

PROGRAM DEVELOPMENT FUND COMMITTEE

Agenda
February 18 @ 11:30am
Lunch will be served
YMCA of OC – Front Conference Room

1. New Program Request

- Expanded learning “Pop Up” clubs – Dorain Cassell & Staci Costello

2. PDF Deliberate/vote on new request

3. Minutes Approval

- January 20, 2020

Adjournment

Expanded learning "Pop-Up" clubs

Program Development Fund

YMCA of Orange County-CYD

Ms. Dorain Cassell
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Suite 200
Tustin, CA 92780

O: 714-549-9622

Ms. Dorain Cassell

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Application Form

Program Information

Project Name*

Expanded learning "Pop-Up" clubs

Total Request Amount*

What is the amount you are asking for in total, including future years of funding? Please format with appropriate commas.

\$75,000.00

Fiscal Year Request Amount*

What is the amount you are asking to be awarded this calendar year (Jan 1 - Dec 31)? Please format with appropriate commas.

\$25,000.00

Years of Requested Funding*

What is the total number of years this project will be requesting funding from the YMCA of OC?

3

Name of Supervisor*

Chris Becerra

Area of Focus Addressed by this Program*

Youth Development

Type of Program*

New (not a typical YMCA program)

Age Level Served by this Program*

4-14

Estimated Number of Participants Served Annually by this Program*

2500

Who and What?*

Answer the following questions about your requested program:

Who are the participants?

What is the program providing?

Current Child and Youth Development participants and new community members will be engaged in "Clubs" or programs that are focused on a particular theme/criteria, such as Art, Engineering, Film Production, Drama, Cooking, etc. These clubs would be available to our participants in our afterschool programs, as well as any community members who would like to participate. What these clubs will provide is an extension on what children are already learning in school, but with the added value of hands-on, practical experiences which help to reinforce the 21st century learning concepts that are the core of all learning in our public schools. These specialty clubs would be offered at various rates depending on the club subject, staffing requirements and materials needed.

When and Where?*

Answer the following questions about your requested program:

When will it be offered (dates, times, or general schedule)?

Where will it be offered (location name)?

These "Pop-Up" clubs would happen between the hours of 2:30-7 pm each weekday throughout our current program areas; on the campuses of our afterschool programs or facility branches. Each club would be scheduled for a 6 week cycle, at a different school site each day of the week until the completion of that cycle, and then a new cycle would be created.

Why and How?*

Answer the following questions about your requested program:

Why is there a need for this program and have you done any research or gathered any data to back up your response?

How does this program meet this need? Give a brief overview of the curriculum, lesson plan, plan of action.

Children need opportunities to put theoretical learning into practice, by testing and replicating concepts and given opportunities to create and wonder. The practical applications of our clubs have been shown to reinforce learning, and better engage those children who learn kinesthetically, socially, and independently. Our plan of action is to pilot a program at our afterschool programs already established throughout Orange County and Pomona and San Gabriel Valley without revenue so that we can gauge our performance and then for the 2021 year, we will begin to roll out fee based programming to extend our reach out into the community. Our goal is to expand into branches and community centers and be self sustaining in 3 years. Attached are two budgets, for the initial 6 month pilot without revenue and year two showing the addition of revenue.

Program Timeline*

Assuming that your program is funded at the beginning of the next quarter, how long will it take to implement? Include estimated dates for marketing, planning, training, hiring, target start date, program operation dates, and program completion date (unless it is planned to be ongoing once implemented).

We estimate a start date of June 1st. This will enable us to standardize our procedures, create job descriptions, hire staff, train, create a yearly calendar and schedule for each club, and roll out for the first 6 weeks of summer. At the end of a 6 week cycle. At the end of each cycle, there would be a debrief and a readying for the next cycle.

Program Impact

Program Benefits*

Describe the benefits of this program for its participants.

The benefits to this program, would not only create amazing learning opportunities for children, but it would allow the YMCA to branch out and expand our programming and lines of revenue. More and more parents are looking to expose their children to activities and experiences that children are passionate about, and they want to do this knowing that their children are safe and in participating in quality programs. The YMCA already has a proven track record of providing top quality care, in a safe environment, with dedicated staff.

Community-Wide Benefits*

Describe the benefits of this program to the larger community (i.e. impact at school, neighborhood, city, county, etc.) If not, please write N/A.

By aligning our programs to meet the state and local district educational and socio-emotional standards, we begin to speak the same language. This opens up the doors for further community partnerships. When families, schools and communities unite on behalf of the development of the whole child, great things begin to happen. The YMCA needs to remain relevant with our communities and we need to implement meaningful programs.

Underserved/At-Risk Population Impact*

Does this program target an underserved or at-risk population? If so, describe how this program addresses the needs of the population. If not, please write N/A.

This program will definitely serve those that are underserved. With more than 20 ASES grant funded programs, as well as, several Title 1 underperforming schools, this would allow us to serve these children at no cost to the program or grant itself. Typically these programs have little to no expendable funds to meet these needs.

Benefits Measurement Criteria*

Describe how the benefits of the program will be measured.

The benefits measurements would first be evident through enrollment and feedback.

Benefits Measurement Reporting*

How often will the above measurements be completed?

Other

Other

If you chose "other," please note the frequency.

Measurements can be taken after each club completion cycle; 6 weeks.

Additional Expansion*

Can this program be expanded to serve additional communities? If so, please describe the potential level of expansion. If not, please write N/A.

Yes, absolutely. We are intentionally creating these clubs to be able to take out into the community to expand our reach and demographics, as these clubs could easily serve retirement communities as well.

Community Partnerships*

Describe any existing or potential collaborations with partners (schools, non-profits, etc.). If none, please write N/A.

Our potential collaborations will be with, but not limited to the 10 school districts we currently serve throughout south and central Orange County, including Pomona Valley, and West Covina. We also have huge opportunities to create and expand some of our current partnerships with cities and local governments, as well. Other potential partnerships can and will be identified as we move forward.

Sustainability

How long will it take for this program to be self-sustaining?*

We are forecasting 3 years to really build a solid foundation of quality and relevance.

Program Funding Sustainability*

Describe how this program will be self-sustaining once you no longer require YMCA Program Development Funds.

We intend to take this program out into the community and offer these enrichment clubs to School Districts and surrounding communities. Once our programs are established, we foresee the fees for these programs supporting it's overall financial success. With support from our marketing department and community partners our reach will have grown, and our base broadened.

Identified Funders*

List any funders that have been identified (in addition to the YMCA Program Development Fund) and if that funder would be considered:

- New: Never before provided any funds to any YMCA program
- Existing: Currently provides funding for any YMCA program

If no funders have been identified, please write N/A.

N/A

Attachments

Budget*

Please attach your high level budget using the below template. *Required
Program Development Fund Budget Template

PDF Year 2 Budget Pop Up.xlsx

Marketing/Promotional Plan

Please attach a Marketing/Promotional Plan. *Optional

Interest Level

Attach any received and documented inquiries, interest through survey results, etc.*Optional

Competition Shops

Attach any competitors/prices/offers/locations. *Optional

Letters of Support

Attach any letters of support from existing or potential partners. *Optional

Key Staff Biographies

Attach any key staff bios. *Optional

Signatures

Signature of Submitting Staff/Volunteer*

Dorain Cassell

Signature of Supervisor (Staff) / Sponsoring Staff (Volunteer)*

Chris Becerra

Date*

02/12/2020

File Attachment Summary

Applicant File Uploads

- PDF Year 2 Budget Pop Up.xlsx

Revenue Builder

[illegible][illegible]

January

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

February

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

March

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 16.50	5.5	\$ 4,083.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 6,963.00

April

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

May

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

June

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

July

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

August

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

September

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

October

	# staff	# days	Rate / Hr	Hours/Day	Wages
	3	15	\$ 17.00	5.5	\$ 4,209.00
	1	20	\$ 18.00	8	\$ 2,880.00
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
				TOTAL	\$ 7,089.00

November

BUDGET TEMPLATE

BRANCH:		% of Rev	Annual	January	February	March	April	May	June	July	August	September	October	November	December	
Head Count				120	120	120	120	120	120	120	120	120	120	120	120	
Other: _____			0.00													
Other: _____			0.00													
Revenue			108,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	
Total Revenue			108,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	9,000.00	
Expenses			-													
Wages			78.7%	84,942.00	7,089.00	7,089.00	6,963.00	7,089.00	7,089.00	7,089.00	7,089.00	7,089.00	7,089.00	7,089.00	7,089.00	
Payroll Taxes			11.0%	11,887.00	992.00	992.00	975.00	992.00	992.00	992.00	992.00	992.00	992.00	992.00	992.00	
Benefits			0.03888889	4,200.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	
Y Retirement			0	0.00												
Office Supplies			0.4%	480.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	
Postage			0.0%	0.00												
Maintenance/Janitorial			0.2%	240.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
Facility Maintenance			0.0%	0.00												
Contracted janitorial			0.0%	0.00												
Food and Beverage			0.0%	0.00												
Utilities			0.0%	0.00												
Telephone			0.0%	0.00												
Telephone (cell)			0.8%	900.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	
Promotion and Advertising			0.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Mileage			4.4%	4,800.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	
Admissions/Transportation			0.0%	0.00												
Program Supplies			23.3%	25,200.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	
Meeting Expense			0.3%	300.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
Prop Ins			1.1%	1,188.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00	
SIR			0.3%	324.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	
Lease			0.0%	0.00												
Facility Rental			0.0%	0.00												
Marketing			4.4%	4,800.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	
Fair Share			1.3%	1,350.00	112.50	112.50	112.50	112.50	112.50	112.50	112.50	112.50	112.50	112.50	112.50	
Credit Card			2.0%	2,160.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	
Bank Fees			0.0%	0.00												
Staff Training			1.9%	2,000.00	500.00					500.00					500.00	
Volunteer Recognition and Training			0.0%	0.00												
Staff Recognition			0.0%	0.00												
Staff Uniforms			0.0%	0.00												
Hiring Costs			0.5%	500.00					250.00					250.00		
Equipment Purchase			0.5%	500.00									500.00			
Computer Purchase			0.0%	0.00												
Meeting Expense			0.3%	300.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
			0	0.00												
			0	0.00												
			0.0%	0.00												
Total Expenses			135.3%	146,071.00	12,434.50	11,934.50	11,791.50	12,684.50	11,934.50	11,934.50	12,434.50	12,434.50	11,934.50	12,684.50	11,934.50	
				0.00												
Operating Net			-35.3%	(38,071.00)	(3,434.50)	(2,934.50)	(2,791.50)	(3,684.50)	(2,934.50)	(2,934.50)	(3,434.50)	(3,434.50)	(2,934.50)	(3,684.50)	(2,934.50)	
Scholarships Awarded			0.0%	0.00												
AO Service Fee			18.9%	20,449.94	1,803.00	1,730.50	1,709.77	1,839.25	1,730.50	1,730.50	1,803.00	1,803.00	1,730.50	1,839.25	1,730.50	
ED and PD Supervision			0.0%	0.00												
Total Operating Expenses			154.2%	166,520.94	14,237.50	13,665.00	13,501.27	14,523.75	13,665.00	13,665.00	14,237.50	14,237.50	13,665.00	14,523.75	13,665.00	
Net Outcome			-54.2%	(58,520.94)	(5,237.50)	(4,665.00)	(4,501.27)	(5,523.75)	(4,665.00)	(4,665.00)	(5,237.50)	(5,237.50)	(4,665.00)	(5,523.75)	(4,665.00)	

PROGRAM DEVELOPMENT FUND COMMITTEE

Minutes January 7, 2020 @ 9:00am YMCA of OC

1. Program Updates

- CLASS Program – Sadhna Matai
 - See Meeting Packet for all information
 - Applied for a contract through the City of Irvine to observe their after school programs. Application was submitted in December of 2019 so we hope to hear back from them soon.
- Esports – Chris Adam
 - See Meeting Packet for all information

2. Minutes Approval

- May 21, 2019
- August 12, 2019

3. Save Our Youth (Soy)

- Mary Capellini joined at 9:45am
 - PDF originally funded the SOY project for 3 years in hopes it would be self sufficient by year 4.
 - Year 1: 75% YMCA, 25% SOY
 - Year 2: 50% YMCA, 25% SOY
 - Year 3: 25% YMCA, 25% SOY
 - As of right now SOY is fundraising 100% of the funds for Camp which means these kids could go anywhere
 - SOY would like to get back to the 50/50 partnership to continue to send kids to the YMCA Camp
 - SOY is about 50 kids at \$500/kid
 - Dave: Could we do a joint application for the scholarships?
 - Dolores: the problem with that is we have to provide demographics and individual information to the funding sources.
- Mary was excused at 10:12am
 - Jeff – the vision was that the BOD could get preso from PDF, for a partnership. There needs to be a formal presentation to the BOD so the organization can fundraise specifically for this.

- John – This is an outside group which we were looking for. Most of our other PDF applicants are internal
- Committee voted to approve 50% of funding for one week of summer camp
 - John motioned to approve
 - Jay seconded the motion
 - Approved, no nays or abstentions

Adjournment 10:31pm