



DATE: December 14, 2021

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Adopt a Resolution Advising the East Bay Community Foundation to Grant the Remaining COVID-19 Relief Funds to South Hayward Parish for Food and Shelter Relief and to Close the Fund

RECOMMENDATION

That Council adopts a resolution (Attachment II) advising the East Bay Community Foundation to grant the remaining COVID-19 Relief Funds to South Hayward Parish for food and shelter relief and to close the fund.

SUMMARY

The City of Hayward signed a Memorandum of Agreement (MOU) with the East Bay Community Foundation (EBCF) in April 2020 to launch the Hayward Community Relief Fund to sustain and protect residents and businesses during the COVID-19 health emergency. There is \$135,795 remaining in the Hayward Relief Fund. Staff is recommending that Council advise EBCF to direct this money to South Hayward Parish to spend on food access, COVID-19 testing, and other basic needs for residents who have been adversely impacted over the past two years. Staff then recommends closing this fund at EBCF.

BACKGROUND

The City of Hayward signed a MOU with EBCF in April 2020 to launch the Hayward Community Relief Fund (Fund). The purpose of the Fund is to receive and direct charitable donations to sustain and protect Hayward residents and businesses during the COVID-19 health emergency. Donations to the Fund go directly to EBCF and are fully tax deductible. EBCF then distributes funds to local nonprofit partners based on advisory direction from the City. Relief funds may only be dispersed to a non-profit for the purpose of helping those hardest hit by the COVID-19 pandemic and resulting economic downturn.

The City launched a website for the Fund in April 2020: www.haywardca.gov/ReliefFund. Between April 2020 and December 2021, 213 donors gave \$529,602. The majority of donations came in the first three months. There is a 2% online processing fee charged for each

donation. In addition, EBCF takes a 1% administrative fee on the total amount collected each year.

Staff worked with Mayor Halliday to send thank you letters to all donors this month. In addition, the website has been updated with a “thank you” message that highlights the relief provided through the Fund and other City programs.

In May 2020, Council advised EBCF to direct \$350,000 from the Fund to La Familia Counseling to administer family support grants and \$40,000 to the Rotary Club of Hayward for small business resiliency grants. La Familia issued 650 \$500 cash grants to families in need and the Rotary Club issued eight \$5,000 grants to small businesses on the City’s small business grant waiting list.

DISCUSSION

There is \$135,795 remaining in the Fund. Staff is recommending that Council advise EBCF to spend down that full amount and then close the Fund. Staff brought this item to the Council Budget and Finance Committee in September 2021 and the Committee agreed with the recommendation.

Staff has reviewed the highest areas of community need and existing funding sources based on the recent federal American Rescue Act Plan funding allocations and other State and County resources. Based on this analysis, staff is recommending that the City advise EBCF to direct this money to South Hayward Parish to spend on food access, COVID-19 testing, and other basic needs for residents who have been adversely impacted over the past two years. As the longest standing food pantry in Hayward, South Hayward Parish is well positioned to continue to provide food access services, particularly because the City’s food distribution partnership with Chabot College ended in June 2020.

Once the balance of the funding is transferred, staff suggests working with EBCF to close the Fund. As the pandemic has eased over the past months, the donations have slowed. At this point, the administrative costs of maintaining the Fund are higher than the donations being received. This is a one-time Fund that cannot be used for another purpose.

STRATEGIC ROADMAP

This item is not specifically related to any project identified in the Strategic Roadmap.

FISCAL IMPACT

There is no fiscal impact to the City associated with the Fund. Donations go to EBCF, which also handles grants to non-profit partners.

NEXT STEPS

If Council approves the attached resolution, staff will work with EBCF to grant the remaining COVID-19 relief funds to South Hayward Parish for food and shelter relief and close the fund.

Prepared by: Mary Thomas, Management Analyst

Recommended by: Kelly McAdoo, City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager