



Office of the Mayor

10

CONSENT CALENDAR
November 10, 2020

To: Honorable Members of the City Council
From: Mayor Jesse Arreguín (Author), Councilmember Davila (Co-Sponsor)
Subject: Berkeley Holiday Fund: 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 \$500 per Councilmember including \$500 from Mayor Arreguin to the Berkeley Holiday Fund's annual campaign with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Mayor Arreguin and any other Councilmembers who would like to contribute.

BACKGROUND

The Berkeley Holiday Fund has helped make the holiday season happier for hundreds of Berkeley's neediest residents for 107 years. An all-volunteer organization, the Berkeley Holiday Fund has been partnering with 29 Berkeley service agencies, such as the Center for Elder Independence, the YMCA, Berkeley Food and Housing Project, and the Berkeley Health Department. By keeping operating costs to a minimum, the Berkeley Holiday Fund ensures that all contributions go directly to help those who need it the most. Last year, they were able to bring a little cheer into the lives of over 1,000 Berkeley citizens distributing over \$85,000. This year, with the onset of COVID-19, they have expanded their Emergency Fund to offer cash assistance to families and individuals that their partner agencies have identified as suffering financial hardship due to COVID-19 and the Shelter in Place Orders.

The Mayor's office has actively participated in this program for over 25 years by providing application cards and first class postage to Berkeley Holiday Fund recipients. This year the Berkeley Holiday Fund anticipates distributing over 1,000 request forms. This item requests the City Council approve an expenditure, not to exceed \$500 of funds from the from the Mayor's office budget to cover reproduction costs and postage.

FINANCIAL IMPLICATIONS

No General Fund impact. \$500 is available from the Mayor's office budget discretionary account.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with adopting this recommendation.

Berkeley Holiday Fund 2020

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CONTACT PERSON

Mayor Jesse Arreguín 510-981-7100

Attachments:

- 1: Resolution
- 2: Letter from Berkeley Holiday Fund

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

BERKELEY HOLIDAY FUND 2020

WHEREAS, the Berkeley Holiday Fund has been making small grants to Berkeley's neediest citizens for 107 years; and

WHEREAS, last year, the Berkeley Holiday Fund distributed about \$85,000 to over 1,000 Berkeley residents; and

WHEREAS, Berkeley Holiday Fund partners with 29 Berkeley service agencies including the Center for Elder Independence, the YMCA, Berkeley Food and Housing Project, and the Berkeley Health Department; and

WHEREAS, this year, the Berkeley Holiday Fund has expanded their Emergency Fund to offer cash assistance to families and individuals that their partner agencies have identified as suffering financial hardship due to COVID-19 and the Shelter in Place Orders; and

WHEREAS, the Berkeley Mayor's Office has supported the Berkeley Holiday Fund's efforts for over 25 years by reproducing request forms and providing first class postage costs; and; and

WHEREAS, Mayor Arreguin has surplus funds in his office expenditure account; and

WHEREAS, the Berkeley Holiday Fund seeks funds in the amount of \$500 to provide application cards and first class postage to Berkeley Holiday Fund recipients; and

WHEREAS, the provision of such services would fulfill the following municipal public purpose of providing services to low income residents of the City of Berkeley.

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 \$500 per office shall be granted to the Berkeley Holiday Fund for providing application cards and first class postage to Berkeley Holiday Fund recipients.

BERKELEY HOLIDAY FUND

Post Office Box 9779 ♦ Berkeley, California 94709

www.BerkeleyHolidayFund.org

HONORARY CHAIRPERSON
Jesse Arreguin, Mayor of Berkeley

September 21, 2020

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The Honorable Jesse Arreguin
Mayor of Berkeley
2180 Milvia Street
Berkeley, CA 94704

Dear Mayor Arreguin:

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On behalf of the Board of the Berkeley Holiday Fund, I want to thank the Mayor's office for its continuing, generous support for the Fund's annual disbursement of holiday gifts to Berkeley's neediest citizens and to thank you personally for serving as the Honorary Chair Person of the Fund. For 107 years the Fund has solicited donations from the citizens of Berkeley and now partners with 29 local social service agencies to identify Berkeley citizens in need of help during the holidays.

Last year, with your help we were able to offer much needed cheer during the holiday season by sending checks totaling almost \$85,000 and to more than 1,000 individuals and families in Berkeley. This year due to the coronavirus crisis, we have expanded our Emergency Fund to offer cash assistance to families and individuals our partner agencies identify as suffering hardship due to Covid-19 or Shelter-In-Place orders.

We are requesting that you continue your longstanding support for our efforts. For at least the last twenty-five years the Mayor's office has provided assistance by funding our outreach to our partner agencies for referrals and by providing first class stamps to mail the checks to recipients. Since the Holiday Fund is an all volunteer organization, this much appreciated support reduces our costs and assures that the maximum amount goes to the recipients.

We are grateful for your support of the Berkeley Holiday Fund as our Honorary Chairman and the support of the City Council members as Sponsors.

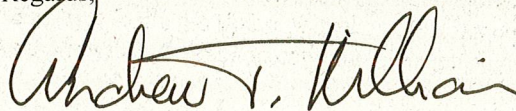
This year we anticipate distributing over 1,000 cards to the agencies and needing first class postage for about 950 letters (this figure includes the 501(c) 3 letters we send to donors acknowledging their tax free contributions). While we fund every request we receive, the number of requests from agencies varies from year to year, and we only send one check to individuals or families recommended by multiple agencies.

Since this expenditure requires Council approval, we are formally requesting \$500 in support and are asking for your help in obtaining that approval.

In past years some council members have added funds from their office accounts. We deeply appreciate their support.

Thank you again for all of the support you have provided in the past to this truly unique Berkeley institution.

Regards,



Andrew T. Williams
Co-Chairperson