



County of Marin Community Service Fund Program Application Form

Application Date September 28, 2016

Fiscal Year July 1, 2016 - June 30, 2017

Organization Information

Full Legal Name: Ankura (New 501c3--Community Heroes formerly under Go Inspire Go, now under Anku

Organization URL: www.goinspirego.com/communityheroes

Mission/purpose of your organization:

Community Heroes (CH) is a school-based program empowering youth to expand their potential to create social good by: 1. Cultivating a culture of healthy, kind, compassionate and action-oriented community stewardship by weaving CH into the fabric of the education system through a lunch club format 2. Making Kindness + Compassion = ACTION the cornerstone of its curriculum 3. Building a nationwide model of innovation for Social/Emotional and Real-World Service Learning. Until recently, CH was operating as a program of Go Inspire Go. Due to our growth/vision, we now have our own 501c3 (currently named Ankura, soon to be renamed Community Heroes). Using a video-based curriculum highlighting everyday heroes and social media platforms to exercise the "compassion muscle" early, CH seeks to make youth more aware of real-world issues, build empathy and take action through community service, also making it easy for families to volunteer through their local schools.

Grant Request Information

Program/Project Name: Community Heroes

Amount Requested Dollar: \$10,000.00

Total Project Cost: \$200,000.00

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.

Community Heroes is a vibrant forum for hundreds of Marin school children and continues to grow as an effective school-based lunch program, empowering youth to find their purpose in helping others. Launched at Sun Valley School in 2012 and since expanded to 4 more schools (Dixie, MSE, Vallecito, Rancho), we believe children are our most powerful social change agents and just need a spark to be lit. Using inspirational videos to anchor a curriculum around compassion, gratitude and service, our strategy is to help kids understand how to be a Community Hero by: 1. Discussing real-world examples of everyday heroes helping their community 2. Identifying related local (or broader) issues to act upon 3. Developing service projects around issues of interests 4. Experiencing the joy of giving with friends 5. Sharing stories through social media platforms. Examples of 2015-16 activities include: 1. Clothing, shoe collection drives for Canal Alliance and Mission Atletica 2. Adopting several families through Marin Adopt a Family holiday program 3. 3rd Annual Day of Giving: Inspirational event with 250 participants doing 10 projects such as making 200 care kits for homeless (Downtown Streets team & Ctr for Domestic Peace), cooking a hot meal for 36 Homeward Bound shelter residents, Marin Parks wetland restoration, school supply drive for Timothy Murphy School for Boys, making superhero capes for UCSF pediatric patients. 4. Random Acts of Kindness campus activities and for seniors 5. Bake sales/collections for UNICEF and Valley Fire victims. ED Kala Shah runs the program, connects with non-profit partners, recruits and trains parent club facilitators, conducts kickoffs, coordinates SV service activities and larger cross-school events, including annual Day of Giving (Mar 2016, 260 participants). Building on your previous support, funds would be used for labor costs to develop on-line curriculum/tools and construct a new interactive website.

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

Due to CH's sustained growth and interest, we're now working to scale our model, which truly exemplifies Project Based Learning while building Social/Emotional skills. We've reached >3000 Marin students with our message: spark your inner hero to help others, with 1000+ participating in meetings and events. Parents want to prioritize compassion and service in their children's education, and our model has made it possible for families to easily volunteer together at their local school and out in their community, which is fun and gratifying for all. CH is parent-facilitated and conducted during the lunch hour and thus widely accessible to all students, helping channel positive activities during free-time which can be an isolating time of day for some kids. The program engages K-5 kids before

social isolation/bullying/depression take root, prioritizing kindness and compassion to build empathy. Service activities are student-driven and organized partnering with local non-profits, which builds community bridges and understanding of local issues. Local non-profits often lack the capacity to engage new donors and volunteers, especially youth. CH has become an extension and source of youth volunteers and funds for organizations including Homeward Bound, Canal Alliance, UCSF Children's Hospitals, Marin Parks and Downtown Streets Team. A Harvard-educated researcher conducted a qualitative study of the SV participants and found the program IS a successful model in kindling empathy and inspiring students to take action. Students feel empowered and excited to pursue service projects, are more aware of local community issues and more confident in their role to make an impact and affect change. Parents note conversations are changing around the dinner table to focus on empowerment and action. We're grooming social activists and philanthropists and positively influencing school culture. Let's continue to build our innovative model for SEL & 21st century service learning together!

The total amount received for the past three fiscal years:

Year	Amount	Project
2015 - 2016	\$5,000.00	Community Heroes
2014 - 2015	\$2,000.00	Community Heroes
2013 - 2014	\$2,500.00	Community Heroes

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	Marin County	\$30,000	\$9,500	2013, 2014, 2015 grants
Federal Grant				
State Grant				
Individual Contributions	Community	\$3,500	\$3,500	Day of Giving donations, bake sales for projects
Other Local Agencies	Kent Middle School	\$2,000	\$2,000	Fee for service and club start-up
In kind services	Local grocery stores and businesses	\$6,000	\$6,000	Donations for Day of Giving projects and event
Other	LinkedIn for Good, Bread for the Journey	\$11,500	\$11,500	Innovation grant, Giving Circle
Total Sources		\$53,000	\$32,500	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$160,000	\$13,000	Volunteering until additional funds secured
Services and Supplies		\$10,000	\$9,500	For Day of Giving expenses
Capital			\$0	
Other		\$30,000	\$10,000	Video Production Materials, Curriculum Development
Total Expenses		\$200,000	\$32,500	