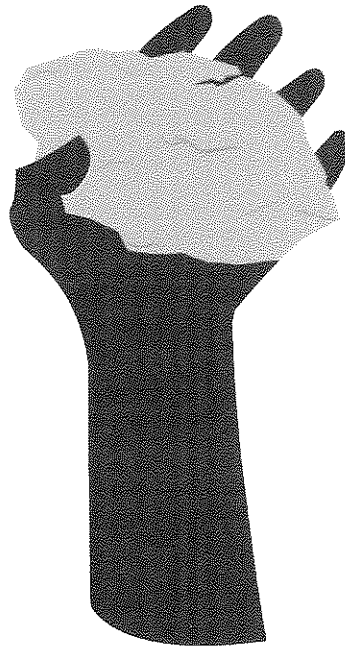


# **NORTH RICHMOND MITIGATION FEE FUNDING REQUEST PROPOSAL**

**June 1, 2011 (revised)**



*Reach*

FELLOWSHIP INTERNATIONAL

**REV. DR. EDWINA PEREZ-SANTIAGO, CEO/Founder**

**NORTH RICHMOND WOMEN'S CAMPUS DAY CENTER**

**1662 Third Street      Richmond, CA 94801**  
**(510) 260-0532 - office      (510) 891-1976 - fax**

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***REACH FELLOWSHIP  
INTERNATIONAL***

**NORTH RICHMOND ENVIRONMENTAL IMPACT  
PROJECT**

**North Richmond Women's Campus Day Center  
1662 Third Street Richmond, CA 94801  
(510) 260-0532**

**June 1, 2011**

**To: COMMITTEE MEMBERS OF THE NORTH RICHMOND WASTE AND  
RECOVERY FEE MITIGATION JOINT EXPENDITURE PLANNING  
COMMITTEE**

**Dear Committee Members:**

**On behalf of Reach Fellowship International, please allow me to convey my sincere appreciation and gratitude for allowing us to submit the attached proposal for funding consideration. We feel privileged to develop such a significant project that we believe will benefit the community of North Richmond.**

**This submission is our revised application based on the ruling of the March 28, 2011 committee meeting. After further review for funding consideration, I will be happy to address any questions or concerns you may have regarding our submission. I can be reached at (510) 260-0532 or (510) 891-1975.**

**Sincerely,**



**Rev. Dr. Edwina Perez-Santiago  
CEO/Founder, Reach Fellowship International**

**EPS:vb**

**2010-2011 NORTH RICHMOND MITIGATION FEE  
FUNDING REQUEST APPLICATION**

**SECTION I – ORGANIZATION INFORMATION**

**Applicant Contact Information:**

Name of Organization: **REACH FELLOWSHIP INTERNATIONAL**

Organization Address: **1662 Third Street, Richmond, CA 94801**

Executive Director Name: **REV. DR. EDWINA PEREZ-SANTIAGO**

Project Manager Name (name of person applying for the grant for a specific project):  
**REV. BELINDA D. THOMAS**

Title: **CHIEF FINANCIAL OFFICER**

Phone Number: (510) 891-1975 (corp. office) Fax Number: (510) 891-1976

Email Address: **Santiago.e@reachfi.org**

Note: If applicable, please provide updates in writing on any changes to staff identified in application.

### **Background Information:**

- a. Provide a description of your organization's mission statement.

**Reach Fellowship International's mission is to transform lives of residents in our distressed communities by assisting with job training, employment, medical education/support to those in need regardless of race, age, gender and socio-economic background, In addition, Reach Fellowship provides a greater focus on rendering supportive assistance to homeless and/or impoverished women by empowering them to be healthy and to become self-sufficient.**

- b. State the length of time your organization has been in operation. **REACH FELLOWSHIP has been in existence since 2007.**

- c. List the services that your organization provides to the North Richmond neighborhood. **The North Richmond Women's Campus Day Center located at 1662 Third Street (corner of 3<sup>rd</sup> & Silver), Richmond, provides opportunities for supportive, educational and case management sessions for women; job opportunities for women and men; community outreach which includes limited food distribution and healthy meals; harm reduction services (drug and alcohol education and awareness); STD (condom distribution and education), HIV/AIDS prevention/awareness; veteran's support services; day care referral for children; on-site landscaping training. Also, housing referrals have recently been added.**

## **SECTION II – PROJECT OVERVIEW**

### **Project Description and Concept**

- a. Describe the project your organization is proposing to implement with mitigation funds (include list of activities, proposed location(s) for programs, community involvement, etc.). State if this is a new project or a continuing one. **REACH FELLOWSHIP INTERNATIONAL NORTH RICHMOND ENVIRONMENTAL IMPACT PROJECT is geared toward primarily women being educated and made aware of the importance of developing and living a green and environmentally sound community and lifestyle. To that extent, activities will include women and their minor dependent children learning how to take responsibility as well as learning how to live in a healthy green community. Reach Fellowship will conduct a door-to-door grassroots campaign to inform the community about services it will offer toward accomplishing this project's description. Reach Fellowship will partner with local, county and state agencies that provide green and environmental services. Basic hands on training**

with the use of technology and written materials will assist in the educational awareness, i.e, how littering impacts neighborhoods and lives, how personal choices affect the environment, etc. The list of activities also includes tobacco awareness sessions, proper disposal of drug paraphernalia (needles, medication, etc.), nutrition sessions, women specific hygiene issues, etc. A “Clean-Up Your Block Campaign” will be implemented to teach the importance of a healthy community. This activity will concentrate on the neighborhoods of the participants living in North Richmond. The participants will be designated as “block captains” to motivate them to become more involved in their personal neighborhood.

- b. Identify the issue or need your project seeks to address. Describe how your proposed project is anticipated to address anti-littering, environmental stewardship, blight reduction, beautification and/or other improvements that contribute to the quality of life in the specified Mitigation Funding Area. **In addressing the need of anti-littering, Reach Fellowship will partner with appropriate agencies to give demonstrations of proper garbage disposal, recycling; i.e., Richmond Sanitary District, Richmond’s Recycling Department, Richmond’s and Contra Costa County’s local law enforcement agencies to bring awareness of these issues and the repercussion of littering.**

**In addressing the issue of Environmental Stewardship, Reach Fellowship will focus on what participants and community can do to protect and take care of themselves and their surroundings.**

**In addressing the issue of blight reduction, Reach Fellowship will focus on educating participants and community about the importance of proper disposal of furniture, household items, scheduled pick-ups as opposed to discarding these kinds of items and others incorrectly and unlawfully.**

**In addressing the issue of beautification, the project will focus on basic cleanliness. Volunteering to plant flowers/plants and other decorative measures to improve the physical neighborhood appearance. Reach believes that a positive physical environment affects the positive healing and attitude of individual lives.**

**Other issues that contribute to the quality of life in the specified North Richmond Mitigation Funding area include medication disposal (to include tobacco and drug disposal); utilization of green feminine hygiene products (including introduction of biodegradable female and male condoms) and nutrition awareness will be implemented in this project.**

**With regards to medication disposal, there is evidence that the poor community is more challenging to be medically managed. There is a critical need for health providers to educate patients and communities to be aware of properly disposing**

medications they no longer use. Needle disposal by diabetics, drug users, etc. will be integrated in the general curriculum of this project as well.

In addressing the use of green feminine hygiene products, women participants will become aware of the choices available to them for these particular kinds of products. Understanding the damage, when disposed improperly has on the environment will enable women to become more educated about making healthier and safer alternative choices.

With regards to nutrition awareness, the project will provide the ability for participants to understand the impact on using and growing organic foods, preparation of healthier meals/snacks for themselves and families. The project will include the services and knowledge of a nutritionist to lead these types of discussions and activities.

- c. Describe the goals and objectives of the proposed project. **The primary goal and objective is to make a positive impact of environmental change within the North Richmond community.**
- d. Describe the steps you will follow to accomplish your objectives (plan of action, staff/volunteer roles and responsibilities, etc.).
  - 1) **The project will begin with the door-to-door grassroots campaign to inform community of the project.**
  - 2) **Inclusion of existing and added volunteers and staff will inform community of additional services it provides.**
  - 3) **Scheduled group sessions to include women and their minor dependent children to disseminate information and give details about obtaining a green environment will be structured.**
  - 4) **Assignments will be given to participants to ensure retention and understanding of curriculum. Materials will be given for participants to document contents of presentations.**
  - 5) **Review sessions of information given will be conducted**
  - 6) **Block captains will be created among community participants who will assist staff to help community put into practice what has been learned.**

- e. How, if at all, does your organization propose to sustain this program after mitigation funding is expended? **REACH FELLOWSHIP proposes to enact fundraising activity. In addition, ongoing grant proposal requests to appropriate funders along with private donations will take place.**

### **Project Schedule**

- f. Provide a timeline for project implementation, including start and completion dates. **Once award is granted, the process for the project will begin. Each issue identified in this curriculum will be covered over a five week period; i.e., if the award is granted July 1, 2011, start date for first component will begin July 18 – August 19, 2011 and so on until each issue identified in this proposal has been completed. The project is scheduled to be completed in one year.**

### **Project Outcomes, Evaluation and Accountability**

- g. Describe how your organization will measure and evaluate your success in meeting your identified goals and objectives. **Weekly team reviews, pre- and post-participant surveys, use of the existing Community Advisory Board to give project assessment and final evaluations will all be incorporated. Ongoing improvements will be considered for implementation based upon constant feedback. Input from community leaders, health care providers, etc., will also be welcome.**

### **Organizational Capacity**

- h. List the staff members responsible for the implementation of project-related tasks; include their qualifications and any prior relevant experience (resumes may be attached).

1) **Rev. Dr. Edwina Perez-Santiago is the CEO and Founder of Reach Fellowship International. For more than 40 years, as a civic and social justice advocate, activist community organizer for women's and children's rights, Bishop Edwina Perez-Santiago has been involved with projects involving the economic development of women in impoverished areas. Extensive training in Harm Reduction that focuses on drug, alcohol, STD, HIV/AIDS prevention equips her with the skills to inject the needed educational component about these matters into the curriculum for this specific project. She created the North Richmond Women's Campus Day Center which provides women in this community a safe and clean environment to gather for support meetings, healthy meal preparation and services for women in need. She has received numerous accolades and recognition for the work she has given in the North Richmond area.**

2) **The CFO, Rev. Belinda Thomas, of Reach Fellowship International is also its medical staff with a combined 15 years experience. In addition to being**

responsible for all financial matters of Reach Fellowship International and projects, she will be responsible for the specific medical focus and case management outlined in this proposal. Her expertise has allowed the project to focus on medical and social case management for this specified community. Belinda D. Thomas, RN, BSN –ACLS, M. Div. provides the needed training, knowledge and skills to incorporate into the project. She is also co-creator of the North Richmond Women’s Campus Day Center.

3) Staff also includes individuals experienced in tobacco awareness, parenting case management, event organization, environmental awareness, court management, landscaping and janitorial experience, group facilitation and strong community, civic and religious involvement. Staff also has attained college credits and/or completion of college requirements and degrees.

4) Reach Fellowship International has a Board of Directors and Advisory Board membership that includes professionals in the field of medicine, addiction specialist/counseling, clergy, small business owner, environmental activists, technology consultants and community agency and activist organizations.

- i. Describe the organization’s financial management system used to maintain control over current operations and to ensure budgets are monitored and complied with? **The CFO is responsible for maintaining and overseeing all fiscal matters. The use of Quick Books and Excel programs are in place. In addition, a separate CPA monitors and audits all financial records to ensure local, state and federal guidelines and requirements are met.**
- j. Provide one (1) letter of recommendation or letter of support from community members or other organizations and one (1) letter from a past funder regarding your organization and/or project.

**Other**

- k. Provide any additional information that your organization believes will assist the Committee in considering the merits of your proposal.

**The needs for the North Richmond community are within the scope of the vision and mission statement of Reach Fellowship International. Funding from your organization will enable Reach Fellowship to expand its services to a broader area within the North Richmond community and have increased impact to allow it to become a stronger and more environmentally conscientious community. It is Reach Fellowship’s desire to forge ahead in making North Richmond one of the top geographical areas in which recognition of environmental awareness, implementation, development and success is noted.**



**REACH FELLOWSHIP INTERNATIONAL NORTH RICHMOND  
ENVIRONMENTAL IMPACT PROJECT**

**BUDGET OUTLINE  
[JULY 2011-JUNE 2012]**

**REQUEST \$70,400**

<b>EMPLOYMENT DEPARTMENT</b>	<b>12 MONTH ALLOCATION TOTALS</b>
OUTREACH WORKERS	5000
CONTRACTUAL SERVICES	1000
EXECUTIVE DIRECTOR (NUTRITION/MEDICAL COORDINATOR/ADVOCATE)	15,000
ADMINISTRATION	7,000
<b>TOTAL EMPLOYMENT BUDGET</b>	<b>\$28,000.00</b>
<b>PROJECT EXPENSE</b>	
NUTRITIOUS FOODS	600
EDUCATIONAL SUPPLIES	400
<b>TOTAL PROJECT EXPENSE</b>	<b>\$1,000.00</b>
<b>OPERATING EXPENSE</b>	
RENT	2,800X12=33,600
OFFICE EQUIPMENT	3,000
OFFICE SUPPLIES	500
TELEPHONE/COMMUNICATIONS	350X12=4200
PRINTING/ADVERTISEMENT	500
TRANSPORTATION/MAINTENANCE	500
<b>TOTAL OPERATING EXPENSE</b>	<b>\$41,400.00</b>
<b>TOTAL PROJECT BUDGET</b>	<b>\$70,400</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: OCT 06 2010

REACH FELLOWSHIP INTERNATIONAL  
6014 MARKET ST  
OAKLAND, CA 94608

Employer Identification Number:  
35-2309637

DLN:

17053103301040

Contact Person:  
GWENDOLYN SHAW

ID# 75078

Contact Telephone Number:  
(877) 829-5500

Accounting Period Ending:  
December 31

Public Charity Status:  
170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:  
August 10, 2009

Contribution Deductibility:  
Yes

Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

REACH FELLOWSHIP INTERNATIONAL

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert Choi", written in dark ink.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Publication 4221-PC

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*Cynthia Carmichael, MD  
1129 Shattuck Avenue  
Berkeley, California 94707  
(510) 292-8958*

To whom it may concern:

I am writing in support of REACH Fellowship and Sistah-to Sistah. I am a practicing physician who cares for many women and men with HIV infection. I have been located in the Richmond Community for the past 13 years and have been working together with Bishop Santiago and REACH for approximately the past year.

In my capacity at Contra Costa Health Services, I had the opportunity to work with REACH personnel as they began doing outreach to women in the Richmond Community infected/affected by HIV. In addition to their important outreach efforts, REACH personnel attended meetings, participated in a luncheon for women with HIV infection and ultimately conceptualized and opened a Center for women in the Richmond community to safely come together for support and education.

I strongly support grassroots efforts such as those organized by REACH. They are especially important in these times of economic hardship in the Richmond community. I urge you to support REACH as they continue to be out on the street, among the poor and disenfranchised, working toward a better future for all.

Sincerely,



Cynthia Carmichael, MD



***Davis Chapel Christian Methodist Episcopal Church***

369 Chesley Avenue PO Box 1587  
Richmond, CA 94802

Office: (510) 237-0873 Fax: (510) 237-0898

**REV. DR. NICHOLAS L. BETTS, Pastor**

**BISHOP JAMES B. WALKER**  
Presiding Prelate  
NINTH EPISCOPAL DISTRICT

**REV. DR. HARRY L. REDDS**  
Presiding Elder  
San Francisco District, NCR

August 2010

To Whom It Concerns:

Thank you for allowing me this opportunity to express my sincere honor and pleasure to speak on behalf the nonprofit organization, Reach Fellowship International. I am personally excited about their vision and mission and encourage all who can to join supporting such a worthy effort.

Having been a pastor for twenty-five years, I am always disturbed by the lack of genuine commitment of those who can help others, but for some reason, do not. For this reason, I am deeply encouraged by the hard work of Bishop Edwina Perez-Santiago, Pastor Belinda Thomas and their staff as I see them making strides to helping put individuals back to work and making steps to improve their quality of life. These people include those who have lost jobs, homes, possessions, sometimes even their families; but who are also people who want better for themselves. Many face health challenges that can be minimized with the necessary intervention.

The guidance, direction and assistance that Reach Fellowship is willing to give, offers hope. I have confidence in its abilities and dedication to helping those who want to help themselves. During these tough economic times, I believe that there are those who deserve the chance to improve their personal condition; thereby, improving the communities in which they also live.

Reach Fellowship International also deserves the chance to be in a position to offer needed help, but they cannot do it alone. To that end, I humbly ask that you pledge to do what you can also to extend a helping hand.

Thank you for letting me share this letter of support with you. I pray you will be inspired to help as well.

Very sincerely,

Rev. Dr. Nicholas L. Betts  
Pastor, Davis Chapel CME Church  
Richmond, CA

WILLIAM B. WALKER, M.D.  
HEALTH SERVICES DIRECTOR  
WENDEL BRUNNER, M.D.  
PUBLIC HEALTH DIRECTOR



CONTRA COSTA  
PUBLIC HEALTH  
AIDS PROGRAM  
597 Center Avenue, Suite 200  
Martinez, California  
94553-4675  
PH 925 313-6771  
FAX 925 313-6798

Reach Fellowship International  
Apostle Edwina Perez-Santiago  
6014 Market Street  
Oakland, CA 94608

Dear Ms. Perez-Santiago:

This letter serves to acknowledge that the Contra Costa County, Health Services Department, Public Health Division executed a contract, Contract #22-996, with the Greater Richmond Inter-Faith Program, fiscal agent for Reach Fellowship International. The effective term for contract #22-996 was June 1, 2010 through February 28, 2011 for a total amount of \$15,000.00.

Sincerely,

Carmen Beyer, MA  
Program Coordinator of Client Services  
Contract Monitor

cc Greater Richmond Interfaith Program  
180 Broadway, Suite D  
Richmond, CA 94801

