

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:** Ayesha & Tauheeda Anderson Double UPP Twinz Rooted in the community, committed to the people.

Title: Founders Community Organizers Double UPP Twinz

Agency/Organization/Department: East Oakland Double UPP Twins

Type of Agency (e.g., 501(c)3): Grassroots Community Organization

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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:**

Ayesha Anderson and Tauheeda Anderson, known throughout the community as the Deep East Oakland Double UPP TwinZ, are lifelong East Oakland residents, community organizers, violence prevention advocates, and social workers rooted in lived experience. We were born and raised in Deep East Oakland during the crack epidemic and have seen firsthand how violence, poverty, incarceration, trauma, and lack of resources affect our families and neighborhoods. Instead of walking away, we chose to return, invest, and be part of the solution.

Both of us graduated from UC Berkeley with degrees in Social Welfare, but our deepest commitment is to the community that raised us. For the past ten years, we have organized, funded, and led our annual Juneteenth Community Celebration in Deep East Oakland. This is not a new project. It is a trusted, community-led celebration that residents look forward to and depend on every year.

EVENT FUNDING

3. **What is your total budget for the event?** The total estimated cost to operate the 10th Annual Juneteenth Community Celebration is approximately \$15,500. We are requesting \$10,000 in AB 109 funding support. The remaining estimated \$5,500 will be supported through personal contributions from Ayesha Anderson and Tauheeda Anderson, donations from family, friends, community members, volunteer labor, in-kind donation, and community partnerships. The full \$15,500 event spenddown includes food and catering, honorariums for credible messengers and performers, outreach and promotional materials, equipment, sound, staging and logistics, community resources and giveaways, permits and insurance, youth activities, event supplies, transportation support, and other operational needs required to safely serve the Deep East Oakland community.

For the past ten years, we have consistently invested our own money, time, labor, and resources into making this event happen because we believe deeply in this work and in our community.

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.** Additional event costs not covered by this request will be supported through personal funds, donations, volunteer labor, in-kind support, and community partnerships. These additional costs include permits and insurance, youth activities, event supplies, decorations, transportation support, operational support, and other event-related needs.
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
Food & Catering	\$3,000	Free meals, beverages, and refreshments for reentry community members, families, youth, elders, volunteers, and participants.
Honorariums (credible messengers, speakers, performers)	\$2000	Support for violence prevention messaging, healing, engagement, Juneteenth education, and culturally grounded community leadership.
Outreach & Promotional Materials	\$500	Flyers, banners, printed outreach materials, and community promotion to ensure residents know about the event and available resources.

Equipment, Sound, Staging & Logistics	\$1,500	Sound, staging, tables, chairs, equipment, setup, and logistical support needed to operate the event safely and effectively.
Community Resources & Giveaways	\$3,000	Essential items, youth and family giveaways, school supplies, wellness items, and resource materials to support families and individuals impacted by poverty, violence, and incarceration.
Total Expenses	\$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?** CCPEC funding will allow us to expand a community-led event that we have personally supported and sustained for nearly ten years. The funding will increase our ability to provide free meals, credible messengers, culturally responsive programming, essential resources, and direct connections to reentry, education, employment, wellness, and violence-prevention services. Most importantly, it will allow us to intentionally expand our outreach to Alameda County's Realignment population while keeping the event free and accessible to the community.

EVENT DETAILS

8. **What is the name/title of your event?** 10th Annual Juneteenth Community Celebration
9. **Please provide the event date:** June 19, 2027
10. **Please provide the event time/length:** 1pm-6:30pm
11. **Please provide the event location:** Final venue to be confirmed
12. **Please provide a brief description of the event:** The 10th Annual Juneteenth Community Celebration will take place on June 19, 2027 in Deep East Oakland. The event will provide a safe, culturally grounded, healing-centered space with free food, music, Juneteenth history, youth and family activities, credible messengers, resource tables, giveaways, and direct connections to reentry, employment, education, mental health, and community support services. The goal is to reduce violence, strengthen relationships, connect residents to resources, and create a space where people feel safe, valued, and supported.
13. **What is the purpose of the event?** The purpose of the 10th Annual Juneteenth Community Celebration is to bring the Deep East Oakland community together in a positive, safe, culturally grounded space that supports violence prevention, intervention, healing, and resource connection. In our community, prevention does not always look like a formal program. It looks like people having somewhere safe to go, youth being surrounded by positive adults, families receiving food

and support, returning community members being welcomed, and neighbors checking in on one another.

This event is intentionally designed to reach individuals and families impacted by the criminal legal system, violence, poverty, grief, and trauma. By using culture, food, music, credible messengers, and community resources, we create an environment where people can breathe, connect, de-escalate tension, and begin building trust. The event honors Juneteenth as a celebration of freedom while also using the day as a call to action for healing, safety, opportunity, and community power.

14. **Who is the event meant to serve?** The target audience includes individuals impacted by the criminal legal system, including reentry and realignment populations; youth and young adults in East Oakland; families impacted by violence, poverty, and incarceration; returning community members; elders; and community members who need access to support, healing, resources, and positive connection.

This event is especially focused on people who may not normally walk into a government office, college campus, or service agency, but will engage when resources are brought directly into the heart of the community in a welcoming and culturally responsive way.

15. **How do you plan to make people aware of the event?** We plan to promote the event through a community-based, relationship-driven outreach strategy. We will work directly with Alameda County probation officers, reentry programs, community-based organizations, workforce and educational partners, and other agencies that already serve justice-impacted individuals. We will also use our personal and professional networks, including friends, family members, community leaders, and individuals with lived reentry experience. In addition, we will promote the event through social media, flyers, email outreach, partner organizations, and word-of-mouth. Our goal is to reach the target population through trusted people and organizations they already know and engage with.

16. **Please estimate the number of expected attendees:** 100-250

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: Our Juneteenth Community Celebration helps reduce involvement with the criminal legal system by creating a safe, positive, culturally grounded space in Deep East Oakland where youth, families, returning community members, and justice-impacted individuals can connect with trusted community members and resources. Through violence prevention, credible messengers, youth

engagement, mentorship, education and employment resources, mental health support, and positive community activities, the event strengthens protective factors and provides alternatives, connections, and opportunities that support safer choices and stronger families.

☒ **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: Our Juneteenth Community Celebration will support individuals currently or formerly involved with the criminal legal system by connecting them directly to reentry services, employment and educational opportunities, mental health and wellness resources, housing support, and community-based organizations. The event will also include credible messengers and individuals with lived experience who can provide peer support, mentorship, and trusted connections. By bringing these resources directly into Deep East Oakland in a welcoming, culturally grounded environment, we can help returning community members access support without judgment and strengthen their connection to the 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: Our Juneteenth Community Celebration uses culture, celebration, and trusted community relationships as tools for reentry support and violence prevention. Rather than requiring individuals to seek services in traditional settings, we bring reentry resources, credible messengers, education, employment, wellness support, and community organizations directly into a familiar and welcoming neighborhood celebration. By combining Juneteenth, healing, joy, lived experience, and direct access to resources, we create a less stigmatizing way for justice-impacted individuals and their families to connect with support, build relationships, and strengthen their connection to the community.

19. How does the event support the CCP's generational health and generational wealth goals?

The event supports Generational Health by creating a safe and healing-centered space for emotional wellness, mental health awareness, community safety, cultural pride, and social connection. Many residents in Deep East Oakland carry trauma connected to violence, incarceration, poverty, grief, and systemic disinvestment. This celebration gives people a place to breathe, feel supported, access resources, and experience joy and belonging in community.

The event supports Generational Wealth by connecting residents to education, employment, entrepreneurship, fair chance opportunities, reentry resources, community programs, and support services that help individuals and families move toward long-term stability and self-sufficiency. By bringing resources directly into the neighborhood, we help bridge the gap between community members and opportunities that can support their future.

This event connects healing and opportunity because our community needs both. People need wellness, safety, and belonging, but they also need access to jobs, education, resources, and pathways to stability.

20. **(Optional) Please identify any organizations, agencies, or community partners participating in the event and describe their role:** Our community partners will include BOSS (Building Opportunities for Self-Sufficiency), Adamika Village, Stop Killing Our Kids, Merritt College, local violence-prevention and reentry organizations, community-based organizations, and local businesses. Partners will provide reentry support, housing and employment resources, education and workforce pathways, mental health and wellness services, violence-prevention resources, credible messengers, outreach, and resource navigation. These partnerships will allow justice-impacted individuals and their families to connect directly with organizations that can provide continued support beyond the Juneteenth celebration.

21. **What are the expected outcomes of the event?** Expected outcomes include increased feelings of safety, belonging, and connection among community members; increased awareness of local resources and services; stronger relationships between residents, credible messengers, and community-based organizations; positive engagement opportunities for youth and families; reduced tension and conflict through community gathering; and continued connection beyond the event.

Over the past ten years, we have seen the impact firsthand. Families return every year, young people bring their children, community members reconnect, and trust grows. The expected outcome is not only a successful one-day event, but also deeper relationships that support long-term prevention, intervention, healing, and community stability.

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 measure success by tracking event attendance, including the number of justice-impacted and reentry participants served, the number of families and youth engaged, and the number of community and reentry organizations participating. We will also track resource connections and referrals made to services such as housing, employment, education, mental health, and reentry support. Participants will be invited to complete a brief survey to provide feedback on their experience, resources received, sense of community connection, and whether the event helped connect them to services they can use beyond the celebration.

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: *Tauheeda & Ayesha Anderson*

Print Name and Title: Tauheeda & Ayesha Anderson