

**COMMUNITY SERVICES
COMMISSION
MEETING**

Wednesday, February 21, 2024

**Documents Received
after Agenda Publication**

February 06, 2024

To: Community Services Commission of Hayward, CA

To Whom It May Concern,

This letter is sent with great appreciation and support for the 5 Sikh Seva program. I am the Community School Specialist at Park Elementary School in Hayward, California. My job is to integrate support services into our school community, engage families in school activities and to collaborate with community programs to support students to address the whole student's well being.

Last year, we collaborated with wonderful community partners to create a Multi Cultural Night for our students & families. One of the providers is 5 Sikh Seva. I reached out to the program and we immediately arranged a Zoom meeting to discuss the needs for the event. I was told that my proposal would be considered by the Board of 5 Sikh Siva and within a short period, I was contacted by the program and we arranged logistics for the day of our event. Our school was honored to have 300 meals delivered to our event. Not only did the program help to nourish our often hungry students, but it helped to bring our families together in a positive way. Families sat on our campus lawn and enjoyed a hot meal together.

I highly recommend continued funding for this vital program that supports so many families in our community.

Regards,

Julie Pineda

Community School Specialist

Park Elementary School

411 Larchmont St

Hayward, CA 94544

(510) 723-3875 ext 30



Hayward Unified School District Made in Hayward





February 9, 2024

Dear City of Hayward Community Services Commission,

I am writing to express our heartfelt appreciation for the remarkable contributions that 5 Sikh Seva has been making to support the community of South Hayward through their collaboration with Hayward Promise Neighborhoods (HPN), Hayward Public Library, Hayward Area Parks and Recreation District (H.A.R.D.), and the Eden Youth and Family Center. The commitment of 5 Sikh Seva to providing free warm meals to families in our neighborhoods every week since Summer 2023 has undoubtedly strengthened families facing food insecurity in our community.

As the Executive Director of HPN, a federally funded collaborative initiative led by Cal State East Bay, I understand the importance of food access in our Hayward neighborhoods. For example, HPN's existing Fresh Foods for Families program in partnership with the Alameda County Community Food Bank serves 100-150 families once per month with fresh vegetables, fruits, grains, and proteins. Providing families with fresh food is especially important in South Hayward, where 60% of families HPN surveyed in 2021 expressed access to healthy food as their number one household need. Adding a warm meal every week helps reduce the stress of accessing meals and brings greater joy to the neighborhood.

I have had the privilege of witnessing the positive effects of 5 Sikh Seva's efforts in collaboration with our volunteers and partners. The dedication of 5 Sikh Seva staff in preparing the delicious food and often going above and beyond with additional grocery products twice per week at the Eden Greenway Park has not gone unnoticed. HPN has coordinated volunteers from Cal State East Bay and agencies such as Tiburcio Vasquez Health Center to help prepare and distribute the meals. The volunteers work together with 5 Sikh Seva and Cal State East Bay staff to engage with community members, who look forward to the weekly distributions. In 2023 alone, this collaborative effort served a staggering 29,675 warm meals across 109 events, a testament to the dedication and effectiveness of 5 Sikh Seva.

In conclusion, I want to express our support for 5 Sikh Seva's efforts in seeking additional financial resources to help continue food distributions in South Hayward and potentially new sites across the city. Every dollar donated is supported by Hayward Promise Neighborhoods' community of partners, volunteers, and families.

Sincerely,

Edgar Chávez, Ed.M.

Executive Director, Hayward Promise Neighborhoods

California State University, East Bay

edgar.chavez@csueastbay.edu



February 9, 2024

To Hayward Community Services Commission:

It is with great pleasure that I submit a letter of support on behalf of 5 Sikh Seva. I am the Director of the TRIO Educational Talent Search program as well as the Hayward Promise Neighborhoods (HPNs) Grant Coordinator at Chabot College. Both programs are federally-funded, equity initiatives designed to support first-generation and low-income students along the K-12 pipeline with school, college and career readiness. I first encountered 5 Sikh Seva during the 2022-23 academic school year where they were providing hot meals at one our HPN's elementary school's resource fairs and then weeks later at the Hayward Library's annual Trunk-or-Treat festival. At that event, I sampled their food and was delighted by how delicious it was and that it was entirely free for the community. During that event, I introduced myself and became an instant fan!

5 Sikh Seva has been a much-needed source for free, hot, and nutritious food for our community and they have thoughtfully partnered with organizations and institutions in order to ensure that community residents who are most in need can access their food. Last Thanksgiving, they had a generous, but last-minute funder who supported 400 meals during the Thanksgiving holiday and through their partnerships and relationships with me and other HPNs partners, we were able to find a safe and accessible location through the Eden Youth and Family Center and through Hayward Unified School District notify our HPNs families about the opportunity. Needless to say, all 400 meals were devoured!

They are a passionate organization, addressing rampant hunger in our community and filling critical gaps for our local schools, libraries, non-profits and other community gathering places. Their partnerships and model of working has enabled us to braid other supports and resources alongside their meals and the hot meals are a substantial draw for our families and residents. Given some of our institutional structures and limitations, we often are challenged in providing food at our events and 5 Sikh Seva has been an essential collaborator. In fact, we are currently exploring ways in which for them to address food insecurity on our college campus. However, as an emergent nonprofit addressing tremendous need, they are working diligently to scale, expand and deepen their reach. As someone who has worked in all manner of nonprofits, I know how challenging this time is in a nonprofit's trajectory and know that investment is key to their survival and growth. Finally, beyond the food that they provide, they are great partners who listen, are open to feedback, are curious and willing to grow alongside and with community. In short, I love working with them!

I wholeheartedly support their efforts for funding and in-kind support and urge you to do the same! If I can provide any further information or clarity, please do not hesitate to contact me at: 510-723-7570, rgalas@chabotcollege.edu.

Sincerely,

A handwritten signature in black ink, appearing to read "Robin Galas".

Robin Galas

Director TRIO Educational Talent Search/ Hayward Promise Neighborhoods Grant Coordinator
Chabot College

From: [Kris Kingsbury](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 8:28:22 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is __Kris Kingsbury_____. I am submitting a public comment to voice my

support for Plethos Productions. I first connected with Plethos __at Twinings Vineyard._____.

Plethos Productions has positively impacted my life by bringing wonderful entertainment experiences to us close by._____.

I support their development of a live performing arts center in downtown Hayward, because __they're passionate about their work and have a true commitment to the arts._____.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,
Kris Kingsbury

Sent from Samsung Galaxy smartphone.
Get [Outlook for Android](#)

From: [Club Anywhere](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 8:29:08 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission, My name Robert Hoffman. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos in 2022. Plethos Productions has positively impacted my life by allowing me a creative outlet. I support their development of a live performing arts center in downtown Hayward, because Hayward needs more positive avenues for residents to thrive in positive creative ways, rather than being involved in lethargy, crime and violence. I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,
Robert @ Club Anywhere!

Learn More:

https://www.gigsalad.com/club_anywhere_-_mobile_music_lighting

<https://www.facebook.com/clubanywhererentals/>

<https://www.clubanywhere.net/>

From: [Amber Kuipers](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 8:44:38 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission, My name is Amber Magdael. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos during their run of Avenue Q last year. Plethos Productions has positively impacted my life by giving my family & I the opportunity to participate in the arts. I support their development of a live performing arts center in Downtown Hayward because it would make art a more obtainable ideal for everyone here in Hayward. We have so many people who generally cannot afford additional luxury like the theater or acting camps, & to have a local theater would open doors for people of all ages. I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants. Thank you for your consideration,
Amber Magdael

From: [Abbygail Carcallas](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 9:02:29 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is Abbygail Maglaya. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos in 2023 while watching their production of Avenue Q.

Plethos Productions has positively impacted my life by bringing laughter, fun, and overall joy with their entertainment.

I support their development of a live performing arts center in downtown Hayward, because I believe it would promote diversity in theater arts, prosper business and positively impact our east bay community.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,

Abbygail Maglaya

Sent from my iPhone

From: [Valera R.](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 9:04:12 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is Valera Robertson.

I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos last fall.

Plethos Productions has positively impacted my life by choosing a wholesome production. They were highlighting diversity of talent and size, gender and ethnicity. The costumes were appropriate and colorful.

Most of all the cast, production crew, directors and producers, etc exuded camaradery. It was so much fun!

I support their development of a live performing arts center in downtown Hayward because I support the arts due to the history and culture. Additionally, I lived in Hayward years ago and appreciated their parks, sports, and outdoor "hootenannies"!

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration!

Best Regards,

Valera Robertson

From: [Jay Krohnengold](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 11:49:12 AM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is Jay Krohnengold. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos when I participated in one of their excellent theater productions, in support of our American history.

Plethos Productions has positively impacted my life by providing the opportunity to express my artistic and creative skills, so important to my own goals, while offering entertainment and important social messages through the vehicle of good theatre.

I support their development of a live performing arts center in downtown Hayward, because having their own home, Plethos can focus more on their offerings to the public and all that work entails, while taking its rightful place in the community it serves.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,



Jay Krohnengold

From: [Kathleen King](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 12:32:40 PM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission, My name is Kathleen King __. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos last summer . Plethos Productions has positively impacted my life by providing great local theater experiences __. I support their development of a live performing arts center in downtown Hayward, because Hayward is desperately in need of more arts. I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants. Thank you for your consideration, _____

From: [Jessica Stark](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 1:45:59 PM

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Dear Emily Hwang and the Community Services Commission,

My name is Jessica Stark, I am a resident of San Leandro. I am submitting a public comment to voice my support for Plethos Productions.

I first connected with Plethos last year when I saw a flier for one of their plays posted at my gym. I have since been able to go to several of their performances. Having local theatre groups of this caliber is essential to a community. I am impressed by their caliber of performances and overall enthusiasm to engage the community and to share their joy of theater and comedy.

I support their development of a live performing arts center in downtown Hayward, because it would give them a home that would allow them to thrive and expand, as well as a centralized place to bring the community together.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,
Jessica Stark

The Peacehaven
Freedom store.
1063 A Street,
Hayward. CA
20th Feb 2024

City of Hayward

Committee Members

Dear Committee members,

RE: Public comment on CSC Interview.

My names are Shubbie Aishida, I am the director of The Peacehaven corporation, a non-profit based In Hayward.

First and foremost, I would like to say thank you for your hard work, and supporting non-profit and businesses in Hayward. We all are working to make sure our city remains the model city that it has been. I have had the opportunity of working in downtown Hayward for many years, and I have noticed a lot of individual needs based on the economy .

Hayward is rich in diversity, and we are big on racial equity. These are some of the reasons why I am proud to be a resident of this great city.

I am writing based on my experience during the interview, I felt like a few of the members of the interviewing committee had an hostile approach during the interview. A particular person was really unhappy with the location of the Freedom store. (the freedom store is meant to serve low to moderate income individuals and families).

The reason why we placed it at this location is because we want people to be able access it easily, with or without access to transportation.

Besides, this is a flagship model for our city. The model is to create a unique shopping experience for individuals and families even though they are receiving free groceries and goods. This is help preserve individual dignity in this challenging times.

Since the soft launch of the Freedom store in December we have noticed increasing number of families and individuals that show up, and the happiness to shop for free at the Freedom store. Giving them a right to choose items as needed.

This is a store front model, we are also occupied a once empty building that at some point had been taken over by homeless individuals.

We are working with other agencies to further support homeless individuals and try and get them help and move them away from these location. The interviewer In question was hostile about the location and mentioned (in her words) “why should you place a food bank/ Freedom store In this location, when we are trying to bring businesses downtown, don’t the other businesses have a problem with this?”

My questions are

1. So would you rather have the building empty and have homeless encampment there?
2. So what is your understanding of racial equity?

Our freedom store does not attract homelessness, instead this is to support individuals, families, and also work to reduce homelessness .

One other interviewer had a negative approach to our funding application, I felt if she had a better understanding of her position as

an interviewer, she could have addressed us in a more polite way, other than being rude about our funding request.

Although I would be intentional about saying there were other people on the panel that had an understanding of their roles, and had a better approach during the interview.

Our Freedom store works actively on food recovery, we also work with the Alameda County Food bank to get food to low-moderate income families and individuals that are in need.

At the moment we are working with the food bank on a system that tracks data on the individuals we serve. We have been working in the community since the start of the pandemic in 2020, and this has been an individual effort, but we came up with the Freedom store project when we realized there was a lot of need in the community.

We have never applied for any funds from the city. This is our first time applying, this is because this is a new and big project that changes the face of food donation in our community.

Based on our funding request, and the committee's recommendations, I believe the recommendation is unfair and biased. We need this funding so that it can better help us to meet part of our goals of recruiting individuals for the Freedom Store.

Also to help us toward offsetting some of the bills that come with running the Freedom store.

Since we opened the door of the Freedom store, we have served up to 415 individuals daily. And the number keeps increasing. Because of staffing and funding constraints, we have had to hold back on some other services as we do not have permanent staff doing the job. At the moment, we are using private vehicles to do our food

recovery and donation pickups. Which is a lot of inconvenience to donors and volunteers.

We have a lot of need as a new project, and we are hoping the committee would be able to support us with appropriate funding to help us better serve the community.

The \$10,000 funding recommended by the committee is not sufficient based on our application. It does not even pay a part-time driver or office staff in today's economy based on the minimum wage.

The Freedom store purpose and mission is to help combat hunger and climate change. This is because we ensure to recover food and get them to individuals in a dignified way, while ensuring a client choice model.

Ensuring that we reduce the food that goes to landfill, so as to combat climate change. Our work is very important to the community and it changes the face of donation in our city

We do not only do food, we do household items, New clothing, new shoes, personal hygiene items and much more. This project is not about the non-profit, this is to support individuals in our community. This is one of the main reasons why we decided to rent an empty building downtown. This is also to ensure our downtown properties are not left empty. And it is been put to good use that would benefit the community and create jobs and volunteering opportunities for individuals.

I hope our project would be supported by the city. We hope we would be allocated sufficient fund of up to \$50,000 to help push the success of the Freedom store and better serve the community.

I appreciate being given the opportunity to make a public comment.

Thank you again for all you do for Hayward. Your labor of love does not go unnoticed.

Thank you

Shubbie Aishida

The Peacehaven

From: [Erika Cospin](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 3:09:53 PM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is Erika Cospin. I am submitting a public comment to voice my support for Plethos Productions. I first connected with Plethos a few years ago as an audience member. I loved their quality and diversity displayed in their productions.

Plethos Productions has positively impacted my life by providing a community in my hometown. They have also provided quality art and opportunities for artists in Hayward and surrounding areas.

I support their development of a live performing arts center in downtown Hayward, because I want to see the organization continue to grow to be an amazing arts institution in the Bay.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,
Erika Cospin

--

Erika Cospin she/her/hers

California Polytechnic State University - San Luis Obispo
B.S. Business Administration | B.A. Comparative Ethnic Studies
erikabriannacospin@gmail.com | [LinkedIn](#) | (510) 329-9355

2/21/24 Amy Cole Bloom CSC Item 2-CAF
(9) Pages

Applicant: Ruby's Place (FS) - The Kwanzaa Project: (Re) Creating the Cultural Arts of Africa in America

1. Can you describe your agency's plan to support this proposal with such little staff?
2. The proposed budget includes \$19,000 for professional services. Is that intended to compensate participating artists? How much are artists in this program compensated?
3. Can you describe how this proposal will serve low-income Hayward residents and your plan to track and record this? 3a / 3b
4. Have other funding sources for this program been pursued? Can you provide details of any other potential funding?
5. Has your organization reached out to other Black cultural organizations who may be able to help fund this project, such as Delta Sigma Theta or the NAACP?
6. How will the Kwanzaa Project bring together people from diverse groups, including those who may have preconceived biases, to participate and engage with African American cultural music and art? 6a
6b / 6c
7. The application mentions a potential to 'make monetary contributions toward discount coupons at local studios and exhibition venues.' Can you provide examples of studios and exhibition venues your organization has in mind?

APPLICATION TYPE
City of Hayward Common Application for FY 2023/24

SECTION I. ADMINISTRATION

1. Applicant Name:	Ruby's Place (FS)		
2. Program Name:	The Kwanzaa Project: (Re) Creating the Cultural Arts of Africa in America		
3. Program Address:	P.O. Box 924 (Mailing Address)	City, State, Zip:	San Leandro, CA 94577
4. Contact Name:	Velda Goe dba Fayeth Gardens	5. Contact Phone:	(209) 808-8601
6. Contact Title:	Program Manager		
7. Contact Email:	FayethGardens@gmail.com		
8. EIN Number:	94-2212241	9. SAM/UEI Number:	11-443-2776 (Get a SAM/UEI #)

10. Is the Applicant a fiscal administrator for another organization? Yes
 Please provide the name of that organization: Fayeth Gardens

11. Is Applicant currently an IRS-approved non-profit entity? Yes
 What type of non-profit? 501c(3), 501c(6), 501c(7), etc. 501c(3)

12. Is Applicant currently a State of CA-approved nonprofit entity? checked

13. Has Applicant completed a fiscal audit within the past 12 months? Y
 (Attach a FY 2022-2023 independent fiscal audit, below)

All applications requesting more than \$20,000 are required to submit a complete fiscal audit or must partner with an agency that can meet this standard serving as a fiscal administrator. Agencies that do not have a current audit can apply for up to \$20,000. The fiscal administrator must apply for funding, and if granted, the fiscal administrator may utilize up to 10% of the grant for its own expenses.

A. PROGRAM DESCRIPTION

14. What is the proposed program or service your organization seeks funding for?
Agencies should provide a clear description of the specific program or service they seek funding for. Describe if the program or service is preventative and/or responsive.

Leading Program Participants in the exploration and (Re)Creations of their Individual and Group artistic projects centered around African and African American Art and Music. (1) (3a)

The contextual framework of the Artistic Projects stem from the Kwanzaa Celebration as defined by the 7 Principles (Nguzo Saba) of Kwanzaa; which serve as a guide for a productive, Afro-culturally influenced lifestyle: (3a) (6a)

Umoja - Unity
 Kujichagulia - Self-Determination
 Ujima - Collective Work and Responsibility
 Ujamaa - Cooperative Economics
 Nia - Purpose
 Kuumba - Creativity
 Imani - Faith

'A People without Knowledge of their Culture is Like a Tree without Roots' (3a) (6a)

Kwanzaa is the only African-American cultural holiday that was created in 1966 and is now celebrated by millions around the globe to recognize and regain the African cultural traditions that were lost to the African descent peoples during the African Diaspora; due to the practices of the enslavers to separate families, communities, prohibit the speaking of their indigenous languages and the practice of their cultural traditions and culinary diets. (3a) (6a)

These cultural alienations have intentionally caused a gargantuan chasm in the African American communities that do not share the advantage of indigenous cultural ties that unify other groups who have transplanted to the United States and therefore can form immediate bonds with other members of their community - wherever they live. (3a) (6a)

This Program is responsive; using the Arts to help resolve the cultural dilemma of the African American community in Hayward as being largely invisible, in terms of civic matters, cultural, social and commerce organizations that focus on the specific needs of their community. (1) (3a) (6a)

15. This application requests funding for an activity in the following category. City staff may reassign the selected category to a different category should staff determine that such reassignment is needed and warranted.
Arts & Music

16. The Community Development Block Grant (CDBG) funds local community development activities with the goal of providing affordable housing, anti-poverty programs, and infrastructure development. CDBG is a federal funding source, and as such, has more complex reporting requirements and requires monthly invoices. Are you applying for CDBG funding?
No

17. Which National Objective does your program support?

Aid in the prevention or elimination of slums or blight

18. Describe how your program supports the National Objective selected above.

B. AGENCY PERFORMANCE

19. CDBG INFRASTRUCTURE APPLICANTS ONLY:

19a. Does the proposed project involve a change of use to an existing property?
Examples may include but are not limited to adding shelter beds, expanding services and offerings on the site, increasing the number of individuals served at a site, etc.

19b. Does the proposed project involve expanding the size or footprint of an existing property or interior modifications to allow for an expansion of use? Examples may include but are not limited to construction of an addition to an existing building, construction, or installation of new structures on a site, installation of interior tenant improvements within an existing building to expand useable space, etc.

20. What is your organization's mission?

Agencies should provide a clear and succinct mission. The mission should provide a clearly stated purpose of who the organization is, what they do, and how they benefit the Hayward community.

Fayeth Gardens' mission is to provide refuge for the mental, spiritual and social well-being of the beleaguered African American Community in Hayward and provide them with tools to stand and be counted as a productive, strong and unified participatory component in the local civic landscape. (3a) (6a)

The 1st step of many in such a process is self-definition - modelled in the Nguzo Saba as Kujichagulia - Self-Determination. Until one is aware of who they are; where they come from and what the tenets of their culture represents, they will be on shaky ground as a strong and valued participant in the larger society and scheme of things, in terms of their role and what specific attributes they can bring to the table. (3a) (6a)

Using Art, Music and Culture to aid the Hayward African American community in self-identification promotes the confidence needed to jump in the stream of things, and the rekindling of cultural memories of strength awaken the ability to swim upstream; when need be. (1) (3a) (6a)

In addition to the benefits of using the Arts to aid the African American community in the self-knowledge of their cultural specificities, Art and Music are Universal Ice-breakers that can ease others outside of the Community into coming closer and even experiencing the nuances of the culture, that may have heretofore, seemed foreign, daunting and even threatening only to find that such participation breeds the knowledge that, while different, the basis of cultural expression of any group is more similar, in terms of human desires and needs. (6a)

21. How many years has the service organization been providing services in Hayward? 2

22. How many years has the service organization been providing the proposed services in Hayward? 0

23. Describe how program performance is assessed and maintained.

The City is interested in learning how data driven outcomes are used in your program management and planning. How do you track outcomes? How do you use data to improve upon your service delivery?

The Kwanzaa Project proposes to use a Registration, Program Retention and Project completion data collection models to gauge the success of the program. (3b)

Targeted marketing will be a big factor to inform and promote the program in the community and engage them to register and participate in the program. (3a) (6b)

The strategy will be to use locally known artistic and musical personalities and/or entities to lead some of the Nguzo Saba sessions and offer long-term incentives to extend beyond the programs, such as discounted studio time coupons; exhibitions and possible sale of their works in the Hayward Library, at the Hayward Farmers Market and other Hayward events or public spaces that offer the opportunity for exhibition - such as the Kwanzaa Celebration on January 1, 2025, Juneteenth on June 19th, 2025, City Hall Art (1) (2) (3b)

1/30/24, 10:19 AM

City Data Services - Hayward, CA

Gallery, etc..

Based on the outcomes of registration, program retention and project completion using the above noted strategies, feedback polls will be periodically solicited from the Program Participants; the results of which will be applied as appropriate to further refine and modify the Program utilizing their input.

(3b)

24. Use this space to share anything that the City should know.

Did you have any organizational changes in the past year that may have impacted your organization's performance?

While there have not been any organizational changes in the last year as we are a New Agency, we will be exploring working collaboratively with the Hayward Main Library for this project, insofar as utilizing Meeting Rooms, the Makers Space, Promotion in terms of related talks with the Service Providers and Exhibition of the finished projects.

25. Describe how the Applicant would verify, document and report that the clients benefiting from the City's funding would be low-income Hayward individuals, households, or businesses.

The City requires that federally funded programs serve 100% low-income. How would your agency verify and document low-income status if offered funding?

26. Describe how the organization plans to expand or enhance services in comparison to existing services with proposed funds. Will this funding allow you to provide a new service or expand your service delivery?

C. FUNDING

27. What is the total organizational/agency budget?

(Attach a board-approved, line-item, agency-wide budget)

28. What is the total cost of the proposed program or project? \$30,000

29. Of the total budget from question 28, what amount is being requested from the City of Hayward? \$30,000

(Minimum grant amount is \$10,000)

D. FUNDING SUSTAINABILITY

30. Describe your efforts to diversify funding and other sought-out revenue sources.

The City of Hayward has limited funding to distribute through the Community Agency Funding process. City funding should not be an agency's sole funding source. We are interested to hear how you currently or plan to diversify your funding stream and leverage City funding as part of your total revenues.

Fayeth Gardens plans to solicit additional sponsorship funding to help implement the Kwanzaa Project; underwrite known cultural artists to help lead the sessions and guide participants in their Arts and Music endeavors, as well as make monetary contributions towards discount coupons at local studios and exhibition venues. (1) (2) (4) (5)

31. Describe the impact funding would have for your agency and program.

The City is interested to hear how this funding impacts your agency. What does funding allow you to accomplish? If partial funding is awarded, how would this impact your organization and program? The City is interested to hear how your organization would adapt should you receive less funding than in previous years.

As Fayeth Gardens is a New Agency for this funding initiative and the Kwanzaa Project, the receipt of funding from the City of Hayward would enable this program to come into fruition and allow the citizens of Hayward to benefit from its' creation. (4)

As Fayeth Gardens has not applied for this funding previously, there is no residual budget to draw upon for the Program implementation, so any amounts less than what is requested would result in either a reduction in Program Scope or a solicitation from outside funding sources to meet the Program needs as outlined herein.

SECTION II. CITY STRATEGIC ROADMAP & COMMUNITY ALIGNMENT, INCLUDING RACIAL EQUITY

A. CITY STRATEGIC ROADMAP ALIGNMENT

32. Describe how the proposed program or service aligns with greater City priorities.

The City is interested in learning how the specific program or service aligns with the priorities identified in the City's strategic plans (Strategic Roadmap, Let's House Hayward Strategic Plan, Economic Development Strategic Plan, etc.)

The Kwanzaa Project aligns with the greater City Priorities as follows:

- 1) it fulfills the City Council's priorities identified in June of 2022 of funding up to \$30k for New Agency and Innovative Programs in the Arts and Music Category (5) (4)
- 2) it aligns with the City Strategic RoadMap as follows:

Item #1: Enhance Community Safety and Quality of Life:

the Kwanzaa Project implements community enrichment by exposing the African American and larger Hayward Community to the cultural practices in Art and Music - thereby inviting them to actually engage in these practices that usually reveal that although unique in their cultural expressions, they are based on the Universal Values that hold consistently throughout all cultures (6c)

Active Public Spaces: by exhibiting the Kwanzaa Project finished works in Public spaces, that engages the larger community in healthy discourse as well as the acknowledgement of cultures that may differ from their own,

Strengthen Justice and Belonging: by sharing the African American cultural Art and Music traditions with the Hayward Community at large - this introduction breeds familiarity and provides a non-threatening groundwork to dispel myths, unfounded biases and forms a communal basis to come together to share experiences as a foundation for belongign, justice for all and new alliances.

B. COMMUNITY NEED

33. Describe how the proposed program or service meets a community need

The City is interested in learning how the specific program or service addresses needs within the Hayward community. Does the proposed program or service provide a unique service or address an unmet need.

The Kwanzaa Project addresses the unmet need of the African American community in Hayward to offer a multi-faceted program that speaks to the cultural gaps in their toolbox that acquaints them with their indigenous roots; forming a common denominator base within that community from which a multitude of other community efforts can be spawned, i.e., an African American Chamber of Commerce, an African American Cultural Society, an African American Resource Bank, etc. (3a)

Art is a non-threatening base that can unify, educate and stimulate human interaction and bridge the cultural gaps of alienation into unifying bridges that can be shared with others in the Hayward Communities to familiarize them with the cultural traditions and practices of those, who on the surface, seem to differ from them, but once the ice is broken through shared experiences in engaging artistic ventures; the usual outcome is revealed that we are more alike than different - and our cultural unquenesses are still based in shared human values. (6c)

34. Describe the indicator(s) that gave rise the proposed program or service.

The City is interested in learning what motivated your agency to implement the proposed program or service. Provide data to support the basis for the proposed program or service.

When I observe the racial demographic engagement of African Americans in Hayward, in terms of employment in our local banks, grocery stores, retail outlets, governmental bodies, City Council, Owned businesses and restaurants, etc., I find the participatory representation to ne dismally inadequate. (3a)

As an African American who has resided in Hayward for 16 years, I STILL am not aware of where our communal gathering places are, what actively engaged social, entrepreneurial, and supportive organizations exist in Hayward for African Americans and what if any, initiatives exist in Hayward to elicit, initiate and engage African Americans in this City to be full participants in the civic activities and processes involved in the governance of this City. (3a)

Hayward is home to 17.6K African Americans - that is 11.4% of the Hayward population, as juxtaposed against the 5.85% of Californian African Americans. This demographic in Hayward is certainly an adequate number of citizens to have a more visible and supportive standing in this community. (3a)

35. Describe how the proposed activities strengthen community collaboration to the benefits of clients served. List any organizations you partner with and the services provided.

The City is interested in how agencies work with other agencies to strengthen collaboration and impact in the community.

As it is proposed that the Kwanzaa Project will engage with the Main Library in terms of utilizing Meeting Rooms, the Makers Space, and host talks presented by the Service Providers during the Project. This will benefit the Clients by exposing them to the free resources the Library has to offer and encourage them to fully utilize this valuable resource. (1) (3b) (7)

Also, during the Exhibition Phase of the Project, the Clients may find their works exhibited in City Hall, the Library, other governmental offices, as well as have the opportunity to sell their works at Community Festivals and in the Farmer's Market, (7)

This exposure and engagement with broad based activities within the Hayward Community will promote the Clients inclusivity and standing, as well as their visibility and impact in the Community at large. (3a) (7)

C. IMPACT

36. How many units of service did you provide in FY 2022-2023? (i.e., meals provided, classes taught, etc.)
 -0-

New Agency

37. Describe specific goals, intended outcomes and impacts of the proposed program or service.

Describe the program goals, intended outcomes, and impacts on the Hayward community. What is this program or service intending to accomplish in Hayward?

Kwanzaa Project Goals:

Introduce and engage the African American Community and the Hayward Community at large to the cultural Art and Music traditions of Africa and the derived traditions of the African American people (3a)

Intended Outcomes

The African American Community will become familiar with and execute some of the African based Arts and Music traditions and exhibit their finished works in a variety of local venue in the Hayward Community (3a)

Impacts on the Hayward Community::

By being exposed to and having the opportunity to engage with the African American Community, the unknown will become known in Hayward and open the doors to more joint communal and shared activities involving the African American Community and others (3a)

Intended Accomplishments of Project in Hayward:

To elevate the African American Community in Hayward to the stature of a fully participatory Hayward Citizen in all facets of the Hayward Community at Large (3a) (3b)

38. Does your organization provide:

Prevention Services: services intended to prevent something from happening. For example, health education to prevent spread of illness.	
Responsive Services: services intended to respond to something that has already happened. For example, medical treatment for persons with a medical condition.	100%
Both: a combination of prevention and combination services/the service is both prevention and responsive	
Other: not applicable	

D. PERFORMANCE MEASURES AND GOALS:

Performance Measures and Goals:

39. How many unduplicated low-income Hayward residents (individuals) would directly benefit in FY 24-25 100 from the proposed program?

40. How many unduplicated low-income Hayward residents (households) would directly benefit in FY 24-25 85 from the proposed program?

E. RACIAL EQUITY DATA

41. In alignment with the City's Racial Equity Action Plan, we are collecting demographic makeup of funded agencies. Please enter the demographic make-up of your agency leadership and staff.

Ethnicity	Agency Race and Ethnicity Demographics			
	Leadership	Hispanic	Total Staff	Hispanic
White				
Black/African American	1		1	
Asian	0	0	0	0
Chinese				
Filipino				
Asian Indian				
Vietnamese				
Korean				
Japanese				
Other Asian (e.g. Pakistani, Cambodian, Hmong, etc.)				

Amer. Indian/Alaskan Native				
Native Hawaiian/Pacific Isl.	0	0	0	0
Native Hawaiian				
Samoan				
Chamorro				
Other Native Hawaiian/Pacific Isl.				
Amer. Indian/White				
Asian/White				
Black/White				
Amer. Indian/Black				
Other Multi-Racial				
Declined To Answer				
TOTAL	1	0	1	<0

Gender Demographics of Employees

Gender	Leadership	Total Employees (including leadership)
Female	1	1
Male		
Other	>	

PRIOR YEAR DEMOGRAPHICS

42. Client Race and Ethnicity Demographics Data (data from 2022-2023)

Provide client specific demographics from your previous year's program

Ethnicity

Ethnicity	Annual Served	
	# Served	Hisp.
White		
Black/African American		
Asian	0	0
Chinese		
Filipino		
Asian Indian		
Vietnamese		
Korean		
Japanese		
Other Asian (e.g. Pakistani, Cambodian, Hmong, etc.)		
Amer. Indian/Alaskan Native		
Native Hawaiian/Pacific Isl.	0	0
Native Hawaiian		
Samoan		
Chamorro		
Other Native Hawaiian/Pacific Isl.		
Amer. Indian/White		
Asian/White		
Black/White		
Amer. Indian/Black		
Other Multi-Racial		
Declined To Answer		
TOTAL	0	0

Gender Demographics of Hayward Clients

Gender	Annual Served
Female	
Male	
Other	
Total Unduplicated Clients	0

43. Describe efforts your organization is undertaking to address Racial Equity, including any integration of Racial Equity into Strategic Planning and Implementation processes.

The City is interested in learning how your agency uses a racial equity lens in program delivery. If your agency has a Racial Equity Plan, please upload a copy.

We are a New Program so do not have a Racial Equity Plan, but want to focus on offerings to the African American Community to redress past cultural gaps, while still including other members of the Community to participate in the programming.

F. INTERVIEW LOGISTICS

Part of the Community Agency Funding Process includes an interview conducted by the Community Services Commission in January 2024. The City wants to ensure that applicants are aware that interpretation services are available upon request. Please indicate if the representative performing the interview on behalf of the applicant organization would like interpretation services.

44. Would the person from your agency who will be interviewing applicant's representative like interpretation services during their Community Agency Funding interview? No

G. FY 2024-2025 BUDGET

Budget Instructions

REVENUE SOURCES

	Hayward Request	Total Funding Other Sources	Total	Committed?
City of Hayward Funding Request	\$30,000		\$30,000	
Other Government Revenue Sources (please list each source).				
Other Grants e.g., foundation, corporate (please list each grant). How many lines do you need?				
Private Donations. How many Private Donation lines do you need?				
Total Revenue	\$30,000	\$0	\$30,000	

Program Budget - Period of July 2024 through June 2025

A. Salaries

Social Security (FICA & Medicare)			\$0
Medical			\$0
Worker Compensation			\$0
State Unemployment (SUI)			\$0
Subtotal Salaries and Benefits	\$0	\$0	\$0

B. Operational Expenses

Maintenance			\$0
Service Contract	\$6,000	\$0	\$6,000
Utilities			\$0
Service & Supplies			\$0
Consumable Office Supplies			\$0
Field Supplies			\$0
Rent	\$2,000	\$0	\$2,000
Special Services			\$0
Organizational Dues & Pubs			\$0
Insurance			\$0
Mileage			\$0
Staff Training Specific to Program Delivery			\$0
Communications			\$0
Professional Services	\$19,000	\$0	\$19,000
Administrative Overhead (Cost Allocation Plan Required)	\$3,000	\$0	\$3,000
Other Costs.			
Total Expenditures	\$30,000	\$0	\$30,000

(1)(2)

F. ADDITIONAL FACTORS - Staff Use Only

1. Does this applicant provide basic safety net services?
2. Is this applicant Hayward based? :
3. Is this program/service new or innovative?

Rec'd 4:17pm

Attachments

- 2022-2023 Audit
- Agency Budget (1)(2)
- Racial Equity Plan
- Collaboration Agreement
- Other - xyz

Rubys Place - Audited Financial Statements - 2022_06_30.pdf
FAYETH GARDENS.docx

Program Manager Signature

Velda Goe

Date Signed

12/04/2023

Initially submitted: Dec 4, 2023 - 09:26:30

From: [Elizabeth Hayes](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 4:14:11 PM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is Elizabeth Hayes. I am submitting a public comment to voice my

support for Plethos Productions. I first connected with Plethos _____ 2 years ago _____.

Plethos Productions has positively impacted my life by _____ community laughter and connection _____.

I support their development of a live performing arts center in downtown Hayward, because it adds to our community's places to gather laughter, celebrate and be with family and friends. _____.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,

____ Elizabeth Hayes _____

Sent from my iPad

From: [Jamil Blackwell](#)
To: [Emily Hwang](#)
Subject: Public Comment in Support of Plethos Productions
Date: Wednesday, February 21, 2024 4:54:59 PM

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Dear Emily Hwang and the Community Services Commission,

My name is _____ Jamil _____. I am submitting a public comment to voice my

support for Plethos Productions. I first connected with Plethos _____ last year, 2023 @ Twining Vines Winery in Castro Valley _____.

Plethos Productions has positively impacted my life by _____ having extremely enjoyable and entertaining productions. _____.

I support their development of a live performing arts center in downtown Hayward, because they're productions have been educational as well as entertaining

_____.

I believe they would be an excellent candidate for 2024-2025 Federal Community Development Block Grants and City General Fund Allocations for City of Hayward Community Agency Grants.

Thank you for your consideration,

_____ Jamil Blackwell _____

Sent from my iPad