



Cheryl Davila
Councilmember
District 2

REVISED AGENDA MATERIAL for Supplemental Packet 1

Meeting Date: September 10, 2019

Item Number: 43

Item Description: Berkeley Youth Alternatives 1st Golf Tournament Supporting Education and Sports Activities: Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Funds

Submitted by: Councilmember Cheryl Davila

Added Councilmember Sophie Hahn as a Co-Sponsor on this Agenda Item.



Cheryl Davila
Councilmember
District 2

CONSENT CALENDAR
September 10, 2019

To: Honorable Mayor and Members of the City Council

From: Councilmember Cheryl Davila and Councilmember Sophie Hahn

Subject: Berkeley Youth Alternatives 1st Golf Tournament Supporting Education and Sports Activities: Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Funds

RECOMMENDATION

Adopt a Resolution approving the expenditure of an amount not to exceed \$250 per Councilmember including \$250 from Councilmember Cheryl Davila, to support the Berkeley Youth Alternatives 1st Golf Tournament Supporting Education and Sports Activities on September 30, 2019, with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Councilmember Davila, the Mayor and any other Councilmembers who would like to contribute.

BACKGROUND

We are proposing that the City Council make a minimum grant of \$250 to the September 30, 2019, fundraising event of this organization which has served the Berkeley community since 1971, with programs that focus on academic success, health and well-being, and economic self-sufficiency of our local youth. The funds raised at this event are used to provide services to approximately 1200 youth and their families per year through a variety of activities.

FISCAL IMPACTS OF RECOMMENDATION

No General Fund impact. \$250 is available from Councilmember Cheryl Davila's Council Office Budget discretionary account (011-11-102-000-0000-000-411).

ENVIRONMENTAL SUSTAINABILITY

The protection of life under all circumstances is itself an act of environmental sustainability.

CONTACT PERSON

Cheryl Davila, Councilmember
District 2
510.981.7120
cdavila@cityofberkeley.info

ATTACHMENT:

1. Resolution.
2. Berkeley Youth Alternatives Sponsor Application Packet.

RESOLUTION NO. ##,###-N.S.

AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE EXPENSE ACCOUNTS OF THE MAYOR AND COUNCILMEMBERS FOR A GRANT TO PROVIDE PUBLIC SERVICES FOR A MUNICIPAL PUBLIC PURPOSE

WHEREAS, Councilmember Cheryl Davila has surplus funds in her office expenditure account (budget code 011-11-102-000-0000-000-411); and

WHEREAS, a California non-profit tax-exempt corporation Berkeley Youth Alternatives, a community-serving non-profit is seeking donations of support in the amount of \$250 for the 1st Golf Tournament on September 30, 2019; and

WHEREAS, Berkeley Youth Alternatives provides broad support to Berkeley youth and their families to achieve academic success, sound health and well-being, and economic self-sufficiency;

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor and Councilmembers from their Council Office Budget up to \$250 per office shall be granted to Berkeley Youth Alternatives 1st Golf Tournament.

Berkeley Youth Alternatives

Invest in our children, Invest in our future!



July 10, 2019

To whom it may concern:

As a member of the East Bay community, Berkeley Youth Alternatives (BYA) is seeking your support to make our **1st Golf Tournament on September 30, 2019** a success.

BYA has served the Berkeley community since 1971, with programs that focus on academic success, health and well-being, and economic self-sufficiency for children, youth, and young adults ages 6-24. BYA serves approximately 1,200 youth and their families per year through a variety of activities.

As a supporter, you will be recognized according to the level of sponsorship. You will also be recognized in the Golf Tournament brochure, in the Berkeley Times as well as at the annual Crab Feed on February 27, 2020.

Sincerely,

Niculia Williams
Executive Director
510-845-9010 ext 204
nwilliams@byaonline.org

1255 Allston Way
Berkeley, CA 94702
510-845-9010
Fax 510-849-1421
www.byaonline.org

Niculia Williams
Executive Director

Kevin D. Williams, JD, MPH
Associate Director

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Courtney Riley
Judy Shaw

Mary Wainwright
Robert Walker

Administration
EXT 201

Afterschool Center
EXT 217

Career Development
EXT 219

Counseling
EXT 203

Urban Garden
EXT 254

Health Programs
EXT 255

Sports
EXT 231



BYA FACT SHEET

- The Mission of BYA is to help youth and their families address issues and problems via *Prevention* -- reaching youth before their problems become crises, and *Intervention* -- providing support services to youth who are entangled in the juvenile justice system. BYA helps build capacity within individuals to reach their innate potential.
- BYA was **founded in 1969** and **incorporated in 1971** as a Runaway Youth House as part of a national network to work with homeless, runaway, and street youth.
- Since 1971, BYA has grown and now offers programs that focus on **academic success, health and well-being, and economic self-sufficiency** for children, youth, and young adults ages 6-24. BYA serves approximately **1200 youth** and their families per year through a variety of programs.
- With funds from the California Youth Authority, the City of Berkeley, and private funders, BYA completed a **\$1.7 million renovation** of 25,000 sq.ft. of bakery space. The space features a Commercial Kitchen, 4 classrooms, a multipurpose room, and a gym.
- Over 35 young people ages 6-14 are enrolled in the Afterschool Center which provides **academic assistance**, individual counseling, **mentoring**, sports and fitness, and **health/nutrition** education, chess, Capoeira, Zumba, and **case management**.
- BYA's **Computer Lab** was originally made possible by the Golden State Warriors. It features 10 computers that enable youth and young adults to complete vocational training, search for jobs, find housing, and complete college applications.
- BYA hosts a **Summer Day Camp**. The camp offers up to 60 children and youth with basketball instruction, outdoor games, mentoring, nutrition education, computer games, swimming, and field trips.
- BYA's Environmental Training Center provides youth with educational support and jobs afterschool and in the summer in fields such as **gardening** and **environmental justice**.
- Under contract with the Alameda County Behavioral Health Care Services Agency, the Contra Costa County Mental Health Services Plan, the Alameda County Probation Department, and the City of Berkeley, BYA's Counseling Center provides professional **mental health** services to individuals and families throughout Alameda County and Contra Costa County.
- BYA annually places up to 35 youth in paid **summer jobs** with support from the Alameda County Workforce Development Board, Clif Bar Family Foundation, Kaiser Permanente East Bay Community Benefit Program, and private employers.
- BYA Health and Wellness program trains youth as **peer advocates** and community educators to encourage them to pursue careers in **public health**.
- Every year, over 200 individuals from UC Berkeley, Cal-State East Bay, and surrounding universities, and the private sector **volunteer** in BYA programs.
- Since 1990, Niculia "Nikki" Williams, a member of the Alameda County Women's Hall of Fame, has served as BYA's Executive Director.

BYA's Core Areas

Academic Success

Afterschool Center serves youth ages 6-14 to improve their literacy and numeracy skills. We offer tutoring, arts and recreation, computer training, mentoring, and more!



Youth and Family Opportunity HUB focuses on expanding health and wellness services and strengthening the linkages between community-based organizations and local schools.



Economic Self-Sufficiency

Career Development and Prevention Center (CDC) provides employment readiness services to youth ages 14-24 in Berkeley, Alameda County, and Contra Costa County.



CDC prepares youth to enter the workforce equipped with skills to successfully transition from adolescence into adulthood through workshops, career training programs, and job fairs.



Health & Well-Being

Counseling Center provides culturally competent therapy and case management services to youth and families.

Environmental Training Center (ETC) maintains our Community Garden and Orchard programs.



SPARK Health offers youth-centered health programs, group circles, workshops, and annual health fairs.

Sports & Fitness help youth learn teamwork, self-confidence, and discipline.





Programs & Services

- ◆ **Extended Care Programs:**
HUB Afterschool Center & Summer Jam Program for Ages 6-14
- ◆ **Youth and Family Opportunity HUB for Ages 6-24 + Families**
- ◆ **Career Development & Prevention Center (CDC) for Ages 14-24**
- ◆ **Environmental Training Center (ETC) for Ages 14-24**
- ◆ **Sports & Fitness for Ages 5-18 + Families**
- ◆ **Counseling Center for Ages 6-24 + Families**

*Serving Youth & Families
For Over 45 Years*



Berkeley Youth Alternatives (BYA) is a community-based nonprofit organization serving Berkeley and the Bay Area since 1971.

Our **holistic** services utilize a continuum-of-care approach that emphasizes three core areas:

- ⇒ **Academic Success**
- ⇒ **Economic Self-Sufficiency**
- ⇒ **Health & Well-Being**

- ◆ We provide a secure and nurturing environment for **youth** and **families** to address issues and problems via *prevention* and *intervention*.
- ◆ We **build capacity** within individuals to reach their innate **potential**.

Berkeley Youth Alternatives



1255 Allston Way
Berkeley, CA 94702
(510) 845-9010
www.byayonline.org

 [BYAbayarea](https://www.facebook.com/BYAbayarea)  [BYAmedia](https://twitter.com/BYAmedia)

 [BYAjobs](https://www.instagram.com/BYAjobs)

*Invest in Our Children,
Invest in Our Future!*

Berkeley Youth Alternatives Golf Tournament

Supporting Education and Sports Activities

Monday, September 30, 2019

Hiddenbrooke Golf Club

1095 Hiddenbrooke Parkway, Vallejo, CA 94591

DEADLINE TO REGISTER: August 20, 2019

10:30am Registration
 11:00am Back Patio BBQ
 12:30pm Shotgun Start
 5:30pm Open Bar
 6:00 Dinner Buffet

**Space is limited!
 Sign-up today!**

For more information, please contact:
 Nikki Williams 510-845-9010 ext. 204
nwilliams@byaonline.org
 Or the Business Office 510-845-9010 ext. 201



✂ Detach this portion and return with your payment ✂ Detach this portion and return with your payment ✂

Name	Sponsorship Levels	Name of Foursome
<hr/>	<input type="checkbox"/> Platinum \$5000	<hr/>
Address	<input type="checkbox"/> Gold \$3000	Player One
<hr/>	<input type="checkbox"/> Silver \$1000	<hr/>
City	<input type="checkbox"/> Foursome \$800	Player Two
<hr/>	<input type="checkbox"/> Individual Golfer \$200	<hr/>
State Zip	More ways to participate	Player Three
<hr/>	Margarita, Beer, Lunch, Long Drive, Networking, Hole Sponsor, and etc.	<hr/>
Phone		Player Four
<hr/>		<hr/>
Email		
<hr/>		

Please make checks payable to **Berkeley Youth Alternatives**
 Attn: BYA Golf Tournament ♦ 1255 Allston Way, Berkeley, Ca. 94702
 You can register and pay via credit card at www.byaonline.org

Berkeley Youth Alternatives

Invest in our children, Invest in our future!



Sponsor: _____

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Platinum \$5000

Gold \$3000

Margarita \$1500

Silver \$1000

Recognition includes:

Company name will be listed in:

**BYA's Golf Tournament Brochure,
BYA's Annual Crab Feed Brochure
and The Berkeley Times**

Make Checks Payable To: Berkeley Youth Alternatives

Check Number: _____ Check Amount: _____ Date: _____

Additional Notes: _____

Donor's Signature: _____

Sponsorships **NOT** turned in before **August 28th, 2019** may **NOT** receive recognition

Thank you for your contribution!

For your records, BYA's Tax Identification # is: 94-1711728

Phone:

(510)-845-9010 ext.204

Mail to:

1255 Allston Way
Berkeley, CA 94702

Email:

nwilliams@byaonline.org

Event Location:

Hiddenbrooke Golf Club
1095 Hiddenbrooke
Parkway
Vallejo, CA 94591

Sponsorship

Platinum \$5,000

- 2 Foursomes with Carts
- 8 Complimentary Game Cards (\$160 value)
- Tee Sign w/ Company Name & Logo
- Introduction at Awards Dinner
- Company Name & Logo on Sponsor Board at Registration and Awards Dinner
- 8 Lunches and 8 Dinners

Gold \$3,000

- 1 Foursome with Carts
- 4 Complimentary Game Cards (\$80 value)
- Introduction at Awards Dinner
- Company Name & Logo on Sponsor Board at Registration and Awards Dinner
- 4 Lunches and 4 Dinners

Silver \$1,000

- 1 Foursome with Carts
- Introduction at Awards Dinner
- Company Name & Logo on Sponsor Board at Registration and Awards Dinner
- 4 Lunches and 4 Dinners

Foursome \$800

- 1 Foursome with Carts
- 4 Lunches and 4 Dinners

Beer Sponsor \$700

- Signage & Recognition Throughout the Event
- Includes 1 Dinner



More ways to participate...

Margarita Sponsor \$1,500

- Signage & Recognition Throughout the Event
- Company Name & Logo on Sponsor Board at Registration and Awards Dinner
- 4 Lunches and 4 Dinners

Lunch Sponsor \$1,500

- Signage & Recognition Throughout the Event
- Company Name & Logo on Sponsor Board at Registration and Awards Dinner
- 4 Lunches and 4 Dinners

Long Drive Sponsor \$250

- Signage & Recognition Throughout the Event
- Includes 1 Dinner

Networking Hole Sponsor \$250

- A Company Rep may Promote Your Business on the Course and Interact with Players
- Includes 1 Dinner

Hole Sponsor \$250

- Your Company Name on a Sign Displayed on the Course During the Tournament
- Includes 1 Dinner

Raffle Prizes

- Recognition at the Event

Dinner Guest \$40

- Join the Golfers for Dinner, Fun, Networking, Awards and After Golf Activities



Berkeley Youth Alternatives Golf Tournament

Supporting Education and Sports Activities

Monday, September 30, 2019

Hiddenbrooke Golf Club

1095 Hiddenbrooke Parkway, Vallejo, CA 94591