



General Applicant Information

Applicant Organization: Boyle Heights Youth Football and Cheer Program

Type of Organization: Community-based (Sports/Recreation) Year Founded: 1988

Annual Budget: \$90,592.58

No. of Board Members: 11

Amount Requested: \$20,000

Recommended Amount: \$14,400

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

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

Brief Narrative description of the organization
For over 30 years, the Boyle Heights Youth Football and Cheer Program (Program) has been grooming model citizens and productive community members by providing a safe, healthy outlet and alternative to gangs, street violence and the drug trade for the youth of the Boyle Heights neighborhood and surrounding communities.
Founded in 1988 by a youth who wanted to bring football to the neighborhood so families did not have to travel to other cities for that opportunity, the Program's mission is to keep youth off the streets and teach them the fundamentals of teamwork, competition and leadership. They have now grown to serving approximately 250 boys and girls annually, training them in additional and important life skills including self-esteem, responsibility to self and each other, community pride, etc.
The organization asks \$85 per participating youth, but accepts all interested children, regardless of her/his ability to pay. Collected fees are the lowest in their Conference and are just enough to meet Conference fees and facility expenses.

Organizational strengths:
This all-volunteer organization fund-raises all year long. They stretch every dollar, replacing, for example, uniforms and sports equipment only when they are too worn to perform their function or if the safety of participating youth might be compromised.
The Program encourages academics and requires all participants maintain at least a C average; they check report cards at the beginning of each season.
Many "alumni" of the Program are now productive members of the community and return to the Program as volunteers, fund raisers and living-breathing role models for the youth, proving that they, too, can overcome life's challenges.

## Proposal Details

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

Age Range: 5 - 14 Family Type: All  
 Gender: Girls and boys Military Status: \_\_\_\_\_  
 Race/Ethnicity: Primarily Latinx Sexual Orientation: \_\_\_\_\_  
 Economic Status: VLI, LI, LMI 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)

General Operating Support. The lion's share of grant funds will be utilized in the February - December season.

Cost/Benefit:		Beneficiaries and/or potential impact on the non-profit/governmental landscape:	It costs taxpayers more than \$16k per year per youth under juvenile supervision
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## Staff Analysis

### Documents reviewed

Audit/IRS Form 990 (dated: 2017 / and / 2018 )

Proposal Budget

Organizational Budget

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

The Program falls primarily under VCF's Youth Programming priority area, with some overlap to Family/Community Services, since the Program focuses on family-centric values and involvement not just with the sports aspects, but holistically in youth development as well.

The Program addresses four of VCF's six goals, specifically:

- 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 and senior residents in Vernon and surrounding areas; and
- To promote effective and responsible leadership at every level of society.

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

The grantee will share the news with all families involved with the Program, provide hyper links on their web page and facebook page and create a banner acknowledging VCF as a funder to be displayed at all home games.

What previous projects has the applicant successfully implemented?

To strengthen community ties and nurture relationships and partnerships, the Program organizes and encourages its youth and families to participate in community events and service projects, including National Night Out, Christmas parades, toy drives, donations to the local homeless, etc.

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

The slow but steady rise in prices of equipment, uniforms, Conference fees, etc. may ultimately necessitate revised fundraising strategies, including nurturing/enhancing new/existing donor relationships.

## Funding Recommendation

Fund this proposal?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Recommended Amount: \$14,400

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

None.

Staff reviewer: Jonathan "Mac" Macaranas

Signed: 

Date: 01 / 22 / 20



# Fill out Application Form

Created: 08/18/2018 • Last updated: 01/24/2019

## ORGANIZATIONAL INFORMATION

\*Indicates required field

\* **Name of Organization** Boyle Heights Youth Football

\* **Organization Address**

Street	2700 E. Lanfranco Street
City/Town	Los Angeles
State	California
Country	United States

\* **Organization Phone** 3234938906

\* **Organization Email** [sceja1@lausd.net](mailto:sceja1@lausd.net)

**Organization website address, if any** leaguelineup.com/bhwp

\* **Name of Authorized Representative** Ceja, Sergio

(Last Name, First Name)

**Title of Authorized Representative** Vice President

\* **Organization Founding Date/Date of Incorporation** 08/2018

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

\* **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?** Children and Youth (ages 0 -14)

**STAFF DETAILS**

**\* Name of Executive Director** Ramirez, Aba  
(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/18236085/85TToEy4fR/>

**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/18236085/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)

- Grants
- Fundraisers
- Player and Cheerleaders fees
- Individual Donations

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

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/18236085/nOnxuvHAF5/>

### \* Current organization budget

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/18236085/8THAFUPkXp/>

**\*Grant Amount:** 20,000

Please specify the amount of grant funds being requested.

**\* What percentage of your organization budget will the requested funds represent?** 22

**\* 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/18236085/GDDLZKJB1h/>

**Name of Financial Institution** Chase

**Address of Financial Institution** 2301 E 1st Street Avenue, Los Angeles, CA 90033

**Phone Number of Financial Institution** 323-780-7555

**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: 08/30/2018 • Last updated: 01/24/2019

**\* What dollar amount are you requesting from the Vernon CommUNITY Fund?** 20,000.00

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

**If yes:**

What is your annual operating budget?	\$90,592.58
What is your organization’s mission? (250 words, maximum)	The Boyle Heights Youth Football and Cheer Program is a non-profit organization that attempts to help the youth of Boyle Heights, and its neighboring communities, break the vicious cycle of gangs, drugs, and violence that has plagued our streets for years. Our mission is to keep these children off the streets, while teaching them the fundamentals of football/cheer, teamwork, competition, leadership, and to give them a sense of pride in their community. We strive to create a family atmosphere where the youth who participate and their family feel part of something positive and beneficial. We encourage our players and the families to participate in community events so that they can learn how to become positive leaders. We also want to empower these boys and girls to be outstanding citizens and thus we strongly encourage academics and demand that all our participants maintain at least a "C" average in school. We conduct a grade check at the beginning and the middle of the season.
What is the target demographic for your services?	Youth ages 5 to 14 who reside in Boyle Heights
What period of time are the requested funds expected to cover?	February to December

**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 program was started in 1988 by an 18 year old who had a dream to offer the youth of Boyle Heights a safe alternative. Many of us, who grew up during that time, had to travel to the neighboring city if we wanted to play football. The program had a humble beginning and our uniforms consisted of equipment and uniforms that other teams were no longer using. Thanks to the hard work of many parents and volunteers that share the vision of our founder for the youth of Boyle Heights, our number of participants has consistently remained at well over 250 boys and girls ages 5 to 14. We have been, and continue to be, committed to providing these children with a safe alternative. However, in order to continue to serve these many participants and expose them to contact football and cheer, while teaching them valuable lessons in life, we must keep our fees low to make our program accessible. Our all-volunteer staff works countless hours throughout the year fundraising in order to maintain our fees the lowest in our Conference and all the surrounding cities. These fees are just enough to cover our Conference expenses and facility fees. In fact, many have asked how we are able to run a program when we only charge our players \$85 and do not turn anyone away, even if they cannot pay.

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

When the Boyle Heights Youth Football and Cheer Program was founded, the goal was to provide the youth with a safe alternative to the violence that was happening in the streets of our community. Our program's mission to keep the youth off the streets, while teaching them the fundamentals of football/cheer, teamwork, competition, leadership, and to give them a sense of pride in their community is what makes our program different from many other sport organization. We have been able to provide this positive option to Boyle Heights and its surrounding communities for over 30 years. The Boyle Heights Wolfpack and Cheer has become a positive staple of all the positive that our community has to offer. We want the participants to realize that football and cheer is just a vehicle to help them understand that citizenship through athletic participation occurs both on and off the playing surface, both in and out of the season. Our organization is attempting to develop good citizen-athletes by defining and developing the relationship from athlete to athlete, from athlete to team, and from athlete to community. As an organization, we participate in community events like National Night Out and Christmas parades and toy drives. We ask our participants and families to donate during the holidays so we can help our homeless population in Boyle Heights. As a result, our participants and their families feel like they belong to something that is bigger than football or cheer and thus embrace the opportunity to become part of the community. Our participants and their family proudly wear Boyle Heights clothing, something I never saw growing up in this community. We are fortunate to have been able to serve thousands of youth throughout the years, many who have gone on to become productive citizens in their community. The program is staffed entirely by volunteers. Many of us grew up in Boyle Heights and are now professionals and participate in the program to serve as role models and show the youth that it is possible to achieve their goals and dreams.

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

If awarded the grant, our organization will inform all our families of the grant . We will provide information and a link to the site on our web page and facebook. We will provide information on the grant at every home game and make a banner promoting the grant.



# Boyle Heights Wolfpack Football & Cheer

## 2018 Detailed Program Budget

### UNIFORMS

The organization has been using the same uniforms for the past 7 years and we have only replaced lost or extremely damaged jerseys and or pants.

420 Game Jerseys @ \$24.99 each	\$10,495.80
4 tackle teams at 40 players each and 2 flag teams at 25 players each	
200 Game Pants @ \$29.99 each	\$5,998.00
4 tackle teams at 40 players each team	
60 Game Pants @ \$29.99 each	\$1,799.40
2 Flag teams at 25 players each	
200 Practice Pants @ \$9.49 each	\$1,898.00

### EQUIPMENT

The organization has used the same equipment for the past 5 years and we only purchase new equipment to replace worn down or have been reconditioning the equipment to extend the life of it.

200 Football Helmets @ \$69.99 each	\$13,998.40
4 tackle teams at 40 players each team	
200 Shoulder Pads @ \$35.99 each	\$7,198.40
4 tackle teams at 40 players each team	
160 hip/But /Knee Pads Sets @ \$10.99 each	\$1,758.40
4 tackle teams at 40 players each team	
Shoulder Pad Laces @ \$20.00 144/Case	\$20.00
Needed for lost pant and shoulder pad laces	
1" Shoulder Pad Elastic @ \$15.00	\$15.00
Needed for torn shoulder pad ties	
2 Boxes of Mouth Guards @ \$36.80 100/Case	\$73.60
Needed per league rules for every child	
2 Cases of Chin Straps @ \$51.80 each 12/Case	\$103.60
Needed to replace lost straps for helmets which are required to play	
5 Cases of Jaw Pads @ \$38.80 each 12/Case	\$194.00
Needed to replace lost pads for helmets which are required to play	

**PRIDE \*\*\* COURAGE \*\*\* HONOR**

All Volunteer Non-Profit Organization 501(c)(3) Fed. ID # 95-4237980 phone 323.493.8906 leaguelineup.com/bhwp



# Boyle Heights Wolfpack Football & Cheer

## Continued 2018 Detailed Program Budget

130 Helmet Decals @ 4.50 Each	\$585.00
380 Pairs of Socks @ 3.00 Each Pair	\$1,140.00
1 Case of Short Snap Post @ \$9.00 each 50/Case Needed to replace lost screws for helmets which are required to play	\$9.00
1 Case of Long T-Nuts @ \$7.00 each 50/Case Needed to replace lost screws for helmets which are required to play	\$7.00
1 Bag of 1" T Hooks @ \$11.00 each 50/Bag Needed to replace lost hooks for small shoulder pads which are required to play	\$11.00
1 Bag of 1 1/2" T Hooks @ \$13.00 each 50/Bag Needed to replace lost hooks for large shoulder pads which are required to play	\$13.00
4 Rubber Extra Point Tee @ \$2.00 each Needed to kick football after touchdown (4 teams)	\$8.00
4 Rubber Kick Off Tee @ \$2.00 each Needed to kick football after touchdown (4 teams)	\$8.00
24 Cases of Cold Compress @ \$8.80 each 16/Case (10 teams including cheer) 2 boxes per team for season and 4 boxes for the home games	\$211.20
4 Deluxe First Aid Kits @ \$129 each 2 kits for football and 2 kits for cheer to have on each field	\$516.00
3 Wagon Carts @ \$99/96 each Needed to transport equipment during games and cheer competitions	\$299.98
5 Boomboxes @ \$116.99 each Needed for each cheer team for routine practice	\$584.95
5 Ridgid Extension Cords @ \$59.97 each Needed for each cheer team to connect boombox	\$299.85

### OPERATIONS

Conference Fees	\$9,080.00
Adult and Kid ID Cards	\$2,000.00
Facility Rentals	\$12,000.00
Trophies	\$3,000.00
Banquet	\$4,000.00
Office Supplies/Phone	\$3,729.00

PRIDE \*\*\* COURAGE \*\*\* HONOR



# Boyle Heights Wolfpack Football & Cheer

## Continued 2018 Detailed Program Budget

Insurance	\$610.00
Cheer Camp	\$6,000.00
Bank Fees	\$84.00
Storage	\$2,844.00

**TOTAL NEEDED                      \$90,592.58**

**PRIDE \*\*\* COURAGE \*\*\* HONOR**

# **2018 Boyle Heights Youth Football and Cheer Executive Board**

## **President**

Paul Burgueno  
LAUSD Teacher  
3134 Folsom Street, Los Angeles, Ca 90063

## **Treasurer**

Rocio La Voie  
Supervising Children's Social Worker  
DCFS Los Angeles County  
1107 S. Hillview Avenue, Los Angeles, CA 90022

## **Vice President**

Aba Ramirez  
Nutritionist  
University of California Cooperative Education  
Los Angeles County  
2700 E. Lanfranco Street, Los Angeles, CA 90033

## **Vice President**

Sergio Ceja  
LAUSD School Counselor  
1107 S. Hillview Avenue, Los Angeles, CA 90022

## **Secretary**

Carrie Ortiz  
Office Manager  
Federal Express  
912 S. Euclid Avenue, Los Angeles, CA 90033

## **Vice President**

Alberto Ceja  
Delivery Services  
133 S. Evergreen Avenue, Los Angeles, CA 90033

## **City Athletic Director**

April Martinez  
1607 Pennsylvania Ave., Los Angeles, CA 90033

## **Cheer Coordinator**

Larreine La Voie  
Children's Social Worker  
DCFS Orange County  
2743 Eagle Street, Los Angeles, CA 90033



## Boyle Heights Wolfpack Football & Cheer

### 2018 Proposed Budget for Requested Funds

#### UNIFORMS

Game Jerseys @ \$24.99 each	\$3,000.00
Shoulder Pads @ \$35.99 each	\$7,000.00
Facility Rentals	\$6,000.00
Cheer Camp	\$4,000.00

**TOTAL NEEDED                      \$20,000.00**

**PRIDE \*\*\* COURAGE \*\*\* HONOR**



General Applicant Information

Applicant Organization: LA Family Housing

Type of Organization: Health/Human Services Year Founded: 1983

Annual Budget: \$41,201,807

No. of Board Members: 23

Amount Requested: \$75,000

Recommended Amount: \$45,000

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

[ ] First Time Applicant [x] Returning Grantee Prev. Award amount: \$60,000 FY2017-2018

Brief Narrative description of the organization
LAFH was founded in 1983 by a group of interfaith leaders to address homelessness and poverty through a continuum of housing-enriched and supportive health and human services. Initially starting out by purchasing and renovating a motel in the San Fernando Valley to provide temporary housing for 40 homeless families and individuals, LAFH has now become the largest housing and supportive services provider in Los Angeles, helping 11,000 clients in 2018. LAFH flagship programs are focused in four main areas:
• Street Outreach, Engagement, and Intervention
• Housing Services
• Supportive Services
• Real Estate Development
LAFH successfully met all objectives from VCF's previous \$60,000 grant, including providing crisis housing for 28 families of which 3 families were placed into permanent homes. Additionally, LAFH provided holistic health and human services, including medical and mental health care, legal assistance, job training, etc.

Organizational strengths:
LAFH's board of directors, executive leadership, and senior program managers are experts in all of LAFH's major program areas.
The organization has achieved an impressive 97% housing retention rate, which earned them the role of Lead Agency for their region's Coordinated Entry System (CES), a network of homeless service agencies, healthcare providers, and social service agencies working together to streamline and optimize efforts to end homelessness.
LAFH manages multiple affordable and transitional housing developments and oversees a multimillion dollar operating budget supported by multiple donors, funders, and earned income revenue streams.



## Proposal Details

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

Age Range: All (ages 0 - 54) Family Type: All  
 Gender: All Military Status: All  
 Race/Ethnicity: Latinx Sexual Orientation: All  
 Economic Status: VLI, LI, LMI Other (specify): Homeless

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

VCF grant funds will be applied to programs and operations for LAFH's Comunidad Cesar Chavez (CCC) housing development, a 27-unit building founded in 1989, offering emergency shelter and wraparound services for homeless and high-needs families in Boyle Heights, Vernon and surrounding communities. The funds will support 28 resident families with utilities, supplies, food/clothing, youth services, occupancy expenses, salaries for program personnel, etc.

The target demographic comprises 59% female; over 50% age 17 or younger; 100% of clients below 80% of area median income, with most falling below 30-50% of AMI; average monthly income far below poverty level; 52% Hispanic/Latino; 5% African-American/Black; 9% Caucasian/White; 2% multiracial.

Cost/Benefit:	\$1607 in housing support per CCC's resident families (28).	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	Grant of \$45,000 supports housing for 28 families
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## Staff Analysis

### Documents reviewed

- Audit/IRS Form 990 (dated: 2017 / and / 2018 )  Proposal Budget
- Organizational Budget

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

Funding to LAFH's CCC site supports VCF goals to strengthen and support non-profit organizations that benefit residents and neighborhoods.

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

LAFH will include the VCF grant in "Grant Spotlight," their quarterly newsletter email-blast to all its partners and constituents. They will also promote VCF on their website and all other social media outlets. VCF will be highlighted in LAFH's biannual printed report and all communications and event collateral.

LAFH is happy to discuss additional promotional ideas, including volunteer opportunities.

What previous projects has the applicant successfully implemented?

As a nonprofit affordable housing developer, LAFH has constructed and/or acquired the following affordable housing projects, complete with active social, health and wraparound services for homeless individuals and families. These are a few examples of the multiple sites LAFH owns and operates:

- Hyde Park, a 25-unit complex in Inglewood.
- Klump, a 15-unit complex in North Hollywood.
- Martin Luther King Jr, a 7-unit complex in Los Angeles.
- Casa Figueroa, a 4-unit complex in Los Angeles.

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

Recent studies and statistics by government and community agencies mark a dramatic and unexpected increase in homeless families and individuals in Metro LA and particularly in the areas and cities LAFH's proposal is targeting. Since that data is historical, there is a distinct possibility the crisis is currently worse than the historical data show, potentially overwhelming LAFH's current resources and ability to provide critical services. However, LAFH has extensive experience, expertise, and existing partnerships in homelessness issues, making them well-prepared to address any such situations.

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### Funding Recommendation

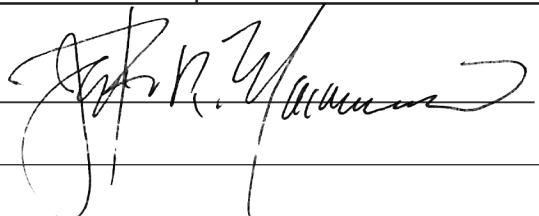
Fund this proposal?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$45,000
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Suggested revision(s) to proposal/fund amount, if applicable:

Suggesting \$30,000 less than amount requested due to limited funds availability for the VCF FY2019-2020.

Staff reviewer:	Jonathan "Mac" Macaranas
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Signed: 

Date: 01 / 22 / 20



# Fill out Application Form

Created: 10/01/2019 • Last updated: 10/21/2019

## ORGANIZATIONAL INFORMATION

\*Indicates required field

\* **Name of Organization** LA Family Housing

\* **Organization Address**

Street	7843 Lankershim Blvd.
City/Town	North Hollywood
State	California
Country	United States

\* **Organization Phone** 8182552614

\* **Organization Email** [grants@lafh.org](mailto:grants@lafh.org)

**Organization website address, if any** [lafh.org](http://lafh.org)

\* **Name of Authorized Representative** Mottern, Chelsea

(Last Name, First Name)

**Title of Authorized Representative** Grants Manager

\* **Organization Founding Date/Date of Incorporation** 01/1983

\* **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 100

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

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Children and Youth (ages 0 -14)

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Adolescents (ages 15 -17)

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Teens and Young Adults (ages 15 - 20)

---

Adults (ages 21 - 54)

**STAFF DETAILS**

**\* Name of Executive Director** Klasky-Gamer, Stephanie

(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/116004630/85TToEy4fR/>

**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/116004630/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)

Public Funds 31,877,234

Private Funds 4,147,500

Property Income 3,829,712

Developer Fees 2,054,000

Management Fees 633,854

Partnership Fees 134,305

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

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/116004630/nOnxuvHAF5/>

### \* Current organization budget

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/116004630/8THAFUPkXp/>

**\*Grant Amount:** 75000

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/116004630/GDDLZKJB1h/>

**Name of Financial Institution** CitiBank

**Address of Financial Institution** 9100 Woodman Avenue, Arleta CA 91331

**Phone Number of Financial Institution** 8189243593

**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: 10/01/2019 • Last updated: 10/21/2019

**\* What dollar amount are you requesting from the Vernon CommUNITY Fund?** 75000

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

**If no:**

What is your annual operating budget?	\$41,201,807
What is your organization’s mission? (250 words, maximum)	LA Family Housing (LAFH) helps people transition out of homelessness and poverty through a continuum of housing enriched with supportive services. Our vision is to be a regional leader providing solutions to end homelessness in people's lives.
Who is the target demographic for your services, if any?	Families and Individuals Experiencing Homelessness
Please briefly describe your proposed project. (250 words, maximum)	<p>Since 1989, Comunidad Cesar Chavez (CCC) has been offering transitional housing, linked with supportive services, in the Vernon area for up to 27 homeless families at a time. Designed to lift families out of homelessness and propel them toward long-term self-sufficiency, the program at CCC includes studio housing (complete with kitchen and bathroom) and onsite and nearby supportive services that help families to 1) navigate the homeless services system, 2) create a plan for increased self-sufficiency, 3) enroll or keep children enrolled in school and connect them to tutoring, 4) secure permanent housing, and 5) connect them to additional job training, employment opportunities, and/or health services to promote long-term sustainability. LAFH works with two agencies, PATH and The Whole Child, who offer onsite assistance to help with clients’ transitions out of homelessness.</p> <p>Obtaining housing at CCC begins with the referral of a homeless family to LAFH, whose staff then provides an initial assessment. If emergency housing is needed, the family is immediately placed at CCC (if a unit is unavailable, LAFH will connect them to other options; no family is left on the streets). As LAFH learns more about the clients and their needs, the agency begins the process to help them locate and secure permanent housing. Meanwhile, LAFH case</p>

	<p>management links them to comprehensive services, such as tutoring, adult education, job training and employment services, mental health and primary care, substance addiction treatment, and more. The goal is permanent housing and stability.</p>
<p>What is the goal of the proposed project? (500 words, maximum)</p>	<p>During the grant period, LAFH aims to achieve the following through activities at Comunidad Cesar Chavez:</p> <ul style="list-style-type: none"> <li>• Provide emergency housing at CCC for 30 families</li> <li>• Connect 100% of households at CCC with supportive services as needed</li> <li>• Connect 100% of households with our child care partner, The Whole Child</li> <li>• Connect 100% of households with our onsite, LAFH-run Children’s Programming that utilizes enthusiastic volunteers from the Boyle Heights-Vernon community</li> <li>• Maintain a 95% housing capacity at CCC by ensuring that the majority of housing units are filled at all times</li> <li>• Provide access to move-in and rental assistance to 100% of households once placed into permanent housing</li> <li>• Provide post-placement, home-based case management and housing stabilization services to 100% of households based on the unique needs of each household.</li> </ul>

**Please attach the proposed budget for your project**

<https://jemmottrollinsgroup.fluidreview.com/resp/116022711/vTWNTquu9L/>

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

<https://jemmottrollinsgroup.fluidreview.com/resp/116022711/MnxPUAdJSI/>



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

LAFH was founded in 1983 by a group of interfaith leaders who recognized the growing need for homeless services in the San Fernando Valley region and took action by purchasing a motel, offering 40 families at a time temporary housing for up to 30 days. Today, LAFH is the largest housing and supportive services provider in Los Angeles, providing services and housing for upwards of 11,000 individuals in 2018—more than doubling the number of people served just three years prior. The organization’s four main service areas include Street Outreach, Engagement, and Intervention; Housing Services; Supportive Services; and Real Estate Development.

Last year, we moved 2,287 people into permanent homes, a 61% increase over 2017, and a considerable feat amid our region’s scarce housing market. Meanwhile, we are working with thousands more to attain long-term stability, achieving an above-average 97% housing retention rate. Our success earned us the role of Lead Agency in our region’s Coordinated Entry System, a network of homeless service agencies, healthcare providers, and social service agencies working to end homelessness.

This year marked the opening of The Irmis Family Campus, a regional service hub that changes the way we serve our homeless neighbors. With the opening of The Campus, we anticipate being able to greatly increase the number of participants served and foster improved collaboration among social service agencies, including LAFH and co-located staff from partner agencies, as well as provide access to services from legal aid to healthcare, all under one roof.

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

Comunidad Cesar Chavez (CCC) is located in Boyle Heights, within the region of L.A. where homelessness is most severe. In this Metro L.A. region, more than 16,000 people, including over 1,600 families, are experiencing homelessness on a given night, according to the Los Angeles Homeless Services Authority (LAHSA) 2019 Greater Los Angeles Homeless Count. These numbers represent a 16% increase in overall homelessness in the Metro L.A. region over the previous year, and a shocking 29% increase in families experiencing homelessness.

At CCC, we aim to provide much-needed support to families in need in the area. One of the most significant indicators for experiencing homelessness in adulthood is having experienced homelessness as a child, which is why it is our goal to never let a family sleep on the streets. Children experiencing homelessness also experience higher rates of emotional and behavioral health issues and lower academic outcomes than their low-income housed peers, and both adults and children who are homeless have a higher prevalence of mental illness, substance use disorders, and acute and chronic physical illness. Still, a historically low 2.7% housing vacancy rate, rising rental costs that far exceed stagnant wages, and a severe lack of affordable housing continue to threaten lower-income families across Los Angeles, and in particular, in the Metro L.A. region that encompasses CCC and the greater Vernon area. Such statistics are grim—yet they underscore the importance of committing our resources to assist our neighbors in need. This crisis may often appear intractable, but LAFH has demonstrated by the success of thousands of our program participants that it is possible to effectively end homelessness by providing comprehensive and individualized housing interventions enriched with supportive services. LAFH is prepared and eager to continue providing services to the families in Vernon and surrounding communities.

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

LAFH promotes our grants through various channels, including Grant Spotlights in our quarterly digital newsletter e-blast that highlight new and exciting grants, on our social media channels, on our website, and in our bi-annual report and event collateral. Internally, we share new grant awards with staff through All-Staff meetings, emails, and reports. If selected for a grant with the Vernon CommUNITY Fund, we would be happy to discuss opportunities for additional promotional opportunities, including volunteer opportunities and more.

**LAFH Cesar Chavez Budget 2019**

<b>Personnel</b>	<b>Budget</b>
Wages	\$ 116,498.00
Fringe Benefits	\$ 29,940.00
<b>Total Personnel:</b>	<b>\$ 146,438.00</b>
<b>Direct Client Assistance (Flex Funds Stabilization)</b>	
Client Services (Participant Needs)	\$ 2,500.00
<b>Operating Expenses</b>	
Equipment- copier, computers,Postage,..etc.	\$ 1,040.00
General Liability Insurance	\$ 12,900.00
Office Supplies	\$ 20,500.00
Professional Fees (Security / Consultant)	\$ 73,368.00
Utilities	\$ 31,900.00
Food	\$ 6,121.00
Repairs & Maintenance	\$ 64,895.00
Equipment/Furnishings	\$ 2,011.00
<b>Total Non-Personnel:</b>	<b>\$ 215,235.00</b>
<b>Indirect/Admin Costs</b>	<b>\$ 39,737.00</b>
<b>TOTAL</b>	<b>\$ 401,410.00</b>



## **Comunidad Cesar Chavez**

LA Family Housing (LAFH) respectfully requests \$75,000 to be applied toward one year of program costs for Comunidad Cesar Chavez (CCC), including occupancy expenses, salaries for program personnel, utilities, supplies, field trip costs, and operations. CCC is a 27-unit building offering emergency shelter for families in the area of Boyle Heights, Vernon, and surrounding communities.

Though CCC offers basic necessities such as housing and linkages to food and clothing, additional supportive services are what set the program apart from others. Once a family's crisis housing needs are met, one or both of LAFH's onsite partners, PATH or The Whole Child, will meet with them to begin a full assessment that includes homelessness history; length of time without a home; resources and connections (to determine if housing options, other than crisis housing, exist); employment, medical and education history; income status; history of domestic violence; mental health and/or substance abuse issues; eviction history, criminal record; etc. Each of these factors helps staff design an individualized housing and service plan. The goal of this service plan is not only to place them into permanent housing, but also to provide a full range of supportive services that create a pathway to long-term stability, such as benefits enrollment support, employment services, childcare, education support (through our LAUSD liaison), domestic violence counseling support, rental and move-in assistance as needed; and post-move-in housing stabilization services.

For children who are residents of CCC, opportunities for fun and social enrichment offer relief from the constant stressors of homelessness, build bonds among children and with families, and spark interests and inspire creativity. The overall goal is to stabilize the family and provide easy access to every resource possible so that they can stay housed and rebuild their lives, including job training and employment services. LA Family Housing provides that support, even after the family is placed into permanent housing.

### **LAFH Helps Build Success**

In 2018, LAFH placed 425 families into permanent housing, including 1,028 children. With LAFH's system of supportive services to ensure they have everything they need to stay housed (income, pathways to employment and additional job training, health care, access to food and clothing, etc.), we—along with our supporting partners—are able to ensure that 97 percent of our program participants stay housed for the long term.

### **Target Population**

Established in 1989, Comunidad Cesar Chavez (CCC) is an integral part of Boyle Heights and surrounding communities. Families who participate in CCC programs come from all backgrounds, races, ethnicities, and religions; the agency does not discriminate based on any demographic detail. All families live in low- or very low-income households; nearly all are homeless when they walk through our doors. Last year, the agency served nearly 11,000 individuals. The client demographic breakdown for LAFH's family participants is as follows:

- 59 percent of the individuals in LAFH's family programs are female;
- More than one-half is age 17 or younger;

- 100 percent of clients fall below 80 percent of the area median income, with most falling below 30-50 percent of the AMI;
- Average monthly income for working families is well below the poverty level;
- 52 percent of individuals are Hispanic or Latino;
- 25 percent are African-American or black;
- 9 percent are Caucasian or white;
- 2 percent are multiracial

The children 18 and under that LAFH serves annually—a number that continues to increase year over year—are often struggling with issues of poor health and nutrition, stress- and nutrition-related physical conditions, learning disorders, intermittent school attendance and behavioral problems. Providing access to stable housing is important—but it is only the first step. Children and their families need ongoing supportive services in order to improve the quality of their lives. Comunidad Cesar Chavez offers these much-needed services.

#### **How LAFH Will Measure Success**

LAFH employs multiple procedures to monitor, track and assess performance for various outcomes. Internal controls monitor program performance. LAFH's Quality Assurance team measures and analyzes programmatic outcomes and, together with Program staff, the QA team reviews current agency goals 1) to ensure that clients are provided with the ideal type and level of service; 2) to promptly identify any issues and implement corrective action; 3) to ensure compliance with contract reporting requirements; and 4) to review and address client feedback. It is of utmost importance that LAFH continuously implements industry best practices and reviews performance.

## LAFH EXECUTIVE LEADERSHIP

### BOARD OF DIRECTORS

**President and CEO**  
**Stephanie Klasky-Gamer**

**Chair**  
**Gary Meisel**  
Private Investor

**Vice Chair**  
**Gillian Wright**  
Southern California Gas Company

**Treasurer**  
**Wayne Brander**  
U.S. Bank

**Secretary**  
**Daniel M. Howard, CPA**  
Lodgen, Lacher, Golditch, Sardi,  
Saunders & Howard, LLP

**Michele Breslauer**  
Children's Law Center of Los Angeles

**Karen Brodtkin**  
WME|IMG

**Steve M. Brown**  
Hoffman Brown Company

**Debbie Burkart**  
National Equity Fund

**Zeeda Daniele**  
New American Funding

**Deborah Kazenelson Deane**  
Syneos Health

**David Doyle**  
Bank of America

**Matthew B. Irmas**  
Irmas Charitable Foundations

**Jill Koenig**  
Community Lending &  
Property Management

**Robyn Lattaker-Johnson**  
REVOLT Media & TV

**Michelle Missaghieh**  
Temple Israel of Hollywood

**Blair Rich**  
Warner Bros. Pictures

**Tony Salazar**  
McCormack Baron Salazar, Inc.

**Gregg Sherkin**  
Wells Fargo

**Ross E. Winn, Esq.**  
Wolf, Rifkin, Shapiro, Schulman  
& Rabkin, LLP

**Rashad Winston**  
Winston Group Realty

**Michael Ziering**  
Diagnostic Products Corp.

### LIFETIME DIRECTORS

Audrey Irmas  
Robert J. Irmas (1951-2015)  
Sydney M. Irmas (1925-1996)  
Trudy Louis (1914-2004)  
Rev. John Simmons (1917-2013)

*Stephanie Klasky-Gamer, President and CEO.* Stephanie Klasky-Gamer joined LAFH as CEO in 2007 with more than fifteen years of national experience in social and economic justice work, particularly in real estate finance and development of low income housing. With a Master of Arts in Urban Planning from UCLA and expertise in community organizing, Stephanie established LAFH as a regional leader and a national model. During the past eight years, she launched three new Permanent Supportive Housing developments, expanded the agency's service delivery component, including the design and implementation of LA County's coordinated entry systems for homeless individuals and families in SPA 2, and more than doubled the organization's operating budget. This growth, along with increased financial stability, was part of a 10 year strategic plan that Stephanie developed in partnership with an increasingly dedicated Board of Directors.

*John Horn, Chief Impact Officer.* John Horn joined LAFH in 1996 and has more than 20 years of experience in non-profit management and programming. He provides oversight of all agency service programs including operations of all temporary housing facilities, provision of direct supportive services, volunteer coordination, and tenant services for the agency's permanent affordable housing properties; and oversees contract compliance and program effectiveness. John is a pivotal leader in the effort ending homelessness in Los Angeles County's serving as Chair of the San Fernando Valley Coalition to End Homelessness for the past 10 years, and a trusted member on Los Angeles Homeless Services Authority (LAHSA) Coordinating Council.

*Kris Freed, Chief Programs Officer.* Kris Freed is responsible for the management and oversight of all temporary housing and services for families and children at LA Family Housing. Kris has been a social service provider for over 17 years working primarily in homeless services and substance abuse. Over the past few years, Kris actively participated in the development, implementation and roll-out of the coordinated entry system for families in Los Angeles. She is currently directing the Coordinated Entry System for families in the San Fernando and Santa Clarita Valley's and is providing emergency housing to families for the system in the Boyle Heights/Downtown LA/Hollywood area. With LAFH since 2000, she holds a BA in Sociology and a Master's in Public Administration from California State University, Northridge.

*Aaron Leon, Chief Financial Officer.* Aaron Leon is a native of the San Fernando Valley, he has a Bachelor's degree in Psychology from the University of California, Los Angeles (UCLA) and a Master's degree in Educational Psychology from Illinois State University. Aaron has over 28 years of extensive experience working in the nonprofit sector. After 10 years of working in social service programs Aaron entered the UCLA Accounting Certificate Programs and began working on the Finance side of

nonprofits. Currently he is the Chief Financial Officer for Los Angeles Family Housing. Before joining LAFH in January 2017, he was the CFO for the CLARE Foundation in Santa Monica for the past 17 years. Previously to that he was the Director of Finance for 1736 Family Crisis Center and Assistant Director of Finance and Administration at the Los Angeles Free Clinic. Aaron has worked in the community as a Red Cross CPR, First Aid and HIV Instructor/Instructor Trainer and as an assistant site coordinator for the California Special Olympics. He currently serves on the Cahuenga District Committee of the Boy Scouts of America and is an Assistant Scoutmaster for Troop 36 in Valley Village. Aaron lives in Sherman Oaks with his son Jared and misses his daughter Adena who is away at college.

*Katie Tell, Chief Development Officer.* Katie Tell oversees all of LAFH's public and private fundraising, volunteer and community engagement, and marketing and communications programming, soliciting philanthropic support during this exciting time of growth. Katie has over 20 years' experience in the nonprofit sector as a fundraiser, program manager, and grantmaker, and has a Masters in International Affairs from Columbia University. She has worked for the United Nations and other global nonprofits, served as Program Officer for Health Access with the California Endowment, and spent seven years overseeing institutional funding at Planned Parenthood Los Angeles. Prior to joining LAFH, Katie served as Vice President of Development with the Los Angeles community clinic Eisner Health, working to raise funds and support for quality healthcare for all.

*Daniel Huynh, Vice President of Real Estate.* Daniel Huynh has been working within the nonprofit affordable housing field for more than a decade. Building his skill set as he worked his way from entry-level to project manager, Daniel brings breadth and depth of experience from similar agencies across Los Angeles. His thoughtful, person-centered design principals bring dignity and respect for those we serve and house. Daniel, who joined the LAFH team in 2015, is an integral part of envisioning the future of the organization as we develop more affordable housing across Los Angeles.







# Final Report

Created: 06/04/2019 • Last updated: 06/10/2019

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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 course of the grant period, LAFH provided crisis housing for 28 families. As a point of clarification, in our midterm report, we reported serving 30 families experiencing homelessness at Comunidad Cesar Chavez (CCC), which included families served at CCC through a contract with our partner agency, Whole Child. Comunidad Cesar Chavez is a 27-unit building, with 6 of those units being operated by Whole Child and the remainder operated by LA Family Housing. For clarity in all future reporting, we will not be including Whole Child-operated units in our statistics, though we continue to work in close partnership with Whole Child. With that in mind, the 30 families served by LAFH in the 21 LAFH-operated units in CCC represent 113 men, women and children from the Boyle Heights and Vernon area.

One hundred percent of the families residing at CCC have received connections to a full range of supportive services according to their unique needs and barriers, including physical and mental health care, counseling, domestic violence recovery treatment, substance abuse treatment, legal aid, enrollment in mainstream benefits programs, job training and connections to employers, education and enrichment opportunities, and life skills training such as financial management and budgeting. All CCC residents are offered child care through Whole Child, which provides interventions to ensure healthy family development such as family therapy and counseling, child development screenings, and parenting courses.

In addition, all CCC residents are encouraged to participate in LAFH Family Day activities. Family Days are opportunities for families to bond with each other and with their community, do something fun as a family, and provide children with a sense of normalcy in what can oftentimes feel like a stressful situation. All children at CCC are provided with after-school activities, academic support, and tutoring to improve educational outcomes.

Of the 28 families served through LAFH's units at Comunidad Cesar Chavez, three were placed into permanent homes during the course of the grant period. LAFH's Housing Location team works tirelessly to locate affordable housing across Los Angeles that is appropriate for the size of each family, with considerations made for ease of access to transportation, schools, jobs, and public resources such as parks. Once a family is housed, LAFH's Housing Stabilization team works closely with each family to provide them with rental and utilities assistance as needed, as well as home-based case management to connect families with ongoing resources and services to ensure that once they are housed, they remain housed.

**\* 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?**

Locating permanent affordable housing for our participants is a growing challenge. Stagnant wages, combined with low housing vacancy rates and increasingly unaffordable rental prices, put thousands of low-income families at risk of falling into homelessness and make it hard for those currently experiencing homelessness to locate and secure affordable housing. Due to these challenges, families find themselves living in interim housing sites such as CCC for longer than anticipated as they continue the search for affordable housing. This impacts the work supported by VCF because we are unable to exit families from our interim housing facilities as quickly as anticipated, meaning we serve fewer families. While our goal for this grant period was to serve 75 families at Comunidad Cesar Chavez, we were unable to reach this mark, though we maintained a 95% occupancy rate at any given time.

LAFH addresses these challenges through an active Housing Location program, in which Housing Locators, in addition to traditional digital databases of rental vacancies, network with landlords throughout the community to demonstrate the value of our program and secure rental apartments for our participants.

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

LAFH is proud to announce the official opening of The Irmis Family Campus (The Campus), located in North Hollywood. The Campus represents innovation in the provision of homeless services, bringing together staff from partner agencies across the county under one roof to provide seamless referrals and hand-offs and eliminate barriers to accessing services, such as transportation to and from various offices. Located on-site is a full-service, 6,000-sq-ft health care center, open to both LAFH program participants, as well as the surrounding community.

The Campus will serve as a hub for both individuals and families to access services, meet with their case manager, access healthcare in our new 5,800 square foot health clinic, and connect with our partner agencies to ensure that each participant is getting the care and support they need. The Campus also features interim housing for both individuals and families, as well as a permanent supportive housing development. With The Campus fully operational, we anticipate being able to serve more participants than ever before, furthering our commitment to ending homelessness in Los Angeles County.

In addition, LAFH provided services for nearly 11,000 individuals during 2018, significantly increasing our impact across the region.

**\* 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/81313518/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?** 4

**\* 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?** Over 100

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

Data for the families served by Comunidad Cesar Chavez is tracked by LA Family Housing's Impact, Compliance, and Quality Assurance team, using the Homeless Management Information System (HMIS).

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

**\* Signature** Chelsea Mottern

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: Libros Schimbros

Type of Organization: Community Service Year Founded: 2010

Annual Budget: \$270,000

No. of Board Members: 6

Amount Requested: \$50,000

Recommended Amount: \$15,000

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

[ ] First Time Applicant [x] Returning Grantee Prev. Award amount: \$35,000 FY2017-2018

Brief Narrative description of the organization
A project of Community Partners, Libros Schimbros (LS) was founded in 2010 as a lending library with a mission that champions the pleasure of literature and its power to change lives. Currently focusing programmatic efforts in Boyle Heights and nearby communities, LS works with local residents artists, writers, readers, and public officials dedicated to exploring literature as a means of improving the lives of Southern Californians.
While only in operation for 5 short years, LS accomplishments include:
• Due to its popularity, extended an initially slated 6-week parallel residence to 10 weeks at the Hammer Museum.
• Conducted over 100 community events.
• Engaged over 2,000 members.
• Established the Young Writers, Summer Fellowship, Parents Reading Group, and innovative Bicycle Libraries programs.
• Circulated over 30,000 books to eager readers in Boyle Heights and the greater Eastside.

Organizational strengths:
LS has been able to engage and successfully obtain funding from a myriad of donors and supporters, including the City of Vernon, Durfee Foundation, The Metabolic Studio, Los Angeles Department of Cultural Affairs, and Los Angeles County Supervisor Hilda L. Solis to name a few.
Organizational partners and allies include the Hammer Museum, CalTech, Sony Pictures, LA County Arts Commission, etc.
LS has demonstrated a deep understanding of its target population and is able to convene them in various and creative gatherings to promote its goals in literature, reading, education, etc.
LS small but dedicated staff provide expert and courteous assistance, providing stability and consistency with library visitors that enhance and nurture important community relationships.

## Proposal Details

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

Age Range: 5 - 54 Family Type: All  
Gender: All Military Status: All  
Race/Ethnicity: All Sexual Orientation: All  
Economic Status: All 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)

LS successfully achieved all objectives from VCF's previous grant, including establishing extended hours of operation, realigning the Summer Fellowship program, and launching the Summer Literary Academy.

VCF funds will continue supporting LS's lending library programs that put culturally appropriate books and related reading materials into the hands of children and adult residents in Boyle Heights and the surrounding communities at little or no-cost. Additional new programs supported include Storytelling, Conversations with Young Writers, and Libros Schimbros Film Series.

Cost/Benefit:	Up to 100% discount from retail outlets, and better access than with public facilities.	Beneficiaries and/or potential impact on the non-profit/governmental landscape:	Residents traveling locally are more apt to patronize local small businesses, keeping neighborhood economies vibrant.
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## Staff Analysis

### Documents reviewed

Audit/IRS Form 990 (dated: 12 / 18 / 18 )

Proposal Budget

Organizational Budget

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

LS addresses VCF's goal to strengthen and support non-profit organizations that benefit residents and neighborhoods.

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

LS will list VCF on its website's donors page as well as in any written communications slated for external distribution.

What previous projects has the applicant successfully implemented?

LS has successfully implemented the following programs: Young Writers, Bicycle Libraries, Children's Reading Hour, Parents Reading Group, and Summer Fellowship.

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

None.

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### Funding Recommendation

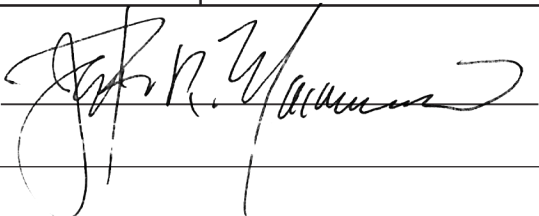
Fund this proposal?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$15,000
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Suggested revision(s) to proposal/fund amount, if applicable:

Suggesting \$35,000 less than the requested amount due to limited funds availability for the VCF FY2019-2020.

Staff reviewer:	Jonathan "Mac" Macaranas
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Signed: 

Date: 01 / 22 / 20





# Fill out Application Form

Last updated: 09/20/2019

## ORGANIZATIONAL INFORMATION

\*Indicates required field

\* **Name of Organization** Libros Schmibros

\* **Organization Address**

Street	103 N. Boyle St.
City/Town	Los Angeles
State	California
Country	United States

\* **Organization Phone** 323.688.4850

\* **Organization Email** [info@librosschmibros.org](mailto:info@librosschmibros.org)

**Organization website address, if any** [www.librosschmibros](http://www.librosschmibros)

\* **Name of Authorized Representative** Somers, Adam

(Last Name, First Name)

**Title of Authorized Representative** Development Consultant

\* **Organization Founding Date/Date of Incorporation** 07/2010

\* **Organization Type** Community-based (Community Service)

Other, please specify...: Fiscally sponsored project of Community Partners

**\* 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 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)

Adolescents (ages 15 -17)

Teens and Young Adults (ages 15 - 20)

Adults (ages 21 - 54)

**STAFF DETAILS**

**\* Name of Executive Director**

Kipen, David

(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/114784665/85TToEy4fR/>

## **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/114784665/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)

Rosenthal Family Foundation (2 years) \$110,000.00

Ralph M. Parsons Foundation \$40,000.00

Hieronymous Foundation (1 year) \$10,000.00

Emiko Terasaki (2 years) \$20,000.00

The Metabolic Studio (2 years) \$15,000.00

Herb Alpert Fdn. (2 year)) \$30,000.00

City of Vernon \$35,000.00

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

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/114784665/nOnxuvHAF5/>

### **\* Current organization budget**

(Please attach)

<https://jemmottrollinsgroup.fluidreview.com/resp/114784665/8THAFUPkXp/>

**\*Grant Amount:** 35,000.00

Please specify the amount of grant funds being requested.

**\* What percentage of your organization budget will the requested funds represent?** 13

**\* 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)** Community Partners

**Fiscal Sponsor Address (if applicable)** 1000 N. Alameda Street, Suite 240, Los Angeles, CA 90012

**Fiscal Sponsor Phone (if applicable)** 2133463200

**Fiscal Sponsor Email (if applicable)** [cfreeman@communitypartners.org](mailto:cfreeman@communitypartners.org)

**Fiscal Sponsor Website (if applicable)** [www.communitypartners.org](http://www.communitypartners.org)

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



# Fill out Application Narrative Form

Last updated: 09/20/2019

**\* What dollar amount are you requesting from the Vernon CommUNITY Fund?** 50,000.00

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

**If yes:**

What is your annual operating budget?	270,000
What is your organization’s mission? (250 words, maximum)	Libros Schmibros champions the pleasures of literature and its power to change lives. Working with local residents, artists, writers, readers, and public officials, Libros Schmibros is dedicated to both the exploration of literature and the study, questioning, celebration, and betterment of Southern California.
What is the target demographic for your services?	5 years to 34 years
What period of time are the requested funds expected to cover?	2 years

**Please attach the proposed budget for your project**

(No response)

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

2010 - We open our doors.

2011 - Hammer Museum installation.

2012 Move to Mariachi Plaza

2012 - Libros Schmibros at the Hammer Museum Book Club begins.

2012-2013 - Durfee Foundation Springboard Grantee.

2013 - Conversations With Young Writers

2014 - Bicycle Libraries program introduced.

2015 - Young Writers Program introduced.

2016 - Classic film "Tiempo de Morir" presented at the Ford Theatre, August 5th.

2016 - Children’s Reading Hour

2016 - Parents Reading Group

2017 - Libros moves across the street into new digs at the beloved, historic 1889 Boyle Hotel.

2018 - Official Housewarming/ Benediction by Father Greg Boyle

2019 - Summer Fellowship Program

To date, over 30,000 books distributed to Boyle Heights and the greater Eastside.

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

Current educational research increasingly identifies the presence of books in the home as the single most determinative factor in predicting a child’s success. The NEA has highlighted census data correlating the habit of pleasure reading not just with social mobility, but with all forms of civic engagement, including voting and volunteering. In short, the ability to read and to access good books figures critically in the life of a citizen. By distributing books, utilizing such innovative methods as the Bicycle Libraries, and presenting programming such as the Young Writers Program and the Summer Fellowship Program Libros supports the human and economic development of the City of Vernon and the Greater Eastside.

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

We list the City of Vernon on our website donor page and include the City of Vernon in any communication listing donors.

Projected  
Total  
FY19-20

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**Cash**

Individual Contributions	30,000
Matching Gifts	-
Corporate Contributions	40,000
Foundation Grant	160,000
Government Contracts	35,000
Special Events	5,000
In-Kind Revenue	-
<b>Total Revenue</b>	<b>270,000</b>

Staff Salaries	85,000
Salaries Suspense	-
Accrued Vacation	-
Life Insurance	100
LTD	154
5262 403B Employer Contribution	2,200
Workers Comp	450
Payroll Taxes - FICA	6,000
Payroll Taxes - SUI	2,000
Credit Card Fees	-
Out of Run CP Service Charges	-
Consulting & Other Professional Services	55,000
Public Relations/Communication	-
Web Hosting	75
Art & Design	1,000
Conference Fees	250
Catering & Other Meeting Expenses	5,436
Office Supplies	200
Program Supplies	8,500
Telephone/Fax/Internet	800
Postage	-
Rent	44,719
Utilities	2,187

Other Rent Expense	562
Moving Expenses	
Staff & Volunteer Recruitment	-
Travel - Local	500
Parking	100
Photocopying	-
Other Printing	400
Hardware	-
Software & Licensing	40
Technology Support Services	715
Other Computer Expenses	-
Equip Purchase	-
Equipment Rental/Lease	-
Print Advertising	325
Display Advertising	-
General Liability Insurance	480
Honoraria	4,500
Recognition & Gifts	100
Ind-Kind Expense	-
Event Professional Services	-
CP Project Admin Expense	27,000
<b>Total Expenses</b>	<b>248,794</b>
<b>Revenue Over/(Under) Expenditure</b>	<b>21,206</b>



## Libros Schimbros Board Members

**The Libros Schimbros Board meets twice a year. There are no standing committees.**

**Colleen Jaurretche, Ph.D.** Colleen Jaurretche (Co-Founder and Co-Director) has published a scholarly book on James Joyce, an edition of essays on Joyce and Samuel Beckett, and numerous other essays and reviews. She is a native of the Eastside where she grew up with her Mexican-American family, and is passionate about the city's cultural life, as well as the pleasures of literature. She teaches at UCLA.

**E-mail:** [cjaurretche@gmail.com](mailto:cjaurretche@gmail.com)

**David Kipen** formerly served as book critic of the San Francisco Chronicle and NEA Director of Literature, where he directed The Big Read. He writes & broadcasts about books & culture for KPCC-FM, *Los Angeles Times*, *The New York Times*, *Ozy.com*, and *The Wall Street Journal*.

**E-mail:** [kiped@gmail.com](mailto:kiped@gmail.com)

**Jonathan Parfrey** is executive director of Climate Resolve. He is a founder and Vice Chair of CicLAvia, the popular street event. He is also a founder of the Los Angeles Regional Collaborative for Climate Action and Sustainability and the statewide Alliance of Regional Collaboratives for Climate Adaptation.

From 2008-2013, Parfrey served as a commissioner at the Los Angeles Department of Water and Power. He is past president of the Los Angeles League of Conservation Voters. From 2007-2011, Parfrey served as director of the GREEN LA Coalition. From 1994 to 2007, he served as Los Angeles director of Nobel Peace Prize-winning organization Physicians for Social Responsibility. From 1987-1993, he founded and directed the Orange County Catholic Worker. In 1992, Parfrey received the Paul S. Delp Award for Outstanding Service, Peace, and Social Justice. In 2003, Mr. Parfrey was appointed to Governor Schwarzenegger's Environmental Policy Team. In 2002 he was awarded a Durfee Foundation Fellowship. In 2010, he received a Stanton Fellowship. In 2011, he was appointed a Senior Fellow at the USC Marshall School of Business, and is currently a fellow at the Los Angeles Institute for the Humanities.

**E-mail:** [jonathanparfrey@gmail.com](mailto:jonathanparfrey@gmail.com)

**Denise Villegas** is the University Archivist at Loyola Marymount University. She received her MLIS from the University of California, Los Angeles, specializing in archival studies after studying computer information systems at California State University, Fresno. Denise has worked as an archivist for the Los Angeles County Metropolitan Transportation Authority and for the UCLA Law Library as a library assistant.

**E-mail:** [turning.to.gold@gmail.com](mailto:turning.to.gold@gmail.com)

**Maite Zubiaurre** is Professor of Spanish and Portuguese literature at UCLA, and currently serves as Associate Dean of Diversity. She initiated her career as literary translator from novels in German into Spanish for the publisher Alfaguara. She holds a degree in Comparative Literature from Columbia University, and taught at the University of Texas,

## Libros Schimbros Board Members

Austin, UNAM (Universidad Nacional Autónoma de México), ITAM (Instituto Tecnológico Autónomo de México), and USC (University of Southern California), before joining the Department of Spanish and Portuguese and the Department of Germanic Languages at UCLA. Her areas of expertise are comparative literature; gender studies; urban studies; cultural studies; modern and contemporary Peninsular literature; European (particularly German) and Latin American Realism; Latin American women's fiction; and Latina and Chicana fiction. She is the author of *El espacio en la novela realista. Paisajes, miniaturas, perspectivas* (Fondo de Cultura Económica, 2000), a book-length study of the dialectics of space and gender in European and Latin American realist fiction; and of *Cultures of the Erotic. Spain 1898-1939* (Vanderbilt University Press, 2012), the first scholarly monograph that analyzes the diverse visual and textual representations of the erotic in Spanish popular culture during the so-called "Edad de Plata" or Silver Age (1898-1936). Maite Zubiaurre's adaptation and translation into Spanish of *Cultures of the Erotic – Culturas del erotismo en España 1898-1939* – was published by Cátedra in 2014. A comprehensive virtual archive or erotic Wunderkammer contains all the textual and visual materials discussed in *Cultures of the Erotic/ Culturas del erotismo*, as well as additional texts and images found in early 20th century Spanish erotica. Professor Zubiaurre is the author also of numerous articles and critical editions, and is the coeditor, with Roberta Johnson, of an anthology of Spanish feminist thought (*Antología del pensamiento feminista español: 1726-2008*, Cátedra, 2012). She is presently writing a scholarly volume on the visual and textual representations of trash and rubble in contemporary culture, and pursuing her passion for photography and collage.

**E-mail:** [zubiaurre@ucla.edu](mailto:zubiaurre@ucla.edu)

**Richard Vasquez** is a creative marketing executive with diverse strategic marketing experience spanning 30 years focused on reaching the Latino consumer segments through relevant and strategic marketing and advertising campaigns, specializing in entertainment and experiential marketing. He has worked on national campaigns for Sears, Levi's and Kia Motors. He has consulted for LA City Mayor's Office, Walt Disney Imagineering, The California Endowment and NBC/Universal Telemundo in Los Angeles, helping them connect and engage with health and community building aspirations of L.A.'s diverse Spanish speaking Latino communities. Born in Silver City, New Mexico, raised in Los Angeles, he graduated from UCLA and Coro Foundation-LA Public Affairs Fellows Program. He currently resides in Highland Park and writes occasionally for Brooklyn & Boyle from the intersection of Community Building and Marketing.

**E-mail:** [ricahrd\\_richard@vasquezassociates.com](mailto:ricahrd_richard@vasquezassociates.com)

## Libros Schmibros Organization Executives

**Colleen Jaurretche, Ph.D.** Colleen Jaurretche (Co-Founder and Co-Director) has published a scholarly book on James Joyce, an edition of essays on Joyce and Samuel Beckett, and numerous other essays and reviews. She is a native of the Eastside where she grew up with her Mexican-American family, and is passionate about the city's cultural life, as well as the pleasures of literature. She teaches at UCLA.

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**E-mail:** [kiped@gmail.com](mailto:kiped@gmail.com)

**Cuauhtemoc Hernandez**, Library Assistant

Cuauhtemoc Hernandez is a journalism and ethnobotany student at East Los Angeles College whose parents run a food truck.



# Final Report

Created: 02/25/2019 • Last updated: 09/20/2019

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.**

We were able to achieve the objectives of the grant. In terms of extending the library hours, we are now operating from Wednesday through Sunday from noon to 6:00 pm on a consistent basis with very good walk-in volume. We have also achieved a varied programming series that provides free literary events to the entire spectrum of the Eastside residents.

Our current programming includes the following:

**STORYTELLING** Presented by a La Reforma librarian, Cuentos (Story Hour) is the only public storytime offered anywhere in Boyle Heights. By popular demand, these storytimes now take place on Sundays at 2:00 pm six times a year, designed initially for children mostly ages 5-10, where the greatest need exists.

**CONVERSATIONS WITH YOUNG WRITER** allows the young writers to meet and exchange ideas and questions about craft with a professional writer and shares a public conversation with the Boyle Heights community.

**YOUNG WRITERS PROGRAM** The Libros Schmibros' Young Writers Program (YWP) is a writing program designed to allow each student writer to understand that they have a voice. Currently, the Young Writers Program takes place at Roosevelt, Mendez, and Lincoln High Schools, in Boyle Heights.

The writing residencies consist of a writer/teacher, who will choose a genre and present writing exercises and relevant reading examples to generate student writing over a 10-week residency, publication in an anthology, and a public reading.

**PARENTS READING GROUP** The Parents Reading Group to complements the Young Writers Program. Parents of students participating in the Young Writers program are invited to join a weekly book group that reads and discusses a book provided at no cost by Libros Schmibros. This adds a book to those families' libraries and engages the children with their parents in a literary discussion.

**LIBROS SCHMIBROS FILM SERIES** features classic Mexican and American cinema free to the public.

**SUMMER LITERARY ACADEMY** This summer, Libros Schmibros launched the Summer Literary Academy. The goal of the Summer Literary Academy is to provide an immersive literary experience that will take students already very interested in reading and literature to new heights of literary discourse and achievement.

**\* 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?**

The development of the Summer Fellowship was more difficult than we expected. This was primarily because the ideas we originally had turned out to be too expensive or were not feasible within the capacity of our staff and operating budget. It took some careful review and adjustment to get the program we wanted and stay within the capabilities of our staff and budget. We believe the final program will deliver the vision that we had when we started.

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

We have a very stable staff that remains unchanged from last year. That stability and consistency translates into relationships with our library visitors and helps continue to build our connection with the community.

In addition, the relatively short time it took us to conceive and refine the Summer Fellowship program, so that the first Fellowship will start July 2019, is an example of the creative capacity of the staff to bring new programming to the community.

The Young Writers Program continues to bring high school students from the neighborhood into the library to our mutual benefit.

**\* 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/31067232/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?** 4

**\* 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?** 5,000

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

We keep a log in the library of visitors and book distributed. We add up the daily logs.

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

**\* Signature** Adam Somers

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.