



TO: John McDonough, City Manager

FROM: Karen Ellis, Finance Director

DATE: September 22, 2016 for submission on the Agenda of the October 18, 2016 City Council Regular Meeting

ITEM: Consideration of Approval of Non-profit Funding Awards

Background

During the FY2017 Budget process, Mayor and Council approved the appropriation of \$50,000 for the Serving Sandy Springs program, the same amount as in FY2016.

Discussion

The solicitation for applications was released on June 1, 2016, and a training session was held on June 14, 2016. Twenty-one applications were received requesting \$159,095.45 of an available \$50,000.

The Evaluation Team reviewed the applications and developed recommendations for funding, which are attached to this memo. For reference, a copy of the solicitation is also attached.

Attachments

1. Summary Non-profit Funding Recommendations
2. Solicitation

**FY2017 Serving Sandy Springs Grant Program
Awards Recommendation**

General

City Council approved \$50,000 in funding for the FY2017 Serving Sandy Springs grant program. For FY2017, the City received twenty-one (21) applications (“Applications”) from local non-profit organizations collectively requesting \$177,178.36 in funding. Individual requests ranged from \$2,000 to \$50,000.

Evaluation

A committee (“Evaluation Team”) was formed to evaluate Applications, consisting of:

-) Michael Casey, City Clerk
-) Karen Ellis, Finance Director
-) Raquel Gonzalez, Executive Assistant, City Manager’s Office
-) Ronnie Young, Recreation and Parks Director
-) Kathy Williams, Staff Attorney

Applications were evaluated using criteria set forth in the Serving Sandy Springs Grant Program policy and stated in written instructions to Applicants. In addition, the City hosted an informational meeting with potential Applicants prior to the date for submittal of Applications.

Recommendation

Having reviewed the Applications, the Evaluation Team submits the following awards recommendation. The recommendation provides support to eleven (11) organizations, awarding the total available budget of \$50,000. Because the Evaluation Team desires to provide awards to as many eligible applicants as possible, some partial awards are recommended. Additionally, staff has recommended funding to cover eligible portions of requests when applicable.

Final Recommendation			
<u>Organization</u>	<u>Evaluation Score</u>	<u>Request</u>	<u>Award</u>
Act 3 Productions, Inc.	37.80	\$ 7,740	\$ 7,740
Friends of Dorothy C. Benson Senior Multipurpose Complex, Inc.	37.60	\$ 5,000	\$ 5,000
Atlanta Jewish Music Festival, Inc.	37.20	\$ 5,000	\$ 2,050
Every Woman Works, Inc.	36.40	\$ 2,500	\$ 2,500
Mary Hall Freedom House, Inc.	36.00	\$ 5,000	\$ 5,000
Sandy Springs Education Force, Inc.	35.40	\$ 9,300	\$ 9,300
Am Yisrael Chai, Inc.	33.60	\$ 15,000	\$ 4,000
Housing Initiative of North Fulton, Inc.	32.25	\$ 5,000	\$ 5,000
Friends of North Springs High School, Inc.	32.00	\$ 4,195.68	\$ 4,195
Sandy Springs Tennis Association, Inc.	31.20	\$ 3,690	\$ 3,690
Los Niños Primero, Inc.	31.00	\$ 5,590	\$ 1,525
Keep North Fulton Beautiful, Inc.	30.25	\$ 7,300	\$ 0
Heritage Sandy Springs (The Sandy Springs Historical Community Foundation, Inc.)	28.80	\$ 6,100	\$ 0
U Hope CDC, Inc.	28.80	\$ 50,000	\$ 0
LaAmistad, Inc.	28.75	\$ 8,778	\$ 0
The Sandy Springs Society Foundation, Inc.	26.40	\$ 5,000	\$ 0
The Healthy Youth USA Foundation, Inc.	25.00	\$ 6,300	\$ 0
Perimeter North Villages, Inc.	23.60	\$ 2,000	\$ 0
Mr. Tom’s Heart, Inc.	17.50	\$ 5,000	\$ 0
Men of Excellence, Inc.			
North Fulton Child Development Association			

Summary of Recommendation

A summary of each Application and award recommendation is set forth below.

Applicant: Act 3 Productions	Request: \$7,740	Recommendation: \$7,740
City Priority Category: Recreation & Cultural Enhancement		
<p>Act 3 Productions, a local non-profit organization, requested funding to support the production of three (3) stage plays for their 2016-2017 season. Act 3 Productions supplies locally produced stage plays to Sandy Springs residents and visitors. Act 3 Productions has integrated itself into the fabric of the local culture by coordinating efforts with other for-profit and non-profit organizations such as: the Sandy Springs Society, Art Sandy Springs, Community Assistance Center, Sandy Springs Parks and Recreation, Leadership Sandy Springs, and the Georgia Commission on the Holocaust/Anne Frank Exhibit.</p> <p>Act 3 Productions proposes to provide services to 2,415 Sandy Springs residents, including children, adults and seniors. The requested \$7,740 will be used to support each production with contracted professional services, including orchestra members and musical directors.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Am Yisrael Chai, Inc.	Request: \$15,000	Recommendation: \$4,000
City Priority Category: Recreation & Cultural Enhancement		
<p>Am Yisrael Chai, a non-profit Holocaust Education and Awareness organization, requested funding to host a Holocaust remembrance event in January 2017, themed Fortitude and Resilience during the Holocaust, featuring Magda Herzberger. Am Yisrael Chai anticipates the event will draw 700-900 attendees. Additionally, Am Yisrael Chai proposes to host an exhibit highlighting Auschwitz and other concentration camps, in partnership with the Georgia Commission on the Holocaust.</p> <p>Am Yisrael Chai requested \$15,000 for expenses related to venue, security, speakers, printing, audio/visual professional services and exhibit rental.</p> <p>The Evaluation Team recommends a partial award of \$4,000 to fund the requested audio/visual and marketing needs.</p>		

Applicant: Atlanta Jewish Music Festival, Inc.	Request: \$5,000	Recommendation: \$2,050
City Priority Category: Recreation & Cultural Enhancement		
<p>The Atlanta Jewish Music Festival (AJMF) requested funding to support the March 2017 Teen Battle of Bands. Performances will be restricted to area youth, and the event will be open to the general public. Teen participants will be recruited from the Weber School and the Atlanta Jewish Academy, as well as other Atlanta-area schools.</p> <p>AJMF requested \$5,000 to fund equipment rental, artist fees, supplies, professional services and travel stipends for visiting artists.</p> <p>The Evaluation Team recommends a partial award of \$2,050 to fund equipment rental, supply and professional services requests.</p>		

Applicant: Every Woman Works, Inc.	Request: \$2,500	Recommendation: \$2,500
City Priority Category: <i>Economic Development</i>		
<p>Every Woman Works, a local non-profit organization, works to move women from “dependency to self-sufficiency.” Partnering with local employers, Every Woman Works’ “Busy Empowering and Employing Students” (BEES) program provides vocational training to homeless and low-income women. 80% of Every Woman Works’ clientele are single mothers, and all live below poverty level, many of whom are homeless. Every Woman Works focuses on women transitioning from unemployment to employment, and 98% of women that graduate from the BEES program are employed at the end of the program.</p> <p>Every Woman Works requested \$2,500 to supply an emergency. The emergency fund will provide Marta cards, emergency child care; emergency rent, utilities, public services, and miscellaneous emergency assistance (medical, food, personal hygiene items, etc.) to requesting participants.</p> <p>The Evaluation Team recommends a partial award of \$2,500 to fund supply requests.</p>		

Applicant: Friends of Dorothy C. Benson Senior Multipurpose Complex, Inc.	Request: \$5,000	Recommendation: \$5,000
City Priority Category: <i>Transportation</i>		
<p>The Benson Center provides adult daycare, therapeutic, social, developmental and recreational activities and services to more than 1,500 Sandy Springs citizens aged 55 and older.</p> <p>The Benson Center requested \$5,000 to continue the Uber/Senior program, which provides rides on Uber for Sandy Springs house bound residents 62 years of age and over to venues within the City of Sandy Springs. The test program includes an array of acceptable destinations including stores, doctor’s offices, and other places within Sandy Springs.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Friends of North Springs High School, Inc.	Request: \$4,195.68	Recommendation: \$4,195
City Priority Category: <i>Economic Development</i>		
<p>Friends of North Springs High School, Inc. (FONS) supports North Springs High School through fundraising efforts.</p> <p>FONS requested \$4,195.68 to purchase acoustic treatment for the school’s recording studio in the Magnet Performing Arts program. At completion, the acoustic treatment equipment will build and create a recording studio in an existing practice space. A trained and certified instructor will oversee use of the recording studio. The \$4,195 request is a small portion of the overall project budget of \$44,044, and will be used to purchase the acoustic treatment for a dedicated music recording studio.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Heritage Sandy Springs	Request: \$6,100	Recommendation: \$0
City Priority Category: <i>Community Appearance Downtown Development Recreation & Cultural Enhancement</i>		
<p>Heritage Sandy Springs (HSS) has built community through promoting history, stewarding a public park, and enhancing the cultural identity of Sandy Springs. The organization presents a diverse and robust annual calendar of educational and cultural events.</p> <p>HSS requested \$6,100 to support an education garden, which will be adjacent to Sandy Springs Circle, between Sandy Springs Place and Hilderbrand Drive. The total project request includes planting and irrigation supplies, and a trench digger rental.</p> <p>The Evaluation Team does not recommend funding the request. The City has funded community garden projects throughout the City. Also, the City currently provides funding to HSS for the provision of landscaping and maintenance throughout Heritage Park.</p>		

Applicant: Housing Initiative of North Fulton, Inc.	Request: \$5,000	Recommendation: \$5,000
City Priority Category: <i>Economic Development</i>		
<p>Housing Initiative of North Fulton, d/b/a Homestretch, meets the needs of working homeless families in Sandy Springs by assisting single parents and children to become productive, self-sufficient community members. Participants learn life-skills, budgeting, parenting and increased employability by obtaining new jobs, promotions, education or certifications. HomeStretch strives to address the eviction and homelessness of low-income, cost-burdened residents earning less than 60% of area-median income levels. All participants have a history of homelessness.</p> <p>HomeStretch requested \$5,000 to support its apartment turnover program. Each year, HomeStretch provides emergency housing to program participants, which results annually in ten (10) apartment turnovers. Requested funds will be used to purchase new bedding.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Keep North Fulton Beautiful, Inc.	Request: \$7,300	Recommendation: \$0
City Priority Category: <i>Community Appearance Recreation & Cultural Enhancement Economic Development</i>		
<p>Keep North Fulton Beautiful has requested \$7,300 to support the kick-off of a “Beautification Recognition” award program, which will encourage residents, businesses and schools to take action to beautify their properties. The program includes an education series and awards program.</p> <p>The requested \$7,300 to purchase supplies, contracted services, meeting space rental, marketing and event management professionals.</p> <p>The Evaluation Team does not recommend funding the request. The City currently provides funding to Keep North Fulton Beautiful to provide for some general programming and event productions. To assist with the proposed project, the City could provide some non-financial resources, such as event space for the education series and marketing support through the City’s community advertising avenues.</p>		

Applicant: LaAmistad, Inc.	Request: \$8,778	Recommendation: \$0
City Priority Category: Recreation & Cultural Enhancement Economic Development		
<p>LaAmistad, Inc. facilitates English language classes to anyone whose has no language proficiency or limited proficiency in English. Using the “English for Successful Living” curriculum, LaAmistad has serviced hundreds of Sandy Springs learners over the past decade. Sandy Springs classes are currently facilitated at Holy Innocence Episcopal Church.</p> <p>LaAmistad requested \$8,778 for instructional materials, classroom supplies and teacher training.</p> <p>The Evaluation Team does not recommend funding the request. The Evaluation Team was unable to see from the budget provided how the non-profit organization arrived at its request.</p>		

Applicant: Los Niños Primero, Inc.	Request: \$5,590	Recommendation: \$1,525
City Priority Category: Recreation & Cultural Enhancement		
<p>For 16 years, Los Niños Primero has served disadvantaged, low income children in the City of Sandy Springs. Los Niños Primeros strives to correct this educational gap in the Sandy Springs community. Students take part in a summer academic program and year-round Saturday school. This year-round program includes an arts and fitness program, which includes a thriving chorus and orchestra and soccer, karate and yoga.</p> <p>Los Niños Primero requested \$5,590 to pay fees for a Musical Director who will be contracted to provide year-round instruction for the orchestra and choral program from September 2016 to July 2017.</p> <p>The Evaluation Team recommends partial award in the amount of \$1,525 to fund Musical Director fees. To strengthen future Applications, Los Niños Primero, Inc. should provide a detailed program budget identifying all needed supplies, equipment, etc. needed to produce projects and programs.</p>		

Applicant: Mary Hall Freedom House, Inc.	Request: \$5,000	Recommendation: \$5,000
City Priority Category: Economic Development		
<p>Mary Hall Freedom House provides housing, food, clothing, childcare, employment, training and mental health treatment services to women recovering from substance abuse.</p> <p>Mary Hall Freedom House requested \$5,000 to support its WorkNOW initiative, which currently provides job readiness training, computer literacy, GED preparation and employment assistance to 400 Sandy Springs women.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Men of Excellence, Inc.	Request: \$8,000	Recommendation: \$0
City Priority Category: N/A		
<p>Applicant submitted an incomplete Application.</p> <p>The Evaluation Team does not recommend funding this request.</p>		

Applicant: Mr. Tom's Heart, Inc.	Request: \$5,000	Recommendation: \$0
City Priority Category: <i>N/A</i>		
<p>Mr. Tom's Heart, Inc. is a non-profit, human services organization that supports other area human services organizations.</p> <p>Mr. Tom's Heart, Inc. requested \$5,000 for transportation expenses related to the transport of donated supplies to various community non-profits (\$1,400), as well as to cover the annual maintenance of the living-roof at the New Ronald McDonald House on Peachtree Dunwoody Road (\$3,600).</p> <p>The Evaluation Team does not recommend funding the request. The request appears to function as pass-through service requests, and the Application did not follow the requested format. To strengthen future Applications, Mr. Tom's Heart, Inc. should follow the format provided in the grant solicitation. Additionally, applicants are required to apply for direct funding and not through other organizations.</p>		

Applicant: North Fulton Child Development Association, Inc.	Request: \$10,000	Recommendation: \$0
City Priority Category: <i>Economic Development</i>		
<p>North Fulton Child Development Association, Inc. (CDA) is a non-profit childcare center/preschool for children of low-income.</p> <p>CDA requested \$10,000 to fund contracted services of part-time, substitute teachers.</p> <p>The Evaluation Team does not recommend funding the request. To strengthen future Applications, CDA should clearly state that the request does not cover normal operating expenses. Requesting funds for substitute teachers appears to be a part of normal operations for the organization.</p>		

Applicant: Perimeter North Villages, Inc.	Request: \$2,000	Recommendation: \$0
City Priority Category: <i>N/A</i>		
<p>Perimeter North Villages, Inc. (PNV) is a non-profit, volunteer and membership organization dedicated to enabling older adults to continue living in their own homes. Services are provided to members who are 50 years and older, and include: transportation, personal services (such as daily check-in calls, visits, meal delivery), and home maintenance. Perimeter North Villages, Inc. is a membership only organization, and participants are required to pay an annual membership fee.</p> <p>PNV requested \$2,000 for special event coordination fees (such as facility rental and speaker stipends) and membership scholarships.</p> <p>The Evaluation Team does not recommend funding the request. The Application lacked a detailed budget to identify how many scholarships would be provided, and omitted details regarding possible special events.</p>		

Applicant: Sandy Springs Education Force, Inc.	Request: \$9,300	Recommendation: \$9,300
City Priority Category: <i>Recreation & Cultural Enhancement Economic Development</i>		
<p>Sandy Springs Education Force (SSEF) operates an afterschool program (After School All Star Program) at Sandy Springs Charter Middle School.</p> <p>SSEF requested \$9,300 to support the SSEF STEAM Showcase Event, Outreach STEAM field trips and programs.</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Sandy Springs Tennis Association, Inc.	Request: \$3,690	Recommendation: \$3,690
City Priority Category: Recreation & Cultural Enhancement		
<p>The Sandy Springs Tennis Association (SSTA) is dedicated to bringing the benefits of tennis and healthy lifestyles to the children with a focus on the under-served.</p> <p>SSTA requested \$3,690 to fund certain expenses for an afterschool tennis program for area elementary school students, including facility rental fees, t-shirts for program participants, and various program supplies (tennis equipment, water bottles and nutritional supplies).</p> <p>The Evaluation Team recommends full funding of the request.</p>		

Applicant: Sandy Springs Society, Inc.	Request: \$5,000	Recommendation: \$0
City Priority Category: Recreation & Cultural Activities Economic Development		
<p>Sandy Springs Society (SSS) is “a charitable organization of women dedicated to improving the quality of life in Sandy Springs by supporting not for profits in our community.”</p> <p>SSS requested \$5,000 to support the Tossed Out Treasures event, which is an annual three-day resale event. During this event, high quality, gently-used goods are sold at bargain prices. The requested funds would be used to produce marketing materials to target non-English speaking households, as well as pay rent for tables needed to produce the 2017 Toss Out Treasures event.</p> <p>The Evaluation Team does not recommend funding the request. SSS lacks the financial need to execute its proposed program. The Evaluation Team suggests the City may provide non-financial resources to support the program, such as continued marketing via the City’s communications channels.</p>		

Applicant: The Healthy Youth USA Foundation, Inc.	Request: \$6,300	Recommendation: \$0
City Priority Category: Recreation & Cultural Enhancement		
<p>The Healthy Youth USA Foundation, Inc. (HYF) provides afterschool programming for students in the North Springs area elementary schools, as well as some Dunwoody schools.</p> <p>HYF requested \$6,300 to fund production expenses for an end of year holiday performance and end of year talent show performed by local elementary school students.</p> <p>The Evaluation Team does not recommend funding the request. The Application lacked a detailed budget to identify the particular needs requested through the Serving Sandy Springs grant program. Additionally, the City would like see better collaboration with the non-profit community to enhance community support and the leveraging of local resources.</p>		

Applicant: U Hope CDC, Inc.	Request: \$50,000	Recommendation: \$0
City Priority Category: Economic Development		
<p>U Hope CDC, Inc. (UHope) provides emergency, transitional, supportive and permanent housing for homeless men of Fulton County, as they become self-sufficient and sustainable.</p> <p>UHope requested \$50,000 to offset staffing, contracted services and equipment/supplies.</p> <p>The Evaluation Team does not recommend funding the request. The Application lacked a detailed budget to identify the particular needs requested through the Serving Sandy Springs grant program.</p>		

**FY2017 SERVING SANDY SPRINGS
NON-PROFIT FUNDING AND SUPPORT PROGRAM**

Project Period: July 1, 2016 – June 30, 2017

The Serving Sandy Springs Non-profit Funding and Support Program was created by the Sandy Springs City Council to support area non-profit organizations that contribute to the creation of a sense of community and place for Sandy Springs residents and visitors. Since 2009, the Sandy Springs City Council has made funding available to support non-profit organizations.

Program Requirements

The applicant's proposed project or activity must meet a public need and directly benefit City residents, and must support the goals and objectives of at least one (1) of the City's adopted priorities, which are:

- | | |
|--|-------------------------|
| a. Public Safety | e. Community Appearance |
| b. Transportation | f. Downtown Development |
| c. Recreation and Cultural Enhancement | g. Economic Development |
| d. National Resource Protection | h. Sustainable Growth |

Resources are available for projects completed July 1, 2016 – June 30, 2017.

Eligibility

To be eligible for funds, the organization must meet the following criteria:

- Be a 501(c)(3) qualified non-profit organizations in good standing;
- Substantially serve residents of the City of Sandy Springs; and
- Provide programs or services to residents of the City.

Organizations without valid 501(c)(3) standing and those that do not directly benefit the City or its residents in a legitimate public service enterprise need not apply and will not be considered for the granting of resources. The City will not award support for the following projects and/or organizations:

- Programs that promote religion or religious themed events
- Organizations that support political activities and/or private interests
- Organizations that discriminate based on race, color, religion, gender, national origin, disability, sexual orientation or age

Resources will not be granted to support operational, administrative or fundraising functions.

Additionally, the City, as a fiduciary, requires a direct relationship with non-profit organizations receiving resources under this policy. Therefore, the City will not provide resources to organizations that, in turn, pass awarded funds through to other entities. However, a non-profit organization that passes through funds to other non-profit entities may apply for funding to support direct programming or events that further at least one (1) of the City's adopted priorities.

For additional information regarding the FY2017 Serving Sandy Springs Non-profit Funding and Support Program or the City's Non-Profit Policy, please contact Ms. Raquel Gonzalez, City Manager's Office, at (770) 206-1419 or rgonzalez@sandyspringsga.gov.

How to Apply

The deadline to apply for the FY2017 SSS program is **Friday, July 1 at 5:00 PM**. Applications and materials submitted after this deadline will not be reviewed or considered.

A workshop to assist in the completion of the application will be held at City Hall in the Training Room located adjacent to Council Chambers on Tuesday, June 14, 2016 at 1:00 PM. While this workshop is not mandatory, applicants are encouraged to attend as it will help non-profit organizations prepare the most competitive application possible for the limited resources available.

All applications must be submitted online at <http://www.sandyspringsga.gov/business/doing-business-with-the-city/non-profit-funding>. In addition to completing the online form, applicants must provide the following information (uploaded as a **single, PDF** document):

1. **Project Proposal** (not to exceed five (5) pages).
 - a. Explain how the program or project will meet a public need of the residents of the City and further an adopted priority of the City.
 - b. Describe the population that will be served by the requested resources.
 - c. Detail the project timeline and deliverables.
 - d. Explain whether the non-profit organization's mission or services are duplicated by other organization(s) and if so, how collaboration and coordination of services occurs.
 - e. Describe the projected impact and anticipated outcomes of the project, as well as how your organization will measure the project's success.
 - f. Provide a complete and detailed project budget, using the following budget categories: Supplies, Equipment, Travel, Contracted Services, and Professional Services. Include both project expenses, and any in-kind contributions and/or other support that may leverage the proposed project's budget. Identify the status of in-kind contribution and other support as "requested" or "secured". **Please note that resources will not be granted to support operational, administrative or fundraising functions.**

2. **Organization Overview** (not to exceed twelve (12) pages), to include the following:
 - a. List of paid staff and salaries.
 - b. List of the organization's board of directors, including lengths of service, terms of office, officer assignments, and a *statement confirming the composition of the current board of directors meets the organization's bylaw requirements and an explanation if it does not.*
 - c. Copy of the organization's multi-year plan to achieve financial stability.
 - d. Copy of the applicant organization's most current financial statement (completed within last twelve (12) months), including balance sheet and profit and loss statement. The balance sheet must include an explanation for any reserves held by the organization.
 - e. Copy of the prior year IRS tax return or IRS 990 form.
 - f. Copy of the organization's 501(c)(3) certificate and the annual certificate of registration with the Georgia Secretary of State's Office authorizing non-profit status.
 - g. Certification executed by an authorized officer of the organization in the following form:

"I have the authority and hereby certify that the information contained in this application and accompanying documents are true, that all financial documents have been reviewed for accuracy, and that the application is made with the knowledge and proper authorization of the organization.

Name (printed): _____

Title (printed): _____

Signature: _____

Date signed: _____"