Office of the Mayor

03

CONSENT CALENDAR
September 18, 2012

To: Members of the City Council

From: Mayor Tom Bates

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 Bates 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 Bates and any other Councilmembers who would like to contribute.

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

BACKGROUND
The Berkeley Holiday Fund has helped make the holiday season happier for hundreds of Berkeley's neediest residents for 99 years. An all volunteer organization, the Berkeley Holiday Fund has been partnering with twenty-four Berkeley service agencies, such as the Center for Elder Independence, the YMCA, Berkeley Head Start, 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. In 2010 they were able to bring a little cheer into the lives of 850 Berkeley citizens distributing about $42,000.

The Mayor's office has actively participated in this program for over 20 years by providing application cards and first class postage to Berkeley Holiday Fund recipients. This year the Berkeley Holiday Fund anticipates distributing 1000 request forms and making 900 grants.

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.

CONTACT PERSON
Mayor Tom Bates 510-981-7100

Attachments:
1. Resolution
2. Letter from Berkeley Holiday Fund

2180 Milvia Street, Berkeley, CA 94704 ● Tel: (510) 981-7100 ● TDD: (510) 981-6903 ● Fax: (510) 981-7100
E-Mail: mayor@cityofberkeley.info

RESOLUTION NO. XXXXX

BERKELEY HOLIDAY FUND 2012

WHEREAS, the Berkeley Holiday Fund has been making small grants to Berkeley's neediest citizens for 100 years; and

WHEREAS, in 2011 the Berkeley Holiday Fund distributed nearly $43,000 to over 850 Berkeley residents; and

WHEREAS, Berkeley Holiday Fund partners with 24 Berkeley service agencies including the Center for Elder Independence, the YMCA, Berkeley Head Start, and the Berkeley Health Department; and

WHEREAS, the Berkeley Mayor's Office has supported the Berkeley Holiday Fund's efforts for over 20 years by reproducing request forms and providing first class postage costs; and

WHEREAS, Mayor Bates has surplus funds in his office expenditure account 010-0101-410-35-11; 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

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August 14, 2012

The Honorable Tom Bates
Mayor of Berkeley
2180 Milvia Street
Berkeley, CA 94704

Dear Mayor Bates,

On behalf of the Board of the Berkeley Holiday Fund, I want to thank the Mayor's office for its continuing support of the Fund's annual disbursement of holiday gifts to Berkeley's neediest citizens. For 100 years the Fund has solicited donations from the citizens of Berkeley and partnered with twenty-four local social service agencies to identify Berkeley citizens in need of help during the holidays. With your help, last year we were able to send checks for a total of nearly $43,000 to about 850 individuals and families, offering them some much needed cheer during the holiday season.

We are requesting that this year you continue your longstanding support for our efforts. As you know, for at least the last twenty-five years the Mayor's office has provided assistance by funding the printing of the cards we distribute to the agencies and by providing first class stamps to mail the checks to the recipients. Since the Holiday Fund is an all volunteer organization, this much appreciated support reduces our costs and assures that the maximum amount of funds can go to recipients.

As in past years, in 2012 we anticipate distributing approximately 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 recommended by multiple agencies.

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

This year will be the 100th anniversary of the founding of the Berkeley Holiday Fund. We think that a century of citywide giving speaks very well for our city, and we hope to find ways to make Berkeley citizens aware of this heritage. I am enclosing a history of the Fund, originally known as the Christmas Committee, researched and written by one of our board members, Jo Bradley.

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

Best Regards,

Janice Kelly