

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) Tuesday, March 29, 2022

Project Number 32

Organization Information

Full Legal Name (public) YMCA of San Francisco

Organization URL (public) www.ymcasf.org/marin

Mission

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

The mission of the YMCA of San Francisco is to build strong kids, strong families and strong communities by enriching the lives of all people in spirit, mind and body. The YMCA of San Francisco's logic model for adult health and wellness has a vision of giving adults in our community access to the skills, resources, and support to achieve their healthiest selves. This model informs organizational policies and systems to carry out healthy eating and active living initiatives.

Grant Request Information

Program/Project Name (public) Enhance Fitness Memberships

Provide a very brief summary description of your project. (Limited to 250 characters) (public) To remove the financial access barrier to participate in Enhance Fitness, an evidence-based falls prevention program, for 15-20 very low-income older adults by providing the program at no cost.

Amount Requested Dollar (public) 3000

Total Project Cost (public) 8555

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)

The goal of this project would be to increase access to Enhance Fitness, an evidence-based falls prevention program, being delivered at the Marin YMCA starting in the Fall of 2022. This program will be available to the everyone in the community. The Marin YMCA offers up to a 65% discount on membership based on income, however we would like to increase access for 15-20 very low-income members of the older adult community (making less than \$23,500 per year) by fully subsidizing the cost of access to the 4-month Enhance Fitness program, plus an additional 2-months to engage in

transitional physical activity which will support ongoing activity beyond the conclusion of the program. County funds would be used to subsidize the remaining 35% of the cost of the program and access to the YMCA for these individuals (\$151-173 per person).

Enhance Fitness is a falls prevention program delivered 3 times per week over 16 weeks. In addition to reducing the risk of falls, Enhance Fitness has been proven to improve physical function, decrease depression, provide social benefit, promote an active lifestyle, decrease unplanned hospitalizations and decrease mortality rates. 99% of participants say they would recommend Enhance Fitness to a friend. This program complements existing falls prevention efforts in the county across delivery providers.

The YMCA has been closely following guidance from public health regarding COVID-19 in each of our unique service delivery settings. This has evolved alongside the changes in recommendations, which we will continue to adhere to.

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)

According to the Area Agency on Aging’s 2019 Community Needs Assessment, a third of older adults reported falls in the year prior. About 1 in 5 older adults who fell reported going to the emergency department. Low-income adults are more concerned about falls than their higher income counterparts (15% vs. 6%). Providing age- and ability-appropriate access to falls prevention and other physical activity programs is an essential part of building an environment that supports health across the lifespan. Through this funding, we hope to remove the financial access barrier that exists for very low-income older adults in Marin. When recruiting participants for Enhance Fitness and this program, the Y will be deliberate in working with other community partners to ensure the opportunity for these no cost memberships is available to older adults in multiple districts.

The benefit of the program far outspans just the physical; the Y is an ideal place to build community around lifelong health. At the Y, participants experience comradeship and form friendships among their fellow participants and members. By providing full access to the YMCA facilities and programs for duration of the 4-month program, plus an additional 2-months beyond, participants will have the opportunity to experience other classes and forms of movement. Ultimately, this will support their transition to exercise beyond Enhance Fitness. By offering this at no-cost to very low-income community members, we hope to improve outcomes and decrease barriers to access for some of our communities most vulnerable older adults.

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

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

	Amount (\$)	Project
FY 2020-2021	2000	Aquatics Safety
FY 2019-2020		
FY 2018-2019		

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

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

Yes

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		3000	0	County funding would subsidize 35% of enrollment cost
Federal Grant				
State Grant				
Individual Contributions		5555	5555	Financial assistance up to 65% is funded through annual giving campaign
Other Local Agencies				
In kind services				
Other				

Total Funding Requested \$8555

Total Funding Received \$5555

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

	Budgeted (\$)	Spent to Date(\$)	Notes
Personnel Costs			
Services and Supplies	8555	0	Program costs are inclusive of staffing and supplies.
Capital			
Other			

Total Budgeted Expenses (public) \$8555

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)

Yes

If Yes, please provide a specific description of the impacts and quantifying impact where possible. (public)

In the fiscal year 2020-2021, the YMCA of San Francisco operated in a budget deficit. During the unprecedented times, the Y's mixed-business membership model changed significantly, resulting in an approximate 40% revenue loss. However, our commitment to meeting the needs of our community did not change. For this reason, our Board of Directors approved a maximum \$700,000 deficit budget for the 2020-2021 fiscal year. In order to meet the needs of our community during the 2020-2021 fiscal year, we were prepared to tap into our \$8M line of credit to cover any deficit we were unable to compensate for via expenses cuts and fundraising efforts.

The YMCA of San Francisco qualified for the Federal Payroll Protection Plan in 2021, which was previously reserved for smaller businesses and organizations. This, in combination with a generous multi-year donation from MacKenzie Scott totaling \$18 million, has put the YMCA of San Francisco in a much more solid financial position moving into the future. The YMCA of San Francisco was one of 384 organizations across all 50 states to receive a donation pledge from MacKenzie Scott in December of 2020 based on the social impact of what we do to serve vulnerable communities. The extensive process of selecting grantees for this donation illustrates that the YMCA of San Francisco is a comprehensive social service organization, despite the common perception of the Y as "just a gym" or fitness facility. We are well positioned to be of service to our community in Marin over the long-term and look forward to serving in new and dynamic ways.

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)

The Marin YMCA was faced with the challenge of continuing to provide vital services to our community alongside an estimated 40% revenue loss due to decreased program

enrollment and facility closures.

Out of 2,500 active members 50% are over 60 (prior to COVID 23% of 7700 members were over 60). This represents our fastest group of returning members. Of our current members, about 30% are currently receiving financial assistance, the majority of which are receiving our highest levels of assistance. We have members from across the county.

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

No