

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 in Alameda County that engage and enhance the lives of individuals in 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 (replace or duplicate) 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 forums, 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

4. **Timeline:** The grant review process takes approximately 6 months from the date of application submission. Applications are accepted on a rolling basis until funds are exhausted or the program ends.

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, intended audience, expected outcomes, and a 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.

- **Meeting Attendance Requirement:** As part of the review process, applicants must attend the meetings below to answer questions about their application. A presentation may also be required.
 - Community Advisory Board: 1st Tuesday (Monthly), 6:15 PM
 - CCPEC: 3rd 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 (12) weeks after CCPEC approval for payments to be disbursed. Processing and disbursement of approved grant funding must be completed prior to the event date.
2. **Event Follow-Up:** Organizations must report on the success and impact of the sponsored event within two (2) months of its conclusion. Reporting options:
 - **In-person presentation** at a CCPEC meeting, or
 - **Written report** submitted via email or other approved methods.
3. The event follow-up impact report must include photos or videos from the event and information that shows the impact your event had, such as how many people attended, what was given out, how many items were distributed, what people learned or received, and feedback from participants. Please include actual numbers whenever possible. Promotional event material should also be shared.
4. Failure to provide a detailed event follow-up report may result in ineligibility for future sponsorship opportunities.

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:** Kamarlo "Marlo Da Motivator" Spooner

Title: CEO

Agency/Organization/Department: Marlo Da Motivator LLC

Type of Agency (e.g., 501(c)3): California Limited Liability Company (LLC)

Address: 2879 Tribune Ave Hayward CA 94542

Phone #: 510-575-1502

Alternate Phone #:

Email: Marlo@marlodamotivator.com

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:** Marlo Da Motivator LLC is an educational consulting, motivational speaking, and personal development company that creates books, educational resources, and community-based learning experiences designed to inspire personal growth, leadership, financial literacy, and positive decision-making. Through speaking engagements and educational publications the company seeks to encourage individuals to recognize their potential and pursue meaningful opportunities for personal and professional success.

EVENT FUNDING

3. **What is your total budget for the event?** \$10,000
4. **How much funding are you requesting from the CCPEC (request may not exceed \$10,000)?**
\$10,000
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.** N/A
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
Event Venue Rental	\$700	Venue rental for the three-hour community event
System-Impacted Event Staff and Event Support	\$2,000	Registration, setup/breakdown, participant support, and event operations
Food and Refreshments	\$1,200	Meals and beverages for participants and event staff
Da Money Manual	\$1,125	75 copies @ \$15
What U Meant for Evil	\$900	Up to 75 copies @ 12 for participants with children
Raffle Gift Cards	\$1,000	Gift cards distributed to system-impacted participants through event raffles
Event Supplies	\$500	Printing, certificates, name tags, pens, signage, table supplies
Photography/Videography	\$500	Event documentation and post-event impact reporting
Marketing and Community Outreach	\$400	Flyers, promotional materials, and participant outreach
Unanticipated Event-Related Expenses	\$675	Unforeseen expenses directly related to the event
Total Expenses	\$10,000	

Note: *What U Meant for Evil* is an anti-bullying children's book that teaches young people about overcoming adversity, resilience, positive decision-making, and recognizing that difficult circumstances do not determine their future. Copies will be made available to participating parents and caregivers as a take-home family resource, extending the event's message of perseverance and positive change to their children.

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?** CCPEC sponsorship will allow Marlo Da Motivator LLC to expand beyond its regular speaking and educational activities to create a one-time, comprehensive community outreach event specifically designed for individuals and families impacted by the criminal legal system. Funding will make it possible to provide a dedicated event space, meals and refreshments, educational materials, interactive financial literacy activities, participant resources, paid opportunities for system-impacted event staff, and other support that would not otherwise be available through a traditional speaking engagement. The event is designed not simply as a presentation, but as an interactive community experience where participants can learn, reflect, engage in discussion, identify a personal decision they are

committed to changing, and leave with practical educational resources. Marlo Da Motivator LLC will also seek in-kind donations and community partnerships to extend the reach and impact of the CCPEC investment.

EVENT DETAILS

8. **What is the name/title of your event?** Decisions Determine Direction through P.C.P.
9. **Please provide the event date:** To Be Determined (following funding approval and venue confirmation)
10. **Please provide the event time/length:** Time: 11:00 a.m. to 2:00 p.m. Length: 3 hours
11. **Please provide the event location:** Hayward, California — Proposed venue: La Familia, Glad Tidings Church, or CORE/Eden Area AJCC. Final venue to be confirmed based on availability.
12. **Please provide a brief description of the event:** Decisions Determine Direction through P.C.P. is a one-time, three-hour interactive community outreach event designed for individuals and families impacted by the criminal legal system. The event will combine lived experience, motivational education, financial literacy, interactive activities, personal reflection, and group discussion to help participants examine how their decisions can influence the direction of their lives.

The event will begin with Kamarlo “Marlo Da Motivator” Spooner sharing his lived experience of overcoming incarceration and other life challenges, using his story to introduce P.C.P. : Persistence, Commitment, and Perseverance, and the role that mindset and decision-making can play in creating change. Participants will then engage in discussion and interactive financial literacy activities using *Da Money Manual*, connecting positive life decisions with practical financial choices and long-term stability.

As part of the experience, each participant will be asked to identify and write down one decision they are committed to making differently moving forward. Participants will also have opportunities for questions and discussion and will leave with educational resources and a certificate of completion. The event will conclude with food, networking, resource sharing, and opportunities for participants to connect with community partners.

13. **What is the purpose of the event?** The purpose of this event is to empower individuals impacted by the criminal legal system to recognize the power their decisions have in shaping the direction of their lives and their families’ futures. Through lived experience, financial education, personal reflection, and open discussion, the event will encourage participants to examine past and present choices while focusing on the decisions they can make moving forward. Participants will be challenged to strengthen their mindset through Persistence, Commitment, and Perseverance (P.C.P.), establish practical personal and financial goals, and identify at least one positive decision they are committed to making toward their future. The overall purpose is to help participants leave

not only motivated, but with practical knowledge, greater confidence in their ability to make change, and a personal commitment they can carry beyond the event.

14. **Who is the event meant to serve?** This event is intended to serve adults who are currently or formerly impacted by the criminal legal system, including individuals on probation, individuals returning to the community following incarceration, and other system-impacted Alameda County residents. Family members of system-impacted individuals will also be welcomed because successful reintegration and positive decision-making can have an impact beyond the individual and strengthen families and future generations. While the event will be open to eligible participants throughout Alameda County, outreach efforts will place particular emphasis on reaching individuals and families in Hayward and surrounding communities.
15. **How do you plan to make people aware of the event?** The event will be promoted through outreach to the Alameda County Probation Department, community-based and reentry organizations, faith-based organizations, local service providers, and community leaders who have direct connections to individuals and families impacted by the criminal legal system. Special outreach efforts will be made in Hayward and surrounding communities to help reach system-impacted residents who may benefit from the event. Promotion will also include social media, digital and printed flyers, word-of-mouth outreach, and Marlo Da Motivator LLC's existing community network. Potential community partners will be encouraged to share event information directly with the individuals and families they serve.
16. **Please estimate the number of expected attendees:** 75–100 attendees
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** – The event supports prevention by helping participants and their families strengthen decision-making, financial knowledge, goal-setting, resilience, and awareness of how everyday choices can affect their future. Through lived experience and interactive education, participants will be encouraged to recognize potential consequences before making decisions and develop positive strategies for responding to challenges. The family component of the event also extends prevention beyond the individual by providing educational resources that can encourage conversations about choices, adversity, resilience, and positive decision-making within the home.
- ☒ **Intervention** – The event supports intervention by directly engaging individuals who are currently or formerly impacted by the criminal legal system and providing an environment where lived experience, practical education, financial literacy, personal reflection, and community connection are used to support positive change. Participants will be encouraged to identify barriers, examine the decisions that influence their lives, establish personal and financial goals, and make a written commitment to at least one positive decision moving forward. The event

will also create opportunities for participants to connect with community organizations and resources that can support their continued success.

X Innovation – The event introduces a creative approach by combining lived experience, motivational education, the P.C.P. framework of Persistence, Commitment, and Perseverance, financial literacy, interactive learning, personal reflection, and community engagement into one coordinated outreach experience. Rather than participants only listening to a presentation, they will actively engage with the material, complete financial literacy activities, participate in discussion, and identify one personal decision they are committed to making differently moving forward. This approach is designed to move participants from inspiration to personal action while connecting individual decision-making with long-term personal, family, and financial stability.

19. How does the event support the CCP’s generational health and generational wealth goals? The event supports Generational Health by helping participants strengthen decision-making, resilience, personal accountability, goal-setting, and positive thinking while examining how their choices can affect themselves, their families, and future generations. Through lived experience, personal reflection, discussion, and family-focused educational resources, participants will be encouraged to develop healthier approaches to overcoming adversity and making decisions that support long-term personal and family stability.

The event supports Generational Wealth by providing practical financial literacy education through *Da Money Manual*. Participants will engage in activities focused on budgeting, financial decision-making, goal-setting, and developing habits that can contribute to greater financial stability. By connecting mindset and everyday decision-making with financial choices, the event encourages participants to think beyond immediate circumstances and consider how the decisions they make today can positively influence their families and future generations.

20. (Optional) Please identify any organizations, agencies, or community partners participating in the event and describe their role: Marlo Da Motivator LLC plans to engage Hayward-area community-based organizations, reentry service providers, faith-based organizations, and local community leaders to support event outreach, participant recruitment, resource sharing, and community engagement. Potential partners are currently being contacted, and participating organizations will be confirmed prior to the event.

21. What are the expected outcomes of the event?

- Participants will gain practical strategies for positive decision-making, resilience, goal-setting, and overcoming challenges.
- Participants will increase their understanding of basic financial concepts and complete interactive financial literacy activities using *Da Money Manual*.

- Participants will identify and write down at least one personal decision or change they are committed to making that supports their future success.
- Participants will receive educational resources that can support continued learning after the event, with family-focused resources available to participants with children.
- Participants who complete the event will receive a certificate of completion.
- Participants will have opportunities to learn about and connect with community resources and organizations.
- Participant feedback will be collected to measure what participants learned, how they experienced the event, and whether they believe the information will help them make positive changes moving forward.

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). The success of the event will be measured using both participation data and participant feedback. Marlo Da Motivator LLC will track the total number of attendees, the number of participants who complete the event, the number of educational books and resources distributed, the number of certificates of completion issued, and the number of participants who complete the written personal decision commitment activity. Participants will also be asked to complete a brief evaluation to provide feedback on what they learned, whether the event increased their understanding of positive decision-making and financial literacy, and whether they believe the information and activities will help them make positive changes moving forward. Photos and video will also be collected, when appropriate and with participant consent, to document participation and engagement. These results will be summarized following the event to evaluate its overall reach and impact.

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.

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

X 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:

A handwritten signature in black ink, appearing to read 'Kamarlo Spooner', written over a horizontal line.

Print Name and Title: Kamarlo "Marlo Da Motivator" Spooner, CEO