

# 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.
  - o Community Advisory Board: 1<sup>st</sup> Tuesday (Monthly), 6:15 PM
  - o 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 (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.

## 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](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:** Daaimah Waqia

**Title:** Executive Director

**Agency/Organization/Department:** Yes Ma'am Community Initiatives

Type of Agency (e.g., 501(c)3): 501(c)(3) nonprofit organization

**Address:** 1440 Broadway STE #200-603, Oakland, CA 94612

**Phone #:** 510-610-4654

**Alternate Phone #:** 510-459-8487

**Email:** DW@ymcinitiatives.org

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:** Yes Ma'am Community Initiatives provides youth development programs, workforce readiness training, and community engagement activities for youth and families in Oakland. We operate through hands-on activations that connect young people to resources, mentorship, and skill-building opportunities.

### 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                                                                                                                 |
|--------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------|
| Youth Event Staff                    | \$1,650         | 15 youth @ \$110; youth assist with event activities, setup and breakdown                                                   |
| Project Director / Event Coordinator | \$1,000         | Project planning, partner coordination, outreach oversight, youth/staff coordination, event logistics and onsite leadership |
| Operations / Production Lead         | \$1,000         | Technical/equipment preparation, activity and quiz operations, setup coordination and onsite operational supervision        |
| Videographer/Photographer            | \$800           | 3 hours coverage + edited deliverables                                                                                      |
| Food & Catering                      | \$2,800         | Quality meals and refreshments for approximately 100 attendees                                                              |
| Promotional Materials                | \$800           | Flyers, banners and social media graphics                                                                                   |
| Gift Bags & Giveaways                | \$700           | Participant bags/giveaways with useful event items and information                                                          |
| Event Supplies                       | \$600           | Game/activity materials, tables, signage and app/quiz support materials                                                     |
| Permits, Insurance, Restrooms        | \$650           | City permits, liability insurance and standard portable facilities                                                          |
| <b>Total Expenses</b>                | <b>\$10,000</b> |                                                                                                                             |

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 Yes Ma'am Community Initiatives to deliver a free, high-quality community activation while employing youth, providing food and participant materials, documenting the event, and covering the operational costs required for a safe and organized experience. The funding will help turn health, financial awareness, education, technology, physical activity, and community resources into an accessible hands-on experience for Oakland youth and families.

## EVENT DETAILS

8. **What is the name/title of your event?** D.N.A. Youth Activation Day (Presented by Yes Ma'am & Black Lantern Media)

9. **Please provide the event date:** Saturday, March 20, 2027
10. **Please provide the event time/length:** 12:00 PM - 3:00 PM (3 hours)
11. **Please provide the event location:** F.M. Smith Recreation Center, 1969 Park Blvd., Oakland, CA 94606
12. **Please provide a brief description of the event:** D.N.A. Youth Activation Day is an interactive community event centered on Generational Health + Generational Wealth, designed to engage youth and families through physical activity, technology, education, competition, and hands-on experiences. Youth and families will rotate through interactive stations and challenges focused on healthy living and nutrition, financial literacy and wealth-building concepts, STEAM and environmental awareness, personal and community safety, physical fitness, and access to community resources. The D.N.A. app and interactive quiz competition will reinforce what participants learn through a game-show-style experience, while physical activities and D.N.A. obstacle-course elements add movement, teamwork, and friendly competition. Community partners and professionals will be invited to contribute expertise through activities and resource connections, with food, music, and family-friendly entertainment creating a welcoming atmosphere where education is woven naturally into the experience.
13. **What is the purpose of the event?** The purpose of D.N.A. Youth Activation Day is to connect Oakland youth and families with practical information, positive activities, and community resources through an engaging, low-barrier experience. The event is designed to make health, financial awareness, STEAM, safety, physical activity, and opportunity pathways easier to understand by allowing participants to actively experience the information rather than simply receive it. D.N.A. will use technology, competition, and hands-on activities to encourage participation, strengthen family and community connections, and introduce youth to resources and opportunities that can support healthier choices and stronger futures.
14. **Who is the event meant to serve?** Youth ages 12-24, their families, and the broader Oakland community, with intentional outreach to neighborhoods connected to reentry populations. The event is designed as an inclusive, family-centered space where participants can engage together in positive activities and connect with useful community resources.
15. **How do you plan to make people aware of the event?** See outreach plan below. Pre-event D.N.A. quiz access may also be used to introduce youth to event content and encourage participation before event day.

Outreach Plan:

- Flyers distributed through partner organizations and local schools
- Social media posts (Instagram, Facebook) targeting Oakland zip codes
- Text/email blasts to existing contact list
- Word-of-mouth through community partners

- Banners posted at high-traffic community locations

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

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: D.N.A. Youth Activation Day supports prevention by giving youth and families positive, structured opportunities to engage in physical activity, health education, financial literacy, STEAM, safety education, and community resources. The event strengthens protective factors by connecting young people with constructive activities, trusted adults, practical information, and opportunities that encourage healthy decision-making and positive future planning.
- ☒ **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: The event supports intervention by creating an accessible setting where youth and families who may already be experiencing barriers can connect with community-based organizations, professionals, programs, and resources that can provide additional support. Rather than requiring participants to independently locate services, the event brings useful information and community connections into a family-centered environment.
- ☒ **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: D.N.A. Youth Activation Day uses an innovative combination of technology, physical activity, education, competition, and hands-on community engagement. The D.N.A. app and interactive quiz experience reinforce educational content through participation and friendly competition, while physical challenges and activity stations encourage movement, teamwork, and problem-solving. This model transforms traditional outreach into an interactive experience where participants actively engage with information rather than simply receive it.

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

Generational Health: The event creates a safe, constructive community space that promotes physical activity, healthy living, nutrition awareness, family connection, positive engagement, and access to community health information and resources. Interactive activities make health education approachable for youth and families while supporting mental, emotional, and physical well-being. Generational Wealth: The event introduces youth and families to practical financial concepts, skill-building, education, workforce and career pathways, entrepreneurship, and

community resources that can support long-term financial stability. The goal is to make wealth-building concepts understandable and relevant while connecting families with organizations and opportunities that can help them continue learning after the event.

**20. (Optional) Please identify any organizations, agencies, or community partners participating in the event and describe their role:** Planned outreach will focus on a small number of organizations whose expertise directly supports the event, including Alameda County Public Health for health and nutrition information, the San Francisco Bay Area Urban League for youth/family opportunity and workforce resources, and a Community Development Financial Institution (CDFI) or community financial organization for age-appropriate financial education. Participation will be confirmed through direct outreach; no unconfirmed organization is being represented as committed.

**21. What are the expected outcomes of the event?** Approximately 100 community members attend; youth and families actively participate in D.N.A. quiz activities, physical challenges, and educational stations; participants connect with useful health, financial, educational, workforce, and community resources; youth and families demonstrate engagement with educational content through quiz participation and station activities; and participant feedback identifies what was useful, enjoyable, and worth exploring further after the event.

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**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).** Success will be measured through event attendance, participation in D.N.A. activities and educational stations, engagement with the D.N.A. quiz experience, connections made with participating community organizations and resources, and participant feedback. We will track overall attendance and participation throughout the event and use quiz and leaderboard activity to help measure engagement with educational content. Brief participant and family feedback will be collected to learn what participants enjoyed, what information they found useful, and what they learned or would like to explore further. Success will also be reflected in whether youth and families actively participate together, complete activities, engage with community partners, and leave with practical information related to health, financial awareness, education, opportunities, and available community resources.

### **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](mailto: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: \_\_\_\_\_



Print Name and Title: Daaimah Waqia, Executive Director