

County of Marin Community Service Fund Program Application Form

Fields labeled as "(public)" will be viewable to the public.

Request is for Fiscal Year: July 1, 2021 - June 30, 2022

Application Date (public) Friday, March 25, 2022

Project Number 29

Organization Information

Full Legal Name (public) Bloom, a program of YWCA Golden Gate Silicon Valley

Organization URL (public) www.bloommarin.org and www.yourywca.org

Mission

What is the mission/purpose of your organization? (Limited to 1000 characters) (public)

Your YWCA in Marin is on a mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all. We are proud to be the stewards of Bloom, a program with a mission to provide complimentary wardrobes to children, women, and men who are transitioning to a life of self-reliance. Our clients are among the low income or working poor populations who are referred by supporting social services agencies. We serve those experiencing financial hardship, participants in recovery programs, survivors of domestic violence, as well as others who are homeless, jobless, or re-entering the workforce from the justice system. Bloom provides clothes to satisfy the requirements of the workplace, to enhance the everyday life of our clients, and to create dignity for those who are working to transition to a life of self-sufficiency. Bloom meets a critical basic need for the residents of Marin County, empowering them through a wardrobe that gives them hope and opportunity.

Grant Request Information

Program/Project Name (public) Bloom Children's Program

Provide a very brief summary description of your project. (Limited to 250 characters) (public) Bloom seeks to upgrade our children's program to be able to meet the growing need. This project will help us better support and train our children's program volunteers, and provide appropriate clothing to the vulnerable children of Marin.

Amount Requested Dollar (public) 10000

Total Project Cost (public) 25000

Being as specific as possible, describe the proposed project/program and its goal(s). Include implementation plans as related to the COVID 19 pandemic and identify what elements of the project would be paid for using County funds. (Limited to 2000 characters) (public)

Bloom requests support for the Kid's Boutique, which provides an empowering clothing selection experience & a 2-week wardrobe for vulnerable youth in Marin. Some of our youth clients are homeless, in foster care or have become truant from school due to the bullying received by peers for their oversized, outdated clothing. Bloom relies on donations from the community, as well as funds to purchase new items, including undergarments & shoes. Youth are referred to us by partner agencies, & are pre-approved for eligibility as low income, in crisis and/or homeless. Bloom's signature Personal Dressing approach, made possible by a team of over 100 trained volunteers, ensures each child receives specialized attention, resulting in a new sense of dignity & confidence to take into their school days. Children are able to visit Bloom three times per year for a Personal Dressing service in order to better serve them during this uncertain time. We have served over 400 children in Marin last year, and are anticipating even higher need for our services in 2022 due to the unprecedented situation caused by COVID-19 and skyrocketing costs of living.

Grant funds will be used to support training of volunteers to provide this very specialized and sensitive service to children, and to offset things not donated by the community, primarily new undergarments, shoes & uniquely-sized clothing. These wardrobes represent a critical need in households across Marin where housing, food & transit costs make purchasing clothing for children prohibitive, yet vital to their sense of well-being among peers, safety, and warmth. Bloom believes that all kids deserve to shine, and that we can make that happen by providing the clothing & encouragement needed to have safety in clothing, and outlook necessary to thrive in school, extracurricular activities, and social lives.

List all community interests that will be affected by the proposed project/program and the public benefit to be derived from it. (Limited to 2000 characters)

We expect to serve 400 children through this program, and to provide them with clothing that fits and provides a renewed sense of stability and self-confidence. In the past, children in this program have reported improved academic performance, higher levels of social engagement, use of clothing for job interviews and competitions, and more. We anticipate that our services will be more important than ever before given the current crisis we face as a community, and we believe we will see the self-reporting on confidence and stronger sense of self to grow. This is critical, as on average a family spends over \$750 a year per child on clothing – which all of the families that we serve cannot afford and still be able to pay their rent and put food on the table. By providing these wardrobes, we are also helping to prevent family homelessness and hunger. We will continue to track the number of people served, and follow up with the children after they have come in for the Personal Dressing services. This grant will help us to continue to serve the vulnerable populations of Marin, which will be especially important in a time when many have had their lives upended by the COVID-19 pandemic. Last year, of the 380 youth served by this grant, 82% showed improvement in enthusiasm about, and/or school attendance, 80% improved their GPA, 93% teens pursued summer jobs and internships and parents and caseworkers reported a greater sense of well-being and belonging in 95% of youth served by this grant. Additionally, 98% of parents reported great relief and appreciation for the financial ease this grant provided to their family, freeing up more resources for housing and food expenses.

Has your organization received Community Service funds before? (public) Yes

If Yes, please list the total amount received for the past three fiscal years: (public)

	Amount (\$)	Project
FY 2020-2021	2750	FiftyPlus Curriculum Revisions for COVID19
FY 2019-2020	0	n/a
FY 2018-2019	0	n/a

Is your organization receiving any other County funding for this project or others? (public)

If Yes, please list type of other County funding and amounts: (public) Title IIIB Older Americans Act funding from the Department of Aging & Adult Services for Employment Services for Older Adults (\$40,000)

Can you successfully complete your project by June 30, 2021 if you receive less than your requested amount of Community Service funds? (public)

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. (public)

	Funding Agency	Funding Requested (\$)	Funding Received (\$)	Notes
County CSF		10000		
Federal Grant				
State Grant				
Individual Contributions				
Other Local Agencies				
In kind services		10000		
Other	Private Foundations	5000		

Total Funding Requested \$25000

Total Funding Received \$0

Please fill in as applicable, and round to the nearest dollar.

	Budgeted (\$)	Spent to Date(\$)	Notes
Personnel Costs	15000		
Services and Supplies	10000		
Capital			
Other			

Total Budgeted Expenses (public) \$25000

Total Spent to Date (public)

\$0

This cycle is funded by proceeds from the American Rescue Plan Act and the following questions are necessary to satisfy federal reporting criteria. All applicants are required to respond to these questions for completion of this application, but the responses will not be used in evaluating whether your project will receive Community Service Fund program funds from the County of Marin:

Has your organization been significantly impacted economically by COVID (such as financial loss due to periods of closure, implementing additional COVID safety precautions, lost fundraising opportunities, or inability to meet payroll, rent or utilities?) (public)

No

Are you serving disadvantaged, minority or low-income residents who have been negatively impacted by COVID? (public)

Yes

If Yes, please provide a specific description of how the people you serve have been impacted. (public)

Our clients have experienced, and are continuing to experience, economic hardship due to the impacts of COVID-19. Our clients are some of the most vulnerable populations in Marin County, as they have insufficient resources to be able to purchase clothing on their own. Our clients have faced increased struggles with unemployment, mental health, food security, housing security, and academic progress for school-aged children.

Does your organization have future plans for improvements needed to mitigate the impacts of COVID or to contain its spread? (public)

Yes

If Yes, please provide a description of your improvement plans with quantifying statements when possible. (public)

We are continuing to grow our ability to serve the needs of our community by building up a strong staff and volunteer base to be able to serve our growing number of clients, better engaging our community in donations that meet client needs and community service at our location in Marin that helps increase our impact, and improved processes with our partner organizations so that clients are able to quickly and easily access our services.