

CCPEC COMMUNITY OUTREACH EVENT SPONSORSHIP

APPLICATION

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:** Adamu Chan

Title: Community organizer/Filmmaker

Agency/Organization/Department: Creative Wildfire/What These Walls Won't Hold Film

Type of Agency (e.g., 501(c)3): Fiscally sponsored project

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This application is being submitted for consideration by the Community Advisory Board (CAB) and the Community Corrections Partnership Executive Committee (CCPEC).

1. **Have you read the CCP Community Outreach Event Sponsorship Guidelines?** ☒ Yes ☐ No
2. **Please provide a brief description of your organization:** Creative Wildfire supports artists and grassroots organizations to create art that fuels our movements and imagines the world we need to thrive. What These Walls Won't Hold tracks the origins of COVID-19 inside the California state prison system and a newly formed coalition, led by currently and formerly incarcerated people. The film is a testament to the transformative power of relationships, which reach across prison walls and beyond separations of power to actualize the world impacted communities are fighting to create.

EVENT FUNDING

3. **What is your total budget for the event?** \$14,000
4. **How much funding are you requesting from the CCPEC (request may not exceed \$10,000)?** We are seeking the full \$10,000 amount.

5. **If your total event cost is more than the amount you are requesting from CCPEC, please briefly describe how you expect the remaining costs to be covered.** We are seeking \$10,000 from this initiative, but our complete budget is \$14,000, so fundraising will be ongoing.
6. **Please use the following table to tell us how you plan to spend the grant funding for your event. Include all planned expenses (for example, attendee stipends, bikes for participants' children, food, outreach materials, space rental, or other event costs). Use as many or as few lines as you need.**

Expense	Amount	Description
Venue Rental	\$1,500	Funds will secure the Roots Community Health Parker Elementary School Campus in East Oakland with a main presentation space, breakout rooms for workshops, and basic audiovisual capabilities.
Staffing and Planning	\$2,300	Covers systems impacted event planning committee, supplies and formerly incarcerated event staff.
Production Equipment Rental	\$2,000	Equipment will support hands-on instruction in filmmaking, podcasting, and media production. Rentals may include DSLR or cinema cameras, lighting kits, wireless microphones, audio recorders, headphones, tripods, monitors, and editing laptops.
Speaker Honorariums	\$2,000	Honorariums will compensate experienced formerly incarcerated filmmakers, journalists, media trainers, and justice-impacted professionals who lead workshops and keynote presentations. Fair compensation helps attract high-quality instructors and recognizes the value of lived experience.
Food & Refreshments	\$1,500	Meals and refreshments will be provided throughout the day to reduce barriers to participation and encourage networking. The budget includes breakfast, lunch, beverages, and snacks for approximately 100 attendees.
Marketing & Printing	\$400	Supports outreach through printed flyers, event programs, signage, participant workbooks, and name badges.
Contingency	\$300	Reserved for unforeseen expenses such as additional equipment needs, last-minute supplies, or transportation assistance.
Total	\$10,000	

7. **(Optional) Is there any additional information you would like to share about how this funding will help make your event possible or increase its impact?** This event wouldn't be possible without this funding.

EVENT DETAILS

8. **What is the name/title of your event?** Reframe Media & Filmmaking Symposium
9. **Please provide the event date:** Friday January 15th, 2027
10. **Please provide the event time/length:** 9am - 4pm
11. **Please provide the event location:** Roots Community Health Parker Elementary School Campus in East Oakland
12. **Please provide a brief description of the event:** The Reframe Media & Filmmaking Symposium is an innovative community-based event designed to empower formerly incarcerated individuals and their families by providing professional media education, storytelling skills, and hands-on production training. The symposium will create opportunities for participants to transform lived experiences into powerful narratives while developing practical workforce skills in filmmaking, journalism, podcasting, digital media, and content creation.

Through immersive workshops led by filmmakers, journalists, media professionals, and formerly incarcerated creators, participants will learn to use storytelling as a tool for healing, advocacy, entrepreneurship, and career development.

The symposium aims to reduce barriers to employment by introducing participants to growing careers in the creative economy while helping amplify voices that are too often unheard.

13. **What is the purpose of the event?** The mission is to equip formerly incarcerated individuals and their families with media production, storytelling, and communication skills that foster personal healing, economic opportunity, civic engagement, and community leadership.
14. **Who is the event meant to serve?** The symposium will serve:
- Formerly incarcerated adults
 - Individuals returning from incarceration
 - Justice-impacted youth
 - Family members of formerly incarcerated individuals
 - Community advocates
 - Reentry organizations
 - Local nonprofit partners
 - Students interested in social justice media
15. **How do you plan to make people aware of the event?** The film and Creative Wildfire have extensive email lists. Through work in the community, including with the youth football program in the Acorn in West Oakland, and the MAD Pathway media program at Madison Park Academy in East Oakland, we have existing connections with youth who are excited to learn skills and attend the symposium. We will also print flyers, which will be distributed throughout the Bay Area.

16. **Please estimate the number of expected attendees:** Up to 100 attendees, including presenters and staff

17. **Are members of the CAB/CCPEC welcome to attend your event?** ☒ Yes ☐ No

18. **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). If checked, please describe how your event will reduce involvement with the criminal legal system: By giving Participants not only new technical abilities but also with renewed purpose, stronger family connections, and the power to shape their own narratives, the symposium will provide alternatives to the pitfalls faced by youth who exist at the margins.

☒ **Intervention** – Supports individuals currently or formerly involved with the criminal legal system (e.g., resource connection, case management, reentry services, peer support). If checked, please describe how your event will support individuals currently or formerly involved with the criminal legal system: All of our staff will be people who have been impacted by the criminal legal system, providing them with meaningful work, pay, and important intergenerational connections with their community.

☒ **Innovation** – Introduces new or creative strategies to support the reentry population and the communities they live in. If checked, please describe why you believe your event is a new or creative strategy to support the reentry population and the communities they live in: By creating opportunities for participants to transform lived experiences into powerful narratives while developing practical workforce skills in filmmaking, journalism, podcasting, digital media, and content creation, the symposium will provide new pathways to economic sustainability for the reentry population and the communities they live in.

19. **How does the event support the CCP's generational health and generational wealth goals?** The Reframe Media & Filmmaking Symposium represents a transformative investment in people, families, and communities. By combining storytelling, technical media training, and workforce development, the symposium will provide justice-impacted individuals with practical skills, creative confidence, and professional opportunities. Participants will leave not only with new technical abilities but also with renewed purpose, stronger family connections, and the power to shape their own narratives. This initiative will strengthen Oakland's creative ecosystem while advancing equity, restorative justice, and inclusive economic opportunity through the arts.

20. **(Optional) Please identify any organizations, agencies, or community partners participating in the event and describe their role:** The symposium seeks to engage Madison Park Academy's MAD Pathway Program, LaPena Cultural Center, Movement Generation, People's Program's, and SFFILM's Youth Residency Program to assist with promotion of the event.

21. What are the expected outcomes of the event? The symposium seeks to:

- Build confidence through personal storytelling.
- Increase digital literacy and media production skills.
- Create pathways into creative careers.
- Promote healing through artistic expression.
- Strengthen family relationships through collaborative media projects.
- Encourage civic engagement through responsible journalism and documentary filmmaking.
- Connect participants with mentors and professional networks.

22. How will you know if your event is successful? Please tell us what information you will collect to determine success (for example: the number of people who attended the event, the number of bikes purchased and given away, or participant feedback/survey results). We will track responses in a post-event survey, and create a summary of the symposium that will include the number of attendees and the qualitative takeaways.

Applicant Certification

By signing below, I certify that the information provided in this application is true and correct to the best of my knowledge. I agree to use any funds awarded solely for the purposes described in this application and in accordance with all Community Corrections Partnership Executive Committee (CCPEC) Community Outreach Sponsorship Grant requirements.

If the proposed event is canceled, materially changed, or cannot be conducted as described in this application, I agree to immediately notify the Community Corrections Partnership Executive Committee (CCPEC) by email at probationcommunityprograms@acgov.org. I further agree to return any grant funds received, or any portion of grant funds not used for the approved purpose, within 30 calendar days of providing notice, unless otherwise authorized in writing by Alameda County.

I understand that grant funds are public funds and must be used only for their approved purpose. I acknowledge that failure to use grant funds as approved, failure to notify CCPEC of a canceled or materially changed event, failure to return grant funds as required, or providing false or misleading information in this application may result in my organization and its principals being determined ineligible to receive future funding from Alameda County, in addition to any other remedies available to the County under applicable law or policy.

☒ I understand that if funding is awarded, a post-event follow-up impact report must be submitted within 60 calendar days following the event.

☒ I understand that, if my application is approved, a representative from the Alameda County Probation Department may attend the event, and I welcome their attendance.

Signature: Adamu Chan

Print Name and Title: Adamu Chan, Event Organizer