List of Executive Staff/Volunteer Leadership (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

Executive Staff/Volunteer Leadership biographies (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document. Please specify titles and organizational involvement.

Louise Godbold, Executive Director. In 2010, Louise joined Echo as the director of grant development after a 20-year career as a nonprofit consultant. She has worked for funders (the California Endowment and Los Angeles County Health & Human Services), for UC Berkeley as a technical assistance provider to California county administrations, and for many nonprofit agencies requiring strategic planning and evaluation consultation. In 2013, Louise and longtime staff member, Diana Ayala, took over as co-executive directors after the departure of Echo’s founder. Since April 2017, Louise has been the sole executive director. Louise is the developer and lead trainer for Echo’s professional development curriculum on trauma- and resiliency-informed practice.

CURRENTLY ON MATERNITY LEAVE.

Tracy Gray (MST, MEd, MSW) Program Manager. Tracy has over 10 years experience teaching children of all ages, as well as providing mental health services to children and families. She received her master’s in teaching through the Teach for America program and a dual masters in infant and family

developmental (with a specialization in early childhood trauma) through Bankstreet College of Education and the Silberman School of Social Work at Hunter College. After working as a mental health provider in the New York school system and outpatient clinics, Tracy moved back to California and became a master teacher at The Pacific Oaks Children's School where she mentored early childhood education students from local community colleges. In July 2017, Tracy joined Echo as a program manager and lead trainer and she now develops, manages, and facilitates professional development trainings in trauma-informed, nonviolent practice.

Sofia Teodoro, Program Manager. Sofia has over 20 years of experience working with Los Angeles nonprofits on a diverse range of social issues such as homelessness, domestic violence, youth development and immigration. She co-founded two organizations, Immigrant Defenders Law Center, a social justice law firm dedicated to providing legal services to detained and released unaccompanied children, and Los Angeles Communities Advocating for Unity, Social Justice and Action, Inc., a social justice-based youth organization/charter and vocational school. Sofia's own personal journey as a trauma survivor and single parent led to her participation in Echo's nonviolent parenting classes and eventually being hired as an Echo program manager in 2017.

James Bigelow, Lead Trainer. MFA joined Echo in July 2017 as a trauma-informed, nonviolent parent educator and professional development trainer. He brings to Echo 17 years of working with children and families. James started his career working in group homes and for the past 10 years has worked in schools as a therapeutic behavioral specialist with students and their parents.

Andi Fetzner, Trainer. Andi began working with Echo in 2018 as the Seeking Safety and Trauma & Addiction professional development facilitator. She has a B.A. in Political Science, an M.S. in Counseling, and is currently working towards a Doctorate in Psychology. She is the co-chair of the Trauma-Informed Taskforce of Los Angeles and as Community Manager of [Acesconnection.com](https://www.acesconnection.com).

Chavonne Taylor, Trainer. Chavonne is a South Central Los Angeles native with a degree in Sociology from the University of Southern California. While in school, she worked as a mentor with foster youth at Crenshaw High School as well as heading a childcare program for Kinship in Action, an organization providing support for relative caregivers. She has worked with pregnant and parenting teens both as a teaching assistant at Thomas Riley High School and as a case manager with the CalLearn program at El Nido Family Center. Her experience also includes working as a teaching assistant at the Daniel Freeman Elementary school in Inglewood and as a program manager for Big Brothers Big Sisters at Florence Griffith-Joyner Elementary school in Watts. As a facilitator for the Department of Mental Health's Wraparound program, Chavonne led a team of child specialists, parent partners, therapists, and social workers to support children in foster care, returning to their home from a group home, or on probation. She learned the practice of nonviolent communication while teaching at Riviera Playschool in Redondo Beach. Chavonne joined Echo in April 2018.

Jessica LeTarte (MSW), Operations Manager. Jessica has extensive experience in supporting social service agencies as an administrator with specialist skills in technology and design. Before receiving her MSW from USC, she worked at the Da Vinci Innovation Academy as an academic coach and at Healthcare Services Inc. providing administrative support. In 2013, she joined Echo as an intern and is now the operations manager, with responsibility for daily operations, human resources, communications and technological support.

List of Board Members (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

List of Board Members (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document.

LOUISE GODBOLD, EXECUTIVE DIRECTOR

Louise has worked for over 20 years in the nonprofit field. For several years she was retained by UC Berkeley to provide statewide technical assistance to county alcohol and drug administrations. She has worked for The California Endowment, the Los Angeles County Department of Alcohol and Drug Programs and innumerable nonprofits providing assistance with evaluation, strategic planning and creating research-based programming.

LINDA KESTON

Linda Keston has been an elementary school teacher, school counselor, school psychologist and is a licensed marriage family therapist. She was a mentor and tutor at the teen parenting program established by Echo's founder prior to the agency's inception, and was privileged to be a part of Echo's founding and development.

TODD MANDEL

Todd Mandel serves as Director of Development for Claremont Graduate University. Previously, he was president of Network Consulting Group, providing fund and board development expertise to local and national nonprofits. He is the author/editor of "Be the One," a book on mentoring.

CAROL MELVILLE, BOARD CHAIR

Carol Melville is a Licensed Clinical Social Worker who worked for many years as Regional Director for South Bay Jewish Family Service Mental Health Center. She has also worked as a private practice clinician.

JOHN PERKINS, TREASURER

John is an investment banker and strategy consultant. Prior to joining the Echo Board, John served on the Marymount High School Board of Directors for seven years – one year as lead Finance trustee and five years as Chairman of the Board.

CORINNE TAYLOR-CYNGISER, SECRETARY

Corinne Taylor-Cyngiser is a nonprofit consultant specializing in informal education, girls' selfesteem, and mentorship for educators and other role models. She is a graduate of Echo's Parent Education Certification Program.

RENALDO WILSON

Renaldo Wilson is a health educator for Kaiser Permanente. He has 15 years experience in the health field, practicing as an exercise physiologist, Ayurvedic specialist, Tai Chi instructor and holistic health practitioner.

FINANCIAL INFORMATION

List of Income Sources

(For example: grants, earned income, individual donations)

Board contributions 62,827

Donations 25,000

Grants 209,000

Community contracts 50,000

Program fees 357,450

Direct mail fundraising 13,000

Total Income \$ 717,277

*** Most recent audit and/or 990.**

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/18061723/nOnxuvHAF5/>

*** Current organization budget**

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/18061723/8THAFUPkXp/>

***Grant Amount:** 40,000

Please specify the amount of grant funds being requested.

*** What percentage of your organization budget will the requested funds represent?** 6

*** Are you requesting funding for a specific project?** Yes

Proposed budget for requested funds

How will the organization specifically utilize grant funds? (Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/18061723/GDDLZKJB1h/>

Name of Financial Institution CitiBank

Address of Financial Institution 2450 Glendale Blvd, Los Angeles, CA 90039

Phone Number of Financial Institution (323) 473-3894

Name of Fiscal Sponsor (if applicable) N/A

Fiscal Sponsor Address (if applicable) N/A

Fiscal Sponsor Phone (if applicable) N/A

Fiscal Sponsor Email (if applicable) N/A

Fiscal Sponsor Website (if applicable) N/A

Does your organization have a current certificate of general liability insurance? Yes



Fill out Application Narrative Form

Created: 08/08/2018 • Last updated: 08/27/2018

*** What dollar amount are you requesting from the Vernon CommUNITY Fund?** 40000

*** Will you be requesting general operating support?** No

If no:

What is your annual operating budget?	717,277
What is your organization's mission? (250 words, maximum)	The mission of Echo is to support and facilitate child raising rooted in connection and empathy. We teach parents, teachers and others who strongly influence children's lives an approach that integrates current research in human development and trauma-informed care, with the practice of nonviolence.
Who is the target demographic for your services, if any?	Low Income English and Spanish speaking parents and children in East Los Angeles
Please briefly describe your proposed project. (250 words, maximum)	Echo was recently invited to provide weeknight parenting education and childcare programming at the Wellness Center in Boyle Heights, where multiple non profits offering wrap around health and social services are based. A \$40,000 grant from the Vernon CommUNITY fund would support the implementation of our signature sliding scale, ten week parenting course series in both English and Spanish, with concurrent, trauma-informed child care programming, three times a year (30 weeks in total).
What is the goal of the proposed project? (500 words, maximum)	<p>Goal: Assist parents in the Boyle Heights area in breaking intergenerational cycles of violence and provide the safe, stable nurturing relationship children need for optimal growth and to heal from trauma.</p> <p>Objective: Increase parents' ability to create safe and healing parent/child relationships through 10-class parenting series.</p> <p>Outcome: Parents will practice trauma-informed nonviolent parenting to break intergenerational cycles of violence as well as provide the safe, stable nurturing relationship children need for optimal growth and to heal from trauma.</p> <p>Output: Thirty weeks a year, provide two-hour trauma-informed, nonviolent classes in English and Spanish for parents, including domestic violence survivors, and two hours of trauma-informed child care for participants' children.</p>

Please attach the proposed budget for your project

(No response)

Please provide a detailed description of the proposed project (attachment):

<https://jemmottrollinsgroup.fluidreview.com/resp/18061923/MnxPUAdJSl/>

Describe your organization’s history, listing significant achievements, accomplishments and recognition: (250 words, maximum)

The mission of Echo is to support and facilitate child raising rooted in connection and empathy. We teach parents, teachers and others who strongly influence children’s lives an approach that integrates current research in human development and trauma-informed care, with the practice of nonviolence.

Echo was founded in 1999 to train parents and educators in an attachment-based, ‘power with’ approach to child raising and providing services to children. Since 2010, Echo has incorporated the ever-emerging science on childhood trauma and resilience - most notably the findings from the Adverse Childhood Experiences Study - to uniquely offer trainings to parents and professionals in the development of a trauma-informed, nonviolent practice. We focus on relationship-building and social emotional skills to heal trauma and build resilience, thus creating the conditions for optimal growth and learning for every child.

Our trainings and conferences on Childhood Trauma, Trauma Responsive Play, Nonviolent Parenting, Embodied Child Raising, Social & Historical Trauma, Resilience & Post Traumatic Growth, and Seeking Safety are attended by professionals across the U.S. and parents across Los Angeles County. They are consistently at capacity - and provide parents, educators and other professionals with the skills and approach to promote the trauma- and resiliency-informed, compassionate environments in which children can thrive.

*** Describe how your organization and/or project will improve the community of Vernon and/or its surrounding areas: (500 words, maximum)**

Echo was recently invited to provide weekly parenting education and childcare programming at the Wellness Center in Boyle Heights. A \$40,000 grant from the Vernon CommUNITY fund would support the implementation of our signature sliding scale, ten week parenting course series in both English and Spanish, with concurrent, trauma-informed child care programming, three times a year (30 weeks total).

Our parenting curricula covers nonviolent communication, brain and child development, the impact of trauma on development, tools for emotional regulation, emotional literacy, and setting limits. Participants are provided free childcare with a curriculum that parallels the information received by parents. Our childcare workers are trained in trauma-informed care and receive reflective supervision from our trauma specialists.

Two thirds (67%) of the families we serve come to us through court referrals and the Department of Children and Family Services and have no other options for linguistically, financially and geographically accessible parenting support services. The majority (65%) of the families we serve are living on less than \$25,000 a year. One in four of the parents are monolingual Spanish speakers. Participants are

predominantly Latino (66%), with 21% White and 6% African American. Our average participant contributes \$2 toward a class, based on their current income. Expanding our parent education programming to Boyle Heights will meet the demand of East Los Angeles parents, particularly Spanish speakers, in need of, and required to participate in parent education to break the cycle of violence in their family.

Our work is in alignment with the Vernon CommUNITY Fund's commitment to improving the health, wellbeing and quality of life in the City and surrounding communities. In 2010, the U.S. Centers for Disease Control and Prevention reported that Adverse Childhood Experiences (ranging from being hit to being humiliated by a parent) are positively correlated with higher risks of alcohol and substance abuse, domestic violence, depression and suicide, unintended pregnancies and other physical, mental and social problems. We see our work and approach as critical to the prevention of child abuse, but also as an evidence informed strategy to improving the emotional, mental and physical health of children and adults in the communities we serve.

We know our approach is working. In an evaluation led by Joe Albert Garcia, Ph.D., Assistant Professor in the Human Services Department at California State University, Fullerton, Echo's model demonstrated statistically significant improvements in the attitudes of parent class participants in four areas: Empathy, Corporal Punishment, Parent-Child Roles, Children's Power and Independence. These findings indicate that as a result of attending the trauma-informed nonviolent parenting class series, parents are moving from a higher to lesser risk of practicing behaviors known to be attributable to child abuse and neglect. With your support, we will bring this model to parents in the communities of East Los Angeles, improving the welfare of children by creating access to trauma-informed, nonviolent parent education.

If selected for award, how might your organization promote its Vernon CommUNITY Fund Grant?

Echo would happily list the Vernon CommUNITY fund on all of its digital and hard copy outreach materials to announce this new class offering in the community of Boyle Heights. We will send out a stand alone e-mail to our list serv to share the news of this grant award and to notify the communities we serve that we are now able to serve parents at a Boyle Heights location. Our list serv is composed of individual supporters, as well as the multiple community organizations and government entities we partner with, who serve parents and make referrals to our classes.



Operating Budget 2018-2019

Income

Board contributions		62,827
Donations		25,000
Grants		209,000
Community contracts		50,000
Program fees		357,450
Direct mail fundraising		13,000
Total Income	\$	717,277

Expenditures

Personnel		475,767
Professional services		66,800
Mileage reimbursement		2,000
Program supplies		20,500
Catering		17,000
Staff training		2,000
Bank & payroll service charges		1,980
Rent		36,000
Insurance		8,500
Accounting fees		46,325
Online database		5,500
Donor development exps		1,500
Office supplies & copier		4,200
Telephone & internet		5,000
Taxes & fees		250
Total Expenses	\$	707,272

Board reserve

Total Expenditures	\$	707,272
Net Revenue	\$	10,005



**Community Parenting Program
City of Vernon
2018-2019**

	Total Program
Personnel costs	
Executive Director	<i>In kind</i>
Parent Educator Spanish	\$3,000
Program Manager	\$12,200
Program Assistants	\$6,229
Child Care Providers (6)	\$4,950
Fringe Benefits 17%	4,484
Total Personnel Costs	<hr/> 30,863
Other program costs	
Program supplies	5,000
Mileage	500
Overhead 10%	3,636
Total Cost	<hr/> <hr/> 40,000



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Los Angeles, CA 90017-1800
Tel 213. 749.4261
Fax 213. 745.1040
info@mchaccess.org
www.mchaccess.org

August 23, 2018

Dear Vernon CommUNITY Fund review board,

Maternal and Child Health Access (MCHA) supports Echo's request for funding to support their future work of expanding nonviolent parenting education and trauma informed child care programming at the Wellness Center, located in Boyle Heights. MCHA works to improve the health of low income women and families through advocacy, education, training and direct services. Echo has been a longstanding partner of MCHA in our collective work to support the health and well-being of families throughout Los Angeles County. As a partner organization at The Wellness Center, we work closely with the very same target population that Echo serves and can attest to the immense difference their services makes in people's lives.

We understand the importance of providing parenting support for the families we serve and see Echo's work as a natural extension of the foundational work we provide to mothers and their children. Implementing their free trauma-informed, nonviolent parenting and childcare parenting course and childcare programming in English and Spanish will address a much needed gap in services for the area that the CommUNITY Fund specifically supports. We wholeheartedly support their request and look forward to collaborating with them as a new partner in the community of service providers at the Wellness Center.

Please feel free to contact me with any questions.

Sincerely,

Lynn Kersey
Executive Director



General Applicant Information

Applicant Organization: The Girl Scouts of Greater Los Angeles

Type of Organization: Youth Development Year Founded: 2008

Annual Budget: 20,093,309

No. of Board Members: 21

Amount Requested: 50,000

Recommended Amount: 30,000

Type of support requested: [checked] General Operating [] Project/Program

[] First Time Applicant [checked] Returning Grantee Prev. Award amount: \$35,000--FY2015-2016 D3

Brief Narrative description of the organization
Established in 1912, the Girl Scouts of Greater Los Angeles (GSGLA) is the largest girl-serving nonprofit agency in Los Angeles. With a 21 member board of directors, GSGLA fosters the development of life skills for girls with an emphasis on leadership through their programs which includes engagement in activities such as earning badges, going on trips, selling cookies, exploring science (STEM opportunities - science, technology, engineering & math), getting outdoors and doing community service projects. Evaluation and research studies show that GSGLA's curriculum and program success upholds their mission to build girls of courage, confidence and character who make the world a better place.

Organizational strengths:
High profile brand and history of excellence;
Highly skilled and diversified leadership and management team;
Programs steeped in several goals, values & priority area of the VCF (youth programming, leadership development, positive social development of children, encouraging/inspiring positive social development, shared responsibility for the well-being of our neighbors);
Utilize comprehensive, public evaluations to inform/shape their programs, public policy and advocacy for Girl Scouting;
More than 50% of their administration staff, community outreach specialists and recruiters are bilingual (English/Spanish speaking) and all materials/forms are distributed in both languages.

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: Children/Youth, Adolescents, Teens & Young Adults (5-18) Family Type: n/a
Gender: Girls Military Status: n/a
Race/Ethnicity: n/a Sexual Orientation: n/a
Economic Status: n/a Other (specify): _____

Description of the proposal to which funds would apply
(if no particular project is specified, please note General Operating Support in this area)

GSGLA requests funding for general operating support. It is recommended once more that funds be allocated for general program expenses for the Southeast Los Angeles and VCF areas.

Cost/Benefit:	1,086 people / \$30,000 = \$161 per person	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	GSGLA is targeting low-income communities, some of which are located in the SELA region to focus specifically on youth leadership development for girls.
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Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 4 / 05 / 18) Proposal Budget
 Organizational Budget

How does the proposal align with the goals of the Fund?

The proposal most closely aligns with the following VCF goals:
To promote positive social development of children, youth, families and senior residents in Vernon and surrounding areas;
The promote effective and responsible leadership at every level of society.

The eligibility criteria where this proposal rates the highest are:
Promote the health, safety and welfare of persons residing or working within the designated geographic areas;
Garner appreciation from the public and recognize the contribution from the City of Vernon.

Are there any activities planned to acknowledge VCF as a funder of this project/program/organization?

If awarded, GSGLA plans to recognize the VCF in their annual report which is made available digitally on their website that receives nearly 700,000 visits annually from over 350,000 unique individuals. GSGLA will also distribute a physical form of this annual report among their donor base and welcomes collaboration with City of Vernon's PR team to identify/promote aligning recognition opportunities.

What previous projects has the applicant successfully implemented?

GSGLA successfully met the previous VCF grant objectives and broadened their impact in the Vernon area. 590 girls were reached through Girl Scout troops, after-school girl enrichment, and skill-building program activities/events. Additionally, a strong mentorship network was built by engaging, supporting and training 221 adult volunteers in the greater Vernon area.

GSGLA partnered with 15 organizations/schools in the SELA region and expanded their curriculum from four sessions to year-long during the term of their previous VCF grant award.

GSGLA is 1 year into a 3 year strategic plan to extend their reach in underserved communities; they have seen a participation increase of 48% in the 1st year of girls from these communities, of which 369 girls from VCF service areas are registered.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

GSGLA has demonstrated their ability to overcome challenges during the term of their previous VCF award. Outreach constraints due to staffing resource & service locations were mitigated when GSGLA hired a full-time community outreach specialist who engaged community members in densely populated areas within the Vernon catchment area.

GSGLA resolved another staffing resource issue by shifting their after-school girl enrichment delivery: GSGLA established partnerships with nonprofit organization sites/schools, trained their staff to deliver GSGLA's programs in the already established after-school settings. This initiative allowed GSGLA to build stronger community connections and reach many new girls.

Funding Recommendation

Fund this proposal?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	30,000
---------------------	--------

Suggested revision(s) to proposal/fund amount, if applicable:

Due to a high number of applications in the queue and fund availability for the current fiscal year, a total amount less \$20,000 from the original request is being recommended.

Staff reviewer: Maya Cacavas

Signed: 

Date: 11 / 1 / 2018



Fill out Application Form

Created: 05/08/2018 • Last updated: 06/04/2018

ORGANIZATIONAL INFORMATION

*Indicates required field

*** Name of Organization** The Girl Scouts of Greater Los Angeles

*** Organization Address**

Street	801 S. Grand Ave.
City/Town	Los Angeles
State	California
Country	United States

*** Organization Phone** 626-677-2254

*** Organization Email** mgordon@girlscoutsla.org

Organization website address, if any (No response)

*** Name of Authorized Representative** Gordon, Maxine
(Last Name, First Name)

Title of Authorized Representative (No response)

*** Organization Founding Date/Date of Incorporation** 12/2008

*** Organization Type** Civic Organization
Other, please specify...: Education

*** Service Area**

Bell

Boyle Heights

Commerce

Huntington Park

Maywood

Unincorporated East Los Angeles (specify community)

Vernon

SERVICE DETAILS

What number of non-duplicate individuals directly benefit from your services?

More than 200

What age group(s) benefit the most from your services?

Children and Youth (ages 0 -14)

Adolescents (ages 15 -17)

Teens and Young Adults (ages 15 - 20)

STAFF DETAILS

*** Name of Executive Director**

Luttgens, Lise

(Last Name, First Name)

List of Executive Staff/Volunteer Leadership (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

<https://jemmottrollinsgroup.fluidreview.com/resp/16388884/85TToEy4fR/>

Executive Staff/Volunteer Leadership biographies (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document. Please specify titles and organizational involvement.

(No response)

List of Board Members (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

<https://jemmottrollinsgroup.fluidreview.com/resp/16388884/fqskNUvQvb/>

List of Board Members (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document.

(No response)

FINANCIAL INFORMATION

List of Income Sources

(For example: grants, earned income, individual donations)

(No response)

* Most recent audit and/or 990.

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/16388884/nOnxuvHAF5/>

* Current organization budget

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/16388884/8THAFUPkXp/>

***Grant Amount:** 50,000

Please specify the amount of grant funds being requested.

*** What percentage of your organization budget will the requested funds represent?** 0

*** Are you requesting funding for a specific project?** No

Proposed budget for requested funds

How will the organization specifically utilize grant funds? (Please attach)

(No response)

Name of Financial Institution (No response)

Address of Financial Institution (No response)

Phone Number of Financial Institution (No response)

Name of Fiscal Sponsor (if applicable) (No response)

Fiscal Sponsor Address (if applicable) (No response)

Fiscal Sponsor Phone (if applicable) (No response)

Fiscal Sponsor Email (if applicable) (No response)

Fiscal Sponsor Website (if applicable) (No response)

Does your organization have a current certificate of general liability insurance? Yes



Fill out Application Narrative Form

Created: 05/08/2018 • Last updated: 06/14/2018

*** What dollar amount are you requesting from the Vernon CommUNITY Fund?** 50,000

*** Will you be requesting general operating support?** Yes

If yes:

What is your annual operating budget?	20,093,309
What is your organization’s mission? (250 words, maximum)	Girl Scouts of Greater Los Angeles (GSGLA), a 501(c)(3) nonprofit, serves over 45,000 girls in partnership with 24,000 adult members and volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. GSGLA is the largest girl-serving nonprofit agency in Los Angeles, preparing girls for a lifetime of leadership through access to key experiences, connections, and programs in entrepreneurship, life skills, outdoors, and STEM.
What is the target demographic for your services?	girls ages 5-18
What period of time are the requested funds expected to cover?	09/2018-09/2019

Please attach the proposed budget for your project

(No response)

Describe your organization’s history, listing significant achievements, accomplishments and recognition: (250 words, maximum)

Our extraordinary journey began more than 100 years ago with the original G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader), Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we’ve honored her vision and legacy.

Since the organization’s inception, Girl Scouts has both reflected the times and been a leader in expanding opportunities for girls including:

- created radio programs to mobilize relief efforts during the Great Depression;
- led initiatives and held events nationwide to support civil rights in the 1950s and 1960s;
- created a national environmental program in the 1970s;
- took on modern health issues and worked on anti-drug education in the 1980s;
- participated in national service projects on illiteracy, health, and fitness in the 1990s and beyond.

In 2008, six Girl Scout Councils from across Los Angeles were consolidated to form one unified council- Girl Scouts of Greater Los Angeles. With this change came significant restructuring and alignment of staff, volunteers and board members.

In 2017 GSGLA embarked on the development of a bold three-year strategic plan. We recognized that it was critical to provide girls in all communities of Greater Los Angeles with the benefits of our mission so we honed our strategy to focus on underserved neighborhoods. The results to date have surpassed expectations- membership has grown by 13%, serving over 46,000 girls and more than 16,500 girls in low-income areas have access to Girl Scout Leadership Experiences and are developing the courage and confidence to realize their full potential.

*** Describe how your organization and/or project will improve the community of Vernon and/or its surrounding areas: (500 words, maximum)**

At GSGLA, we set girls up for success by engaging them in activities that are girl-led, cooperative and hands on. The active-learning skills contribute to implementing lasting and sustainable difference in their own communities. Girl Scouts has a legacy of producing leaders; they have spurred change at multiple levels including creating programs that were implemented locally, domestically and internationally.

In Vernon and the surrounding communities, GSGLA's work has reached many girls and adult volunteers through our strategic outreach initiatives. We currently serve a total of 1,080 people in demographic area the Vernon CommUNITY Fund prioritizes its philanthropic funding. This total includes 876 girl members and 204 adult mentors that help support our initiatives. These girls engage in skill-building STEM, outdoor and Life Skills curricula that shapes their interests and empowers them to proactively solve problems in the community.

At the local level, this past year, Girl Scouts supplied Greater Los Angeles with half a million hours of community service and during Feed Your Neighbor Month troops collected 8,503 meals for local food banks. In April, at GSGLA's annual Mall Madness event, Girl Scouts collected birthday party supplies for local children in foster care filling an entire 15-foot U-Haul truck. Additionally, GSGLA is proud to announce that our members have achieved the highest number of Gold Award recipients in the country with this year's class reaching 291 girls. The Girl Scout Gold Award is the highest honor in the world requiring girls to engage in a rigorous process that involves identifying a community problem and leading a large-scale sustainable project to address the issue. On a global level, one of our LA-area Gold Award Girl Scouts launched a government initiative to stock sanitizer in community hospitals in China. These are just a few examples of Girl Scouts who embody the change they want to see in the world through hard work, dedication and commitment.

At GSGLA, we believe every girl should have access to our one-of-a-kind experiences and skill-building activities. We accomplish this through the Girl Scout Leadership Experience (GSLE) which encourages fun, skill-building activities to create the next generation of environmental stewards, community leaders and trailblazers. Before the age of 18, Girl Scouts are helping others in difficult times; they take action to improve their communities. This effort was recognized last year when 154 troops worked to improve the world around them through community service projects, earning them GSGLA's Building Better Communities patch. Girl Scouts high quality curriculum is designed to impact girls and inspire passion, leading to civic engagement and community service.

If selected for award, how might your organization promote its Vernon CommUNITY Fund Grant?

Should GSGLA receive funding, we will recognize the Vernon CommUNITY Fund in our annual report. This report will be available digitally on our website, which receives nearly 700,000 visits from over 350,000 unique individuals annually. We will also distribute a physical form of this annual report among our donor base, which resides across the Greater Los Angeles Area and beyond. GSGLA would also be happy to collaborate with your public relations team to identify and promote aligning recognition opportunities.



2018 Board of Directors

Officers

Shelley B. Thompson, Board Chair, Attorney, Seyfarth Shaw LLP

Cheryl M. Hundley, Vice Chair, Sr. Director, Global Tax, Global Eagle Entertainment

Jana Monroe, Secretary, Vice President, Global Security, Herbalife

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Mia Britel, Partner - Technology Services, Deloitte

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Joanna Dean, General Manager Western Region, Toyota Financial Services

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Megan L. Martin, Vice President, Intellectual Property Counsel, Warner Bros. Entertainment, Inc.

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Bill Nelson, Executive Vice President, Human Resources, Westfield Corporation

Michelle Reagan, VP, Business Development Officer, Pacific Western Bank

Elena Sacca Smith, National Community Relations Manager, Toyota Financial Services

April Spencer, Partner, Ernst & Young LLP

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Tania L. Van Herle, Managing Principal, Corporate Treasurer, Harley Ellis Devereaux

Michelle C. Wroan, Partner, KPMG LLP

GSGLA FY2018 Operating Budget
CONFIDENTIAL

**Proposed Budget
FY 2017-2018**

OPERATING REVENUE	
Public Support	
Individual Gifts	\$ 500,000
Corporate Gifts	550,000
Foundations	450,000
Total Public Support	\$ 1,500,000
Revenue	
Product Sales (net)	15,744,430
Retail Operations (net)	723,787
Program Revenue	1,505,260
Property & Equipment	55,550
Bank & Investment Income	229,000
Other Revenue	148,500
Total Revenue	\$ 18,406,527
TOTAL OPERATING REVENUE	\$ 19,906,527
OPERATING EXPENSES	
Employee Expense	
Personnel Salaries & Wages	\$ 9,629,418
Employee Benefits	1,492,384
Employee Taxes & insurance	1,000,756
Total Salaries, Benefits and Taxes	\$ 12,122,558
Other Operating Expense	
Professional Services & Fees	904,820
Supplies	1,888,078
Telecommunications	226,338
Occupancy	1,652,541
Equipment Purchase, Rental, Repair & Maintenance	388,425
Printing, Promotion & Publications	464,915
Travel	306,736
Assistance & Grants	461,113
Insurance	316,947
Other Expenses	437,488
Depreciation Expense	923,349
Total Other Operating Expense	\$ 7,970,750
TOTAL OPERATING EXPENSES	\$ 20,093,309
NET INCREASE (DECREASE) IN NET ASSETS FOR OPERATIONS	\$ (186,781)

Proposed Budget Compared to

	Proposed Budget FY 2017-2018
Capital Public Support	
Camp Lakota	200,000
Other Capital	300,000
TOTAL CAPITAL SUPPORT	\$ 500,000
Capital Expenditures	
New Capital Projects - FY2018	\$ 986,000
Prior year carryovers from FY2017 (WIP)	\$ 467,000
Santa Clarita & Inglewood Build-outs (WIP)	\$ 900,000
Property Capital Expenditures	\$ 2,353,000
IT Capital Expenditures	210,000
TOTAL CAPITAL EXPENDITURES	\$ 2,563,000
NET INCREASE (DECREASE) IN FUNDS FOR CAPITAL	\$ (2,063,000)



Final Report

Created: 03/08/2017 • Last updated: 03/17/2017

Use this form to provide details regarding the services this organization has provided in the period after receiving financial support from the Vernon CommUNITY Fund (VCF).

*** Were you able to achieve the objectives of the grant from the VCF? Please explain.**

During the past year, Girl Scouts of Greater Los Angeles (GSGLA) successfully met Vernon CommUNITY Fund's grant objectives and broadened our impact in the greater Vernon area. Thanks in part to the Vernon CommUNITY Fund's generous grant, we empowered 590 girls through Girl Scout troops, after-school girl enrichment, and skill-building program activities and events. When girls participate in Girl Scouts, they develop a strong sense of self, positive values, resilience through challenge-seeking, healthy relationships, and community problem solving. We prepared girls for a lifetime of leadership through access to experiences, skills, and connections.

In addition to supporting girls, we built a strong network of mentorship by engaging, supporting, and training 221 adult volunteers in the greater Vernon area. Many of those we reached through this initiative will continue to benefit from the Girl Scout Leadership Experience through ongoing troop meetings, after-school sessions, and program events. Girl Scouting strengthens the fabric of society by accelerating girl opportunity, community service, and volunteerism.

*** What challenges has the organization experienced during the term of the grant and how were they addressed? How have these challenges affected the work supported by the VCF?**

As noted in our interim report, GSGLA's service region and staffing resources stretch more than 6,000 square miles from Catalina to Fontana and the Orange County border to the Mojave Desert. In order to overcome this geographic challenge, we proactively hired a full-time community outreach specialist who engaged community members in nine densely-populated zip codes in East and South Los Angeles including five zip codes in the greater Vernon area: 90022, 90023, 90033, 90058, and 90063. This key hire helped us forge meaningful relationships in the community that will sustain our girl empowerment work.

We addressed another staffing resources issue by shifting our model of after-school girl enrichment delivery. In the past, staff members would provide after-school sessions; however, this limited our growth potential. During this past year, we implemented a new "train the trainer" model by initiating and developing community partnerships with nonprofit organization sites and schools to deliver our curricula in their established after-school settings. This new initiative enabled us build stronger community connections, as well as reach many new girls.

*** What are any organizational successes from the past year which you would like to highlight?**

One of our biggest successes was the community partnership initiative noted above. Our 15 community partner sites include: Variety Boys & Girls Club in Boyle Heights and Ramona Gardens; KYDS at Humphrey’s Elementary, Breed Street Elementary, and Kennedy Elementary; KIPP Sol Academy, KIPP LA Prep, and KIPP Comienza; Alliance College-Ready Middle Academy 8; After-School AI-Stars in Belvedere Middle School, Extera Breed, Cesar Chavez Elementary, Bell Gardens Intermediate, and Suva Intermediate; and Animo Ellen Ochoa Charter Middle School. For many students, GSGLA’s after-school curriculum is their first exposure to Girl Scouts. By providing an engaging, exciting, and efficacious experience, we are making a compelling introduction for these girls that will plant the seeds for growing interest and a desire to fully participate in Girl Scouts. This year, we successfully expanded our curriculum from four sessions to year-long, thus creating a longer lasting Girl Scout Leadership Experience.

Overall, we are pleased with the progress made over the past year that will facilitate future growth and impact for years to come.

*** Have all of the funds provided by VCF been expended?** Yes

Please attach an expense report for the grant for the past year.

<https://jemmottrollinsgroup.fluidreview.com/media/assets/survey-uploads/70719/9421247-n58u76ldKh/Girl%20Scouts%20of%20Greater%20Los%20Angeles%20Grant%20Expense%20Report.pdf>

*** Were there any additional unexpected expenses that were not mentioned in the Interim Report?** No

*** How many times has the Board of Directors convened in the past year?** 5

*** How many residents from the Vernon-area (Vernon, Bell, Boyle Heights, Commerce, Huntington Park, Maywood, Unincorporated East Los Angeles) have you** 811

served during the grant term?

*** What metrics did you use to determine this?**

Each participant registers through our membership database and enters name and address information. To determine the count, we pulled a data report based on greater Vernon zip codes.

*** Do you expect to reapply for funding from VCF next year?** Yes

*** Signature** Christine A. Dean

By typing your full name in the space provided below, you attest that the information provided is true and accurate to the best of your knowledge.



General Applicant Information

Applicant Organization: Girls on the Run LA

Type of Organization: Community-based (Sports/Recreation) Year Founded: 2004

Annual Budget: \$530,000

No. of Board Members: 17

Amount Requested: \$25,000

Recommended Amount: \$20,000

Type of support requested: [X] General Operating [] Project/Program

[X] First Time Applicant [] Returning Grantee Prev. Award amount: _____

Brief Narrative description of the organization

Girls on the Run Los Angeles (GOTR-LA), is the independent affiliate of the national GOTR organization established in 1999. GOTR-LA is now a local organization (501c3) serving Los Angeles County. With a 12 member board of directors, GOTR-LA supports the fitness and psychological development of girls from lower income families and neighborhoods through seasonal programs focused on running and achieving one's personal best, combined with leadership development and community service. GOTR-LA wants to outreach to girls in the cities of Bell, Vernon, Maywood and Huntington Park. The program utilizes existing local resources including schools and public parks and in each community, fosters a model of individual and group achievement with a civic engagement component based on the perceptions of need expressed by young girls.

Organizational strengths:

Since its inception, GOTR-LA has significantly expanded its capacity to serve girls under the direction of a small and well-qualified staff and hundreds of volunteers. With a local budget of \$451k, up from \$264k in 2011, the organization serves up to 2000 girls and involves 1100 volunteers, an increase of 191% in the same time period. Since 1999 (including time under the national umbrella organization) 10,000 girls have been involved and \$1million program scholarships provided.

The organization receives funds from an array of local corporations and foundations including Warner Bros, Disney, Boeing as well as the Annenberg, California Wellness and Pasadena Child Health foundations. This broad level of support speaks to the GOTR-LA capacity to effectively reach out and manage funding.

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: adolescent (8-14) Family Type: _____
 Gender: female Military Status: _____
 Race/Ethnicity: diverse Sexual Orientation: _____
 Economic Status: low-income Other (specify): _____

Description of the proposal to which funds would apply
 (if no particular project is specified, please note General Operating Support in this area)

VCF funds would support programs for girls in four locations in the Vernon area. Approximately 200 girls would be recruited, trained and involved in GOTR-LA programs in the Spring and Fall seasons. Local venues would serve as the focal point for 3k and 5k events and community service activities. Programs provide staffing, volunteers, shirts and other team paraphernalia as well as marketing materials and awards. A grant for core operating support enhances the organization's capacity to reach those interested and respond; maintain the social media component with a current database of 12,000 records.

Cost/Benefit:	\$20k provides support for 200 girls; \$100 per participant for one year	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	In kind contributed labor of volunteers exceeds the cash outlay to support the program.
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Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 8 / 9 / 2017) Proposal Budget
 Organizational Budget

How does the proposal align with the goals of the Fund?

GOTR-LA addresses the wholesome development of girls and their families aligned with the VCF goal of contributing to positive outcomes of residents including children, youth and their parents;

The healthy development of girls through activities that promote self-esteem, leadership and self-confidence has shown to lower risk factors associated with stressful life circumstances. Community-based activities that mitigate violence and anti-social behavior promote positive group experiences that support safety, trust and belonging.

Are there any activities planned to acknowledge VCF as a funder of this project/program/organization?

GOTR-LA acknowledges all funders broadly through social media outlets (12,000 supporters) as well as through targeted messages to over 200 families and supporters in the organization's service area. (Bell, Vernon, Maywood, Huntington Park)

What previous projects has the applicant successfully implemented?

GOTR-LA successfully sustained growth and organizational development for nearly twenty years; was able to transition to an independent non-profit that has expanded services and increased revenue for almost a decade; operates community activities that include events attracting hundreds of supporters and continuously outreaches and keeps its members informed.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

Organizationally, GOTR-LA has withstood challenges of leadership transition, expansion and maintaining a balanced portfolio of funding sources. It could potentially be challenged by reduced funding; lack of available and appropriate venues in desired locations; and competition from other year-round youth organizations. The organization is well-positioned to overcome challenges given the strength of its Board, tenacity of the executive team and active engagement of volunteers.

Funding Recommendation

Fund this proposal?

Yes
 No

Recommended Amount: \$20,000

Suggested revision(s) to proposal/fund amount, if applicable:

Given the amount available for funding in this grant cycle, the recommendation of \$20,000 is significant for a new applicant and provides substantive core support for the organization

Staff reviewer:

Fran Jemmott

Signed: *Fran Jemmott*

Date: 11/11/18



Fill out Application Form

Created: 06/22/2018 • Last updated: 08/09/2018

ORGANIZATIONAL INFORMATION

*Indicates required field

* **Name of Organization** Girls on the Run of Los Angeles County

* **Organization Address**

Street	556 S. Fair Oaks Ave, 101-307
City/Town	Pasadena
State	California
Country	United States

* **Organization Phone** 3238065602

* **Organization Email** molly@gotrla.org

Organization website address, if any <https://www.gotrla.org>

* **Name of Authorized Representative** Snow, Molly

(Last Name, First Name)

Title of Authorized Representative Executive Director

* **Organization Founding Date/Date of Incorporation** 09/2004

* **Organization Type** Community-based (Sports/Recreation)

*** Service Area**

Bell

Huntington Park

Maywood

Vernon

SERVICE DETAILS

What number of non-duplicate individuals directly benefit from your services?

More than 200

What amount of the individuals specified above are located in the cities identified by the Vernon CommUNITY Fund?

More than 200

What age group(s) benefit the most from your services?

Children and Youth (ages 0 -14)

STAFF DETAILS

*** Name of Executive Director**

Snow, Molly

(Last Name, First Name)

List of Executive Staff/Volunteer Leadership (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

Executive Staff/Volunteer Leadership biographies (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document. Please specify titles and organizational involvement.

Executive Staff

Molly Snow came to GOTRLA in 2011 with 12 years of experience as a non-profit consultant. She's helped organizations re-ignite passion for their mission, build sustainable and diverse revenue streams, and create strategic approaches to fund development that seamlessly integrate into programs and priorities.

Under Snow's leadership, GOTRLA has built the infrastructure and capacity to deliver quality programming year-over-year, growing the number of girls served annually, while also increasing diversity. Molly is an authentic steward of the mission of Girls on the Run, a passionate voice for the girls served by the program, and an inspirational leader who motivates people to get involved. During her nearly seven years with Girls on the Run of Los Angeles County, Molly has spearheaded smart, sustainable growth and professionalization of the organization. Revenue has increased by 184% during her tenure (from \$159,174 in 2011 to \$451,649 in 2017) and number of girls served annually has increased by 191% (from approximately 600 in 2011 to 1,745 in 2017).

Snow contributes to all aspects of fund development, including raising funds annually from her personal network. Under Snow's pioneering leadership, GOTRLA has committed to emphasize program growth in underserved communities by strategically partnering with established local organizations. Snow works tirelessly to develop, sustain and expand these collaborative partnerships, which have resulted in a 22% growth in the number of girls served each annually with a continued emphasis on social justice so that the program is available to all. Last spring, Molly was recognized as one of Los Angeles' top 40 Inspiring Leaders in the nonprofit sector.

Volunteer Leadership

Program Director, Katie Bradshaw, joined GOTRLA with nine years previous experience building and implementing meaningful volunteer programs. Bradshaw came to GOTRLA with experience establishing best practices for recruiting, training and engaging thousands of people to embark in service opportunities. Since joining Girls on the Run in 2014 as the Volunteer Coordinator, Bradshaw has been the primary driver behind the development and growth of GOTRLA's volunteer-based program delivery model. Under Bradshaw's leadership, the organization engages upwards of 1,100 volunteers who donate approximately 25,400 hours of service annually. Upon joining GOTRLA, Bradshaw took a fledgling volunteer program and built a strategic, multi-pronged program consisting of direct-service volunteers (coach/mentors), one-day event volunteers, project-based volunteers, office volunteers, interns, and ambassadors. The additions of GOTRLA's strong Internship and Ambassador programs, developed in her vision, have increased outreach and operational capacity, directly furthering the mission of the organization.

In conjunction with establishing the core elements of volunteer roles, Bradshaw developed a robust plan to thank volunteers and meaningfully demonstrate the value of their service. Under her leadership, volunteer retention rates have increased and overall satisfaction metrics have improved each year. While Katie's leadership earned her a promotion to Program Director in 2017, she oversees - and remains integral to - all aspects of volunteer programs offered by GOTRLA.

List of Board Members (Attachment)

Biographies should include a brief description of current employment, community service and current and former board appointments

(No response)

List of Board Members (Text)

You may alternatively choose to type biographies directly instead of attaching a separate document.

(No response)

FINANCIAL INFORMATION

List of Income Sources

(For example: grants, earned income, individual donations)

GOTRLA relies on a planned mix of diverse revenue streams annually:

FOUNDATIONS

Annenberg Foundation: \$20,000

California Wellness Foundation: \$10,000

Pasadena Child Health Foundation: \$22,500

Patron Saints Foundation: \$18,000

Pasadena Tournament of Roses: \$5,000

Wells Fargo: \$5,000

Anonymous: \$3,500

Additional Funds Expected from Foundations: \$60,000

INDIVIDUAL/CORPORATE GIFTS: Based on past performance, GOTRLA anticipates individual gifts, including of our adult athlete peer-to-peer program, of \$70,000. We anticipate \$50,000 in revenue from corporate gifts, including contributors such as: Amgen, Disney, 21st Century Fox, Warner Brothers, UBS, Boeing, Envision Consulting, Macerich, Jimmy Choo and others.

EARNED INCOME: Based on past performance and annual programmatic goals, \$260,000 is expected in earned income.

* Most recent audit and/or 990.

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/17182723/nOnxuvHAF5/>

*** Current organization budget**

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/17182723/8THAFUPkXp/>

***Grant Amount:** 25,000

Please specify the amount of grant funds being requested.

*** What percentage of your organization budget will the requested funds represent?** 5

*** Are you requesting funding for a specific project?** No

Proposed budget for requested funds

How will the organization specifically utilize grant funds? (Please attach)

(No response)

Name of Financial Institution Pacific Commerce Bank

Address of Financial Institution 918 E. Green Street, #100, Pasadena, CA 91106

Phone Number of Financial Institution (626)-714-3232

Name of Fiscal Sponsor (if applicable) (No response)

Fiscal Sponsor Address (if applicable) (No response)

Fiscal Sponsor Phone (if applicable) (No response)

Fiscal Sponsor Email (if applicable) (No response)

Fiscal Sponsor Website (if applicable) (No response)

Does your organization have a current certificate of general liability insurance? Yes



Fill out Application Narrative Form

Created: 06/22/2018 • Last updated: 08/09/2018

*** What dollar amount are you requesting from the Vernon CommUNITY Fund?** 25,000

*** Will you be requesting general operating support?** Yes

If yes:

What is your annual operating budget?	\$530,000
What is your organization’s mission? (250 words, maximum)	We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates running. We believe that every girl is inherently full of power and potential; by knowing they are the leaders of their lives, these girls will change the world.
What is the target demographic for your services?	Girls ages 8-14 years old in Los Angeles County, with a focus on low-income facilities within the designated geographic communities.
What period of time are the requested funds expected to cover?	Funds will support programs in the outlined service areas during the 2018-2019 School year. Girls on the Run operates two seasons: fall and spring.

Please attach the proposed budget for your project

(No response)

Describe your organization’s history, listing significant achievements, accomplishments and recognition: (250 words, maximum)

In 2004, San Gabriel Valley parents formed a GOTR council to serve an unmet need: Girls seeking emotional, social and physical engagement outside of school. After four years, the Board determined that to meet growing interest for the program, the small, volunteer-led operation must transition into a professionally staffed, financially sustainable organization that would serve all Los Angeles County.

Since inception, GOTRLA's reach has expanded each year. Today, GOTRLA serves 2,000 girls annually at 150 program sites. Its commitment to access and inclusion is especially evidenced by \$250,000 of annual scholarships dedicated to low-income families in 2018. All expansion has been carefully planned and managed, building on a strong foundation of volunteer relationships and community partnerships. Meanwhile, the core program has proven consistently successful, with regular improvements and updates to ensure the curriculum remains current and relevant.

Compared to other after-school enrichment programs that focus solely on one aspect area (such as mentoring or sports activity) GOTRLA offers a uniquely holistic experience, addressing within one program multiple developmental needs for girls. Schools, after-school programs and community groups collaborate with GOTRLA to build out their programs, offering enthusiastic feedback that GOTRLA is "like nothing they have seen or could create."

GOTRLA is especially proud of the milestones reached in 2018: serving our 10,000th girl and providing over \$1,000,000 in scholarships. Additionally, during this milestone year our Executive Director was named one of LA's 40 Top Inspiring Leaders in the nonprofit sector.

*** Describe how your organization and/or project will improve the community of Vernon and/or its surrounding areas: (500 words, maximum)**

Girls on the Run provides safe, after-school mentoring for 8- to 14-year-old girls to learn skills and habits that support physical, social and emotional growth. Over 14 years, this unique, nationally developed and tested curriculum has been thoughtfully adapted to meet the needs of Los Angeles County; serving girls, families and volunteers from diverse communities with an emphasis on economically disadvantaged areas. For adults seeking the benefits of community involvement, the program also provides in-depth training and hands-on volunteer opportunities that engage adults to impact their neighborhoods.

The program focuses on the critical period when girls are exploring who they are and where they belong in their communities, yet are still receptive to adults. The program's unique multi-pronged approach reaches girls at this developmental stage that has important implications for future success in adolescence and adulthood. Through weekly practices, each girl is met at her ability level and is encouraged to strive for her personal improvement - physically and psychologically. At each meeting, girls track their running progress while the concepts of goal setting and achieving "personal best" are reinforced. Participants are encouraged to increase their running distance throughout participation in the 10-week training program. Particularly formulated and attuned to the way girls develop socially, the program also promotes psychological well-being through confidence building and good decision-making; indicators that align with a decreased likelihood of teen pregnancy and experimentation with drugs and alcohol.

Near the end of the program, girls also apply their skills learned to a broader, community-wide context through culminating events that build confidence through accomplishment. The girls activate their newfound leadership and teambuilding skills with a team Community Impact Project. With support from coaches, the girls identify a need in their community then brainstorm and implement an activity that makes the team an agent for change. These projects demonstrate how one individual, working within a team, can expand their social impact. Then at the celebratory county-wide 5k, girls participate with their teams and often with parents and siblings running alongside or cheering from the finish line. Self-worth and a sense of belonging are important motivators that encourage young girls to pursue academic success and avoid risky behaviors. As one of the girls shared, "Now that I've run a 5k, I can do anything!"

Vernon communities will benefit from healthier, more engaged youth, while the skills girls learn contribute to stronger family bonds and better involvement at school and beyond. The curriculum teaches girls to impact their world by making positive, healthy decisions for themselves; nurturing healthy relationships with others; and valuing their role as important members of their communities. Connections with peers and adult coaches foster a sense of belonging. These positive, high-quality relationships deter negative outlets, such as drug use, violence and crime.

If selected for award, how might your organization promote its Vernon COMMUNITY Fund Grant?

GOTRLA acknowledges the generosity of funders broadly through social media outlets as well as a targeted message to families and supporters in the funder's service area. Our social media reach is 12,000 supporters and targeted newsletters will reach over 200 families. In giving offering recognition we are glad to create the content to thank the City of Vernon or to use provided content if desired.

Girls on the Run of Los Angeles County
Fiscal Year 2019 Budget

Account Grouping	Account Name	Budget FY19
CONTRIBUTED INCOME		
<i>Sponsorships</i>		
	Program Sponsorship Income	15,000
	5k Sponsorship Income	8,000
	<i>Total Sponsorships</i>	\$ 23,000
<i>In-Kind</i>		
	Donated Goods	5,500
	Donated Services	2,500
	Donated Advertising	-
	<i>Total In-Kind</i>	\$ 8,000
<i>Contributions</i>		
	Individual Contributions	52,000
	Matching Gift Contributions	10,000
	Corporate Contributions	16,000
	Board Contributions	18,700
	Staff Contributions	-
	SoleMates	15,000
	Community Contributions	-
	Discount on Long-Term Pledges	-
	Doubtful Pledges - Estimated	-
	<i>Total Contributions</i>	\$ 111,700
<i>Grants</i>		
	Corporate Grants	23,000
	Foundation Trust Grants	100,500
	Non-Profit Organization Grants	10,000
	<i>Total Grants</i>	\$ 133,500
<i>Special Events</i>		
	Special Event - Non Gift Revenue	4,000
	Special Event - Gift Revenue	-
	Special Event - Sponsorship	2,000
	<i>Total Special Events</i>	\$ 6,000
TOTAL CONTRIBUTED INCOME		\$ 282,200
EARNED INCOME		
<i>Earned Income</i>		
	Program Registrations	217,000
	Program Scholarships	-
	5k Registrations	35,280
	Merchandise Sales	12,000

	Program Discounts	-
	Total Earned Income	\$ 264,280
Other Income		
	Interest Income on Investments	400
	Gain/Loss on Disposal of Assets	-
	Miscellaneous Income	-
	Total Other Income	\$ 400
	TOTAL EARNED INCOME	\$ 264,680
	TOTAL INCOME	\$ 546,880
COST OF GOODS SOLD		
Merchandise		
	Merchandise Expense	8,175
	Merchandise Shipping	-
	TOTAL COST OF GOODS SOLD	\$ 8,175
EXPENSES		
Personnel Expenses		
	Salaries & Wages	248,290
	Payroll Taxes	22,346
	Retirement Plan Contributions	4,202
	Staff Health Insurance	10,500
	Staff Dental Insurance	-
	Staff Life & AD&D Insurance	-
	Staff Professional Development	-
	Staff Technology Allowance	-
	Staff Apparel Allowance	-
	Staff Relocation Expense	-
	Total Personnel Expense	\$ 285,338
Professional Services		
	Marketing Services	1,550
	Organizational Consulting & Coaching	-
	Technology Services	3,019
	Accounting Services	4,200
	Legal Services	-
	Website Services	1,035
	Payroll Related Services	1,680
	Fundraising Services	6,000
	Background Checks	2,230
	Professional Publications	-
	Professional Memberships and Licenses	-
	Research Services	-
	Other Services	19,500
	Vendor and Other Nonstaff Appreciation	

	Other Fundraising Fees	-
	Total Professional Services Expense	\$ 39,214
Office Expenses		
	Office Supplies	1,500
	Office Furniture & Equipment	-
	Telephone	1,200
	Internet Access	1,020
	Computer Supplies	1,500
	Copy & Printing	5,900
	Postage and Shipping	3,850
	Total Office Expenses	\$ 14,970
Occupancy Expenses		
	Office Building Rent Expense	23,400
	Office Security Expense	-
	Office Utilities Expense	-
	Office Water Expense	-
	Office Cleaning Expense	-
	TICAM/Other Building Services	-
	Total Occupancy Expense	\$ 23,400
Operational Expenses		
	Bank Fees	-
	Credit Card Processing Fees	14,100
	Bad Debt Expense	-
	Interest Expense	-
	Licensing and taxes	13,712
	Depreciation	-
	Amortization	-
	Total Operational Expenses	\$ 27,812
Travel Expenses		
	General Travel	-
	Staff Mileage Reimbursement	6,339
	Board Travel	-
	Development Related Travel	6,500
Meals and Entertainment		
	General M&E	-
	Board M&E	-
	Development Related M&E	2,125
	Staff Appreciation	-
	Promotional Items	7,300
	Total Travel & M&E Expenses	\$ 22,264
Insurance		
	General Liability Insurance	4,620
	Media/Internet Security Insurance	-
	D&O Insurance	780
	Key Officer Life Insurance	-

	Workers' Compensation Insurance	1,910
	Renters Insurance	-
	Event Insurance	-
		Total Insurance Expense \$ 7,310
Special Event Expense		
	Banquet Expense	-
	Catering Expense	-
	Special Event Materials	4,500
		Total Special Event Costs \$ 4,500
Program Expense		
	Curricula and Related	3,400
	Volunteer Appreciation	1,250
	Coach Training	6,250
	Coach Bag	3,910
	Site Allowance	7,350
	Program Shirts	13,250
	Shoes	200
	Facility usage fee	24,100
	CPR / First Aid	2,450
		Total Program Specific Expenses \$ 62,160
5k Expense		
	5k Professional Services	5,000
	5k Rentals	10,000
	5k EMT and Police	-
	5K Materials	9,900
	5K Promotion/Marketing	500
	5k Shirts	-
	5k Volunteer Appreciation	500
	5k Medals & Ribbons	8,000
	5K race bibs	1,000
	5K permits and fees	-
		Total 5k Expenses \$ 34,900
Miscellaneous		
	Miscellaneous Expense	-
		Total Miscellaneous Expenses \$ -
TOTAL EXPENSES		\$ 521,868
		Surplus/(Deficit) \$ 16,837



Girls on the Run of Los Angeles County 2018 Impact Report www.gotrla.org

Over 10,000 Girls and \$1,000,000 in Scholarships

This spring Girls on the Run of Los Angeles served our **10,000th girl** (and then some). What makes this milestone particularly powerful is knowing that, since 2012, we've provided over **\$1,000,000** in program scholarships. GOTRLA's commitment to providing access for ALL girls has never been stronger. GOTRLA understands that girls with confidence, a strong set of values and a positive outlook can shape our communities and our future...for the better! Thank you for being part of the movement. Stay with us in 2019 for continued change as we continue to expand our reach and impact.

Strong Leadership: *Inspiring Leader Award*

This spring the Center for Nonprofit Management, Los Angeles honored 40 Inspiring Leaders. From among hundreds of entries, GOTRLA's Executive Director was selected for this incredible honor. With an ongoing commitment to growth, community service, program access & inclusion, meeting County-wide health needs and empowering the next generation, it's no surprise that GOTRLA's leadership stood out. Congratulations to all honorees, and thank you for joining GOTRLA in making the world a better place.



GOTRLA 5K: *The Power of 'Personal Best'*

With over **2,200** GOTRLA community members present, we hosted our 9th very own, independent GOTRLA Family 5K! These events have become the hallmark of success through personal achievement. Everyone wins by putting forth their very best effort. Because as there is not one type of person, there is not only one way to win. Congratulations GOTR girls and family members who ran or walked their way to greatness!





LONGITUDINAL STUDY RESULTS: *Lasting Impact*

GOTRLA is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. **And now we know it's working!!!** A recent independent longitudinal study conducted by Dr. Maureen Weiss, Ph.D., shows that girls utilize the skills they learn throughout the program in other areas of their lives; namely at home, at school and with friends. The study reveals:

- **90% of girls credited Girls on the Run with their ability to help others** in their day-to-day lives.
- **97% said they learned critical life skills** including managing emotions, resolving conflict, helping others or making intentional decisions at GOTR that they are using at home, at school and with their friends.
- **Girls who were the least active at the start of the season increased their physical activity level by 40%** and maintained this increased level beyond season's end.

WHY IT MATTERS

Physical activity levels decline starting at age 10 and continue to **DECREASE** throughout adolescence

50% of girls ages 10 to 13 experience bullying such as name calling and exclusion

Girls' self-confidence begins to drop by **AGE 9**

GIRLS WHO WERE LEAST ACTIVE AT THE START INCREASED IN PHYSICAL ACTIVITY

BY MORE THAN **40%**

97% OF PARTICIPANTS LEARNED CRITICAL LIFE SKILLS

- RESOLVE conflict
- MANAGE emotions
- HELP others
- INTENTIONAL decision-making

85% OF GIRLS IMPROVED IN CONFIDENCE COMPETENCE CARING CHARACTER OR CONNECTION

learn. dream. live. *run.*TM