

# 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 an outreach event in Alameda County that engages and enhances the lives of individuals within the local 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 and take place in Alameda County.

## 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. Organizations may not supplant existing county funds or county-funded activities; applications proposing to do so will not be considered.

## GRANT DETAILS:

1. **Funding Range:** The amount of money you apply for will depend on the event's scope and impact. Grants are available in amounts ranging from \$500 to \$10,000.
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 a single, outreach-focused event, the purpose of the event, target audience, expected outcomes, and detailed budget and use of requested funds. A separate application must be filled out for each event.
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.
  - 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 the review of applications at their next meeting, at their discretion. CCPEC approval does not guarantee funds will be disbursed.

## **POST APPROVAL REQUIREMENTS:**

1. **Payment Processing:** The Alameda County Probation Department will process all payments. Additional documentation is required prior to disbursement. It may take up to twelve weeks after CCPEC approval for payments to be disbursed.
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.
3. 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:** EID. Mark Ellerson

**Title:** CEO/Founder

**Agency/Organization/Department:** Heart for People

**Address:** 1080 30<sup>th</sup> Street, Oakland, CA 94608

**Phone #:** (510) 695-7373

**Alternate Phone #:** (510) 904-8160

**Email:** [markellerson1@gmail.com](mailto:markellerson1@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 January 2026.

**Please provide a brief description of your organization and the proposed community outreach event:**

Heart for People partners with CenterPoint to provide a reentry program that focuses on housing, employment, empowerment and wrap-around services to help those directly impacted by the criminal justice system become productive and self-sufficient. Heart for People provides reentry housing, housing for the homeless and community outreach events, as well as community monthly clean-ups, and Zumba and healthy dieting classes for children, families, homeless, those with mental health needs, reentry and veterans.

**How much funding are you requesting (request may not exceed \$10,000):** \$9,300

## Funding Application Questionnaire

1. **What is the purpose of the event?** To celebrate the decade of work done by Heart for People and celebrate the successes of the reentry clients we've served. This two-day event will start with outreach and support on Saturday and the next day will be a day filled with worship and bringing people closer to Christ along with graduation service to reflect on all the work done over the last decade and honor the successes of those within the reentry community that we've served. The event will also focus on fighting violence through education, job training and job placement opportunities through onsite partners like Oakland Private Industry Council (OPIC).
2. **Please provide the date and location of the event:** The event will take place on May 2, 2026 and May 3, 2026 at Glad Tidings Church of God in Christ (COGIC) in Hayward, CA (970 Glide Tidings Way).
3. **Who is the target audience of the event?** Children, families, homeless, mental health, reentry and veterans.
4. **What are the expected outcomes of the event?** We want to provide groceries, hot meals, clothing, healthy care packages (hygiene kits), free cell phones and tablets. The event will also focus on fighting violence by providing on-site education, training and job opportunities. An R&B band and gospel group will provide live-music entertainment during the event. Framed certificates of appreciation will be given to staff and volunteers to thank them for their service.
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?**

Yes, by offering safe and stable transitional housing, healthy food options, healthy care packages and Zumba classes, Heart for People furthers the goals of the Generational Health subcommittee. In addition, by connecting people to employment and educational opportunities we are also supporting the goals of the Generational Wealth subcommittee.
7. **How much will it cost to operate the event?** \$15,650

8. Please provide a breakdown of how you plan to spend the AB 109 funding for the event. A budget with dollar amounts for each type of cost, such as staffing, food, outreach materials, space rental, or other needs, should be included.

• Venue: Rental of Church Sanctuary for Testimonies	\$500
• 100 Healthy Care Packages for the Homeless, which include at a minimum a comb, socks, a beanie, gloves, toothbrush, toothpaste, hand sanitizer, body wash, deodorant, a face towel and a daily bread)	\$1,500
• 100 Hot Meals (curry chicken, BBQ chicken, plantains, planchette, salad, rice, beans, to-go containers/plates, napkins, utensils and bottled water)	\$3,000
• Grocery Boxes for 100 people (provided by Helping Hands) <i>\$400 Helping Hands donation</i>	\$5,000
• 100 Heart for People T-Shirts	\$1,200
• Clothes for the Homeless (new and gently used) <i>Primarily donated and \$250 purchased</i>	\$1,500
• Videographer/ Photographer	\$500 (In-Kind)
• Flyers and Marketing Material	\$500
• Banner and decorations	\$200
• Entertainment	\$600
• Stipend for Volunteers	\$650
• Miscellaneous	\$500

Signature: Elder Mark Ellerson

Print Name and Title: Mark Ellerson, CEO/Founder of Heart for People