To: Mayor Farrer and the Honorable Members of the City Council

Prepared by: Elizabeth Shavelson, Assistant to the City Manager

Approved by: Reva Feldman, City Manager

Date prepared: February 11, 2020  Meeting date: February 24, 2020

Subject: Malibu Leading Educational Advancement and Development (LEAD) General Fund Grant

RECOMMENDED ACTION: 1) Consider whether to award a Fiscal Year 2019-2020 General Fund Grant to Malibu LEAD; and 2) If an award is approved, direct staff to process the grant award to Malibu LEAD in the amount of $3,500 or other amount as determined by the City Council.

FISCAL IMPACT: Funding in the amount of $8,500 is available for the General Fund Grant Program in the Adopted Budget for Fiscal Year 2019-2020 in Account No. 100-7001-5930 (City Council Community Grants).

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2019-2020. This project is part of normal staff operations.

DISCUSSION: On June 24, 2019, the Council adopted the Fiscal Year 2019-2020 Budget which included $150,000 for Community Grants awarded through the General Fund Grant program. The Council awarded $141,500 in General Fund grants and set aside $8,500 in funds to be used as needed throughout the fiscal year for the grant program.

The Malibu LEAD organization was created to represent all Malibu public schools and help lead the charge to make education work in Malibu. Malibu LEAD has requested a General Fund Grant from the City to develop a website that would aid in their fundraising efforts.

ATTACHMENTS: Malibu LEAD General Fund Grant Application
CITY OF MALIBU
GENERAL FUND GRANT PROGRAM

GRANT APPLICATION

NAME OF ORGANIZATION: Malibu LEAD

CONTACT: Teresa Earle, Secretary

ADDRESS: PO Box 608, Malibu, CA 90265

TELEPHONE: 310/529-7718 FAX: __________________

EMAIL ADDRESS: malibulead@gmail.com

Name/Title of Project: Malibu LEAD donor platform website and technology funding

Amount Requested: $3500

PROJECT ABSTRACT (Limit statement to space provided):
Malibu LEAD is a public 501(c)(3) non-profit organization, established in 2019 as the umbrella fundraising organization supporting all Malibu public schools. Created by a group of dedicated volunteers to engage the community to invest in Malibu Public Schools and create an educational experience for our Malibu children beyond what is possible with public funds alone, it is driven currently besides the volunteers by a fundraising website and donor platform that needs technology infrastructure and ongoing updating to help solicit and collect all donor funds. This grant would help the capital costs associated with the platform so that money raised can be spent on educational programming not operational costs.

Have you previously applied for the General Fund Grant program? Y (Yes) ____ (No)

Have you previously received grant funds from the City of Malibu? Y (Yes) ____ (No)

If yes, did you receive or apply for a grant under another organization name? Y (Yes) ____ (No)

If yes, please provide your other organization name: The Shark Fund

Year(s) Received: 2013-2019 Amount: $1000-$10,000

CERTIFICATION
I certify that the information contained in this grant application is true and correct to the best of my knowledge and belief, and that I have the authority to apply for the funds requested on behalf of the organization named above:

_________________________  ____________________________
Signature  Title  Date
CITY OF MALIBU
GENERAL FUND GRANT PROGRAM

NARRATIVE

Please describe your organization, including organizational structure and geographical location. Identify in measurable terms the desired outcomes, benefits of the project, and specific needs that your project is designed to meet. Discuss how your project will be administered, describing the mechanism and time frame that your agency will use to monitor the project's progress and evaluation of its effectiveness. If your organization received a grant from the City of Malibu in the previous fiscal year, describe how those funds were used.

Malibu LEAD is the centralized fundraising organization run by parent volunteers, created to help fund programs in Arts, Athletics, PTSA and STEM in all Malibu Public Schools. This entity operates as DBA under The Shark Fund 501(c)(3) to support not only the above mentioned programs at Malibu Middle and High School, but staff and programs not paid for by the District and formerly funded by SMMEF at all Malibu public schools as well. This new entity will eventually need professional staff to oversee and coordinate all fundraising efforts at all Malibu public schools, provide overall organizational oversight and continuity, and perform corporate outreach not present within Malibu public schools' current fundraising efforts. The fundraising thus far for this first fiscal year for Malibu LEAD has been severely impacted by disenrollment resulting from the Woolsey fire along with reorganization/unification of the prior Pt Dume and Cabrillo Elementary school campuses as Malibu Elementary School, and therefore our estimates for revenues have been greatly reduced.

We are researching a number of avenues to continue to raise funds this year and beyond, but fundamental to all, and in absence currently of funds to hire professional fundraising staff, is the presence of a sophisticated fundraising website and donor platform which we have begun to use: Donor Perfect. A grant as we are requesting herewith would aide in further developing and updating the website we began and the Donor Perfect Platform which has a number of The Shark Fund was very grateful for the continuous support of the City of Malibu over the last five years. Last year's $1,000 grant applied for by the Shark Fund for the eventual Malibu LEAD entity was used to help start to get the organization off the ground in terms of administrative costs, but is not sufficient to run the annual costs associated with the fundraising platform, extensions to the software and website and technology updating that is necessary to be implemented through the rest of this educational year.

Therefore with the understanding that that there may be a small residual amount of the General grant funds still available from 2019, we are humbly asking to be considered for those residual funds. This grant would help lead the way with donor management, solicitation and engagement which is critical to our schools' survival. In absence of enough to currently hire a professional fundraiser to lead the team, this web platform is absolutely essential to our volunteer board and any amount additional that Malibu City could consider granting Malibu LEAD would truly help with those costs immediately. These funds will be administered by the current Malibu LEAD Board, visible here: https://malibulead.org/about and attached to this application.
## ORGANIZATION BUDGET

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<th>Budget FY-2020 (7/1/19 – 6/30/20)</th>
<th>Projected Budget FY-2021 (7/1/20 – 6/30/21)</th>
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<td><strong>REVENUES:</strong></td>
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<td>City of Malibu Grant Request</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<tr>
<td><strong>TOTAL ORGANIZATIONAL BUDGET</strong></td>
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All amounts should be rounded to the nearest dollar