

CCPEC COMMUNITY OUTREACH EVENT SPONSORSHIP APPLICATION

Community Corrections Partnership Executive Committee (CCPEC)

Note: This application is due at least six (6) weeks prior to the CCPEC meeting.

Email requests to ProbationCommunityPrograms@acgov.org.

TO: Community Corrections Partnership Executive Committee (CCPEC)
c/o Alameda County Probation Department
Brian Ford, Chief Probation Officer
1111 Jackson Street, P.O. Box 2059
Oakland, CA 94604-2059

FROM: **Name:** Kelvin Potts
Title: Director/CEO
Agency/Organization/Department: Positive Communication Practices/ Rites of Passage
Address: 1441 Franklin St Oakland, CA
Phone #: 510-915-1505 **Alternate Phone #:** _____
Email: percypotts1952@gmail.com

This application is being submitted for consideration by the Community Corrections Partnership Executive Committee (CCPEC) at their meeting on _____, _____.

Community Outreach Event Description: [Click here to enter text.](#)

Funding Amount (cannot exceed \$10,000): [Click here to enter text.](#)

Signature: _____

Print Name and Title: _____

Funding Application Questionnaire

1. What is the purpose of the event? As part of our third-quarter activities for the 2025–2026 program year, Positive Communication Practices (PCP) will host a series of ten community outreach events designed to deepen community engagement, strengthen partnerships, and increase awareness of our services. These events will be a central component of our broader strategy to review program progress, refine implementation, and prepare for the upcoming year. Each outreach event will be led by formerly incarcerated and system-impacted individuals—community leaders who reflect the lived experiences of the youth and families we serve. These events will not only raise awareness but also provide opportunities for authentic relationship-building, mentorship, and trust-building within the community. Key elements of the outreach events include: **Informational Materials:** Culturally responsive materials that can be taken home by families, outlining PCP incentives, group services, life coaching, and support offerings. **Family-Centered Approach:** Events will feature food and refreshments to foster a welcoming and communal atmosphere, building connection through shared meals. **Strategic Locations:** Events will be held in community-based settings as well as at partner organizations that share our mission, ensuring accessibility and relevance. **Engagement Activities:** Raffles and giveaways will be included to encourage attendance and participation, especially by family members and caregivers. These outreach events are designed to ensure families and youth understand the full scope of available services, deepen community ties, and create entry points for ongoing engagement and support throughout the program year.
2. Please provide the date and location of the event: There will be 10 events throughout the year on a monthly basis from October 2025 - to June 2026
3. Who is the target audience of the event? The target audience for the Rites of Passage community outreach events includes system-impacted youth ages 12 to 24, particularly those involved in or at risk of involvement with the juvenile justice or probation systems. These events also aim to engage the families and caregivers of these youth, recognizing the vital role they play in support, stability, and long-term success. In addition, formerly incarcerated and system-impacted adults are a key audience—both as leaders and as participants—bringing lived experience, mentorship, and credibility to the events. The outreach also extends to community-based organizations, schools, and other like-missioned service providers who are invested in youth development, healing, and diversion efforts. By reaching across these interconnected groups, the events are designed to foster trust, build community, and create stronger pathways to the services and support systems offered through the Positive Communication Practices initiative.
4. What are the expected outcomes of the event? The expected outcomes of the Rites of Passage community outreach events include increased awareness and engagement in the Positive Communication Practices (PCP) services among system-impacted youth and their families. Through culturally rooted, community-led events, we aim to build trust and connection with families, leading to higher rates of participation in life coaching, group sessions, and other support services. These events are also expected to strengthen collaborations with like-missioned organizations, creating more referral pathways and coordinated care for youth. Additionally, by centering the leadership of formerly incarcerated and system-impacted individuals, the events will promote empowerment, representation, and mentorship within the community. Overall, these outreach efforts are designed to increase service utilization, build stronger community ties, and lay the groundwork for long-term healing and transformation.
5. Will this event offer any of the following opportunities? *Please check all that apply:*

- ☒ Prevention – Helps reduce the likelihood of individuals becoming involved with the criminal legal system (e.g., youth engagement, community support, education).
- ☒ Intervention – Supports individuals currently or formerly involved with the criminal legal system (e.g., resource connection, case management, reentry services, peer support).
- ☒ Innovation – Introduces new or creative strategies to support the reentry population and the communities they live in.

6. How does the event support the CCP's generational health and generational wealth goals? The Rites of Passage community outreach events directly support the CCP's generational health and generational wealth goals by creating spaces that promote healing, opportunity, and connection for system-impacted youth and their families. In alignment with the Generational Health goals, the events enhance emotional and mental well-being by fostering supportive relationships, reducing isolation, and increasing access to culturally responsive life coaching and mentoring. By addressing the root causes of trauma and emphasizing community healing, these events contribute to long-term wellness and stability. In support of Generational Wealth, the events serve as an access point for educational and skill-building opportunities, including pathways to employment and entrepreneurship. Outreach materials will inform families of services that support youth development, reentry success, and economic mobility. By elevating the leadership of formerly incarcerated individuals, the events also model fair chance employment and the reinvestment of community knowledge and leadership, reinforcing the belief that healing and success are possible across generations.
7. How much will it cost to operate the event? \$10,000
8. Provide a breakdown of how you intend to spend the AB 109 funding for the event:

Staffing and Leadership – 40%

Funds will support stipends and wages for event facilitators, life coaches, and outreach workers—particularly formerly incarcerated and system-impacted individuals leading the events. This includes planning, preparation, day-of coordination, and follow-up.

Outreach Materials and Printing – 15%

Design and production of culturally responsive outreach materials, including flyers, informational packets, and home-based resources that outline PCP services, incentives, life coaching, and group programming.

Food and Refreshments – 20%

Provision of meals and refreshments at each event to foster a welcoming, community-oriented atmosphere and encourage family participation.

Raffle Items and Giveaways – 10%

Purchase of incentives, raffle items, and giveaways to increase attendance and create engagement opportunities for youth and their families.

Space Rental and Equipment – 10%

Costs associated with securing community-based venues (if needed), tables, chairs, audio/visual equipment, and other logistics for a smooth and professional event setup.

Administrative and Operational Costs – 5%

Covers administrative support, event coordination, transportation, and documentation/reporting of outreach outcomes.