



County of Marin Community Service Fund Program Application Form

Application Date September 22, 2020

Fiscal Year July 1, 2020 - June 30, 2021

Organization Information

Full Legal Name: HeadsUp San Rafael Public Education Foundation

Organization URL: www.headsupsr.org

Mission/purpose of your organization:

Our Mission is to bring critical enrichment and support programs to our schools, providing equitable opportunities for our students while building community district wide. HeadsUp is made up of parents, school administrators, business people, and active members of the community who, since 1982, have raised millions of dollars to supplement our schools' budgets. HeadsUp is committed to raising the additional funds necessary to ensure the quality education our students deserve. Together San Rafael City schools serve over 7,000 students from Kindergarten through high school at 11 schools. Our schools represent the diverse, multicultural community that makes up San Rafael. SRCS district is largely a low-moderate income school district with over 63% of our population on the free and reduced lunch program. While educational enrichment is a primary focus, HeadsUp also plays a valued leadership role in bringing cohesion to the diverse San Rafael Community.

Grant Request Information

Program/Project Name: Distance Learning Elementary Enrichment

Summary of how County funds would be used for project:

Funds would be used to help fund the new virtual enrichment program serving 3100 Kindergarten through 5th grade students during distance learning. The program provides access to 5 enrichment areas including Art, Dance, Yoga, Fitness and Music.

Amount Requested Dollar: Funds would be used to help fund the new virtual enrichment program serving 31

Total Project Cost: \$165,000.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

The Elementary Enrichment program consists of 5 enrichment areas including Art, Dance, Physical Fitness, Music and Yoga. Each week a new video is available in each discipline and accessible from the students' google classroom and the HeadsUp Elementary Enrichment website <https://sites.google.com/srcs.org/elementary-enrichment/>

HeadsUp is contracting with credible specialists to produce videos each week for a total of 35 weeks of enrichment, 5 enrichment activities per week, totaling \$150,000. HeadsUp is also investing \$15,000 in art supplies, every student will receive a high quality art kit.

We believe the arts can help students feel connected by sharing their creativity and engaging with others about their work remotely and, especially during shelter in place, when our children are spending so much time isolated from their peers, engaging physical activities like yoga and P.E. can promote mental health and emotional well being. Our hope is the balance of arts and wellness activities will help support our students and families during these unprecedented times. A quote from one of our board members who is a pediatrician at the Marin Community Clinic sums it up best: "Every day, I'm talking with families from the Canal and, because coronavirus is still so prevalent in their neighborhood and it is so densely populated, most children are indoors most of the time. Having high quality, thoughtful programming that they can all access is a real gift. Thank you!!"

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

This year our San Rafael families, like families all over the world, are starting school with a mix of anticipation and anxiety. Remote learning and family safety concerns loom over what is usually a very exciting time. But the great challenges facing our schools have also given rise to some new opportunities. HeadsUp is happy to offer a new,

expanded arts-and-wellness enrichment program that will be incorporated into each child's virtual school day.

Since 1989, HeadsUp has provided music instruction at every San Rafael elementary school. But this year, due to COVID-19 and school closures, we were not able to offer the typical in person music classes. We also had to cancel our 2 major fundraising events, significantly limiting the funding we have available for programs. Thanks to the collaboration and creative thinking of our school principals and community, we came up with an even more robust virtual enrichment program where we are able to bring high-quality, grade-appropriate, daily enrichment to every child at every school. We've engaged experts in Art and Dance (Youth in Arts), Yoga (Bambini Yoga), P.E. (National Academy of Athletics) and Music (HeadsUp teachers Cathy Lenz and Amanda Hahn) to develop our engaging, activity-based curriculum.

These arts and activity sessions fit into the Enrichment block scheduled at the end of every school day. But they are asynchronous (pre-recorded), so they can fit into whatever time works best for families. Students will have opportunities to share their projects and favorite activities with classmates and teachers in the live classroom portion of their day.

As our entire community works together to weather the changes required by this pandemic, HeadsUp is happy to continue, and even expand, its equitable and enriched programming, truly elevating education for every child.

The total amount received for the past three fiscal years:

Year	Amount	Project
2019 - 2020	\$5,000.00	Elementary Music Program
2018 - 2019	\$10,000.00	Elementary Music Program
2017 - 2018	\$5,000.00	Elementary Music Program

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF	County of Marin Community Service Fund	\$10,000	\$0	<i>This application</i>
Federal Grant				
State Grant				
Individual Contributions	Local Business Donations	\$0	\$10,000	<i>Continued solicitation from local businesses.</i>
Other Local Agencies	SchoolsRule	\$42,000	\$42,000	<i>Receive \$95K from SchoolsRule for K-12</i>
In kind services			\$0	
Other	Coleman, Sun Valley and Glenwood PTOs	\$50,000	\$50,000	
Total Sources		\$102,000	\$102,000	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$150,000	\$21,000	<i>Includes contract with Youth in Arts</i>
Services and Supplies		\$15,000	\$15,000	<i>Art Supply Kits</i>
Capital				
Other				
Total Expenses		\$165,000	\$36,000	