

# CCPEC Community Outreach Event Sponsorship Guidelines

## OVERVIEW:

The Community Corrections Partnership Executive Committee (CCPEC) Community Outreach Event Sponsorship is a small grant initiative that supports community-based organizations in hosting outreach events that engage and enhance the lives of individuals within the Realignment community. Grants of up to \$10,000 are available to cover expenses directly tied to these outreach efforts.

## PURPOSE:

This initiative is designed to:

- Foster community engagement
- Promote personal and collective development
- Address the unique needs of the Realignment population

Funded events should create spaces for meaningful dialogue, education, and resource-sharing that align with the mission of the Community Corrections Partnership (CCP) and the CCPEC.

## ELIGIBILITY:

Eligible applicants include:

- Community-Based Organizations
- Non-profit organizations
- Grassroots groups
- Local Coalitions

Each organization may apply for up to two (2) grants per fiscal year (July 1 – June 30), with different **outreach events**.

## GRANT DETAILS:

1. **Funding Range:** Grants will be awarded from \$500 to \$10,000, depending on the event's scope and impact.
2. **Event Focus:** The outreach-related activities, such as community health fairs, educational workshops, cultural celebrations, resource distribution, or advocacy events must align with one of the Community Corrections Partnership (CCP) Subcommittees. The CCP has restructured, streamlining from eight subcommittees to two: **Generational Health** and **Generational Wealth**. These new subcommittees are designed to address not only the immediate needs of our clients but also the root causes of disparities, paving the way for lasting change that benefits our clients, their families, and their communities.

- The **Generational Health Subcommittee** will focus on enhancing emotional, mental, and physical well-being, while addressing key issues such as environmental justice, housing stability, and access to culturally responsive health services.
  - The **Generational Wealth Subcommittee** will work to create pathways to financial stability through skill-building, educational opportunities, homeownership, fair chance employment, and increasing business and investment opportunities across Alameda County.
3. **Eligible Costs:** Funds can be used for, but are not limited to:
- Venue rental
  - Flyers, banners, and promotional materials
  - Honorariums for speakers/facilitators
  - Participant or volunteer transportation
  - Catering and refreshments
  - Permits and insurance
  - Event-related giveaways

## APPLICATION PROCESS:

1. **Proposal Submission:** Applicants must submit a [CCPEC Community Outreach Event Sponsorship Application](#) outlining the purpose of the event, target audience, expected outcomes, and detailed budget and use of requested funds.
2. **Review Criteria:** Applications will be assessed based on:
  - Alignment with the CCP/CCPEC's goals
  - Demonstrated funding need
  - Event feasibility and impact
  - Commitment to inclusion and accessibility
3. **Submission & Review Timeline:**
  - **Deadline:** Applications must be emailed at least six (6) weeks prior to the next scheduled CCPEC meeting.
  - **Confirmation:** Applicants will receive an email confirmation upon submission. If not received, follow up is advised.
  - **Presentation Requirements:** Applicants must present their application through the funding process below.
    - Fiscal & Procurement Workgroup: 1<sup>st</sup> Tuesday (Monthly), 3:00 PM

- Community Advisory Board: 1<sup>st</sup> Tuesday (Monthly), 6:15 PM
- CCPEC: 3<sup>rd</sup> Monday (Bi-monthly), 1:00 PM (January, March, May, July, September, November)

**Note:** The CCPEC may approve or continue review of applications to the next meeting at their discretion.

## **POST APPROVAL REQUIREMENTS:**

1. **Payment Processing:** The Alameda County Probation Department will process all payments. Additional documentation may be required prior to disbursement.
2. **Event Follow-Up:** Organizations must report on the success and impact of the sponsored event within three (3) months of its conclusion.

Reporting Options:

- **In-person presentation** at a CCPEC meeting, **or**
- **Written report** submitted via email or other approved methods.

Failure to report may result in ineligibility for future sponsorship opportunities.

## 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](mailto: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

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

**Community Outreach Event Description:** Rites of Passage (ROP) is a culturally grounded, healing-centered program that supports the transformation and empowerment of system-impacted youth through critical mentorship, life skills, and community building. Rooted in Black and Indigenous traditions, ROP creates space for young people to reclaim their identity, share their stories, and navigate their paths with purpose. Through weekly group sessions, one-on-one coaching, and restorative practices, ROP affirms the brilliance of youth while addressing trauma, accountability, and growth. We operate across schools, juvenile facilities, and reentry settings in partnership with community-based organizations, educators, and credible messengers.

**Funding Amount (cannot exceed \$10,000):** \$10,000

**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 – \$3,000**

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 – \$1,000**

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 – \$1,000**

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

**Raffle Items and Giveaways – \$1,000**

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

**Space Rental and Equipment – \$1,000**

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 – \$3,000**

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