To: Honorable Members of the City Council

From: Mayor Jesse Arreguín

Subject: Budget Referral: $30,000 to the FY 2019 Budget Process for SupplyBank.Org to Expand School Supply Distribution

RECOMMENDATION
Refer $30,000 to the budget process to expand Berkeley school supply distribution through SupplyBank.org, and ensure every low-income Berkeley student has the appropriate school and dental supplies they need to be successful.

BACKGROUND
The City of Berkeley has consistently funded the K to College program, now known as Supplybank.org, to provide Berkeley’s low-income students with school supplies and dental kits. Supplybank.org is an Oakland-based nonprofit organization founded by a group of UC Berkeley students that realized they could positively impact low-income and at-risk youth by purchasing school supplies directly from the manufacturers, and strategically distributing them at key locations. Piloted in Berkeley in 2009, the program now reaches kids in need in more than 300 school districts in California.

The mission of Supplybank.org is to provide homeless and other underserved children with the tangible resources they need to achieve. Supplybank.org operates the School Supply and Dental Kit Initiatives, intended for low-income students to help ensure that they are able to start the school year off on equal footing as their counterparts, and provides the basic oral healthcare necessities: a toothbrush, toothpaste, and floss to ensure that oral health issues do not stand in the way of student’s academic success.

The amount being requested is approximately 7% of the total project budget. Every dollar contributed by the City will also be matched 100% by corporate partners, which is a commitment that has been made by Give Something Back Office Supplies' President and Founder Mike Hannigan.

FINANCIAL IMPLICATIONS
None.

ENVIRONMENTAL SUSTAINABILITY
No adverse effects to the environment.
CONTACT PERSON
Jesse Arreguin, Mayor 510-981-7100

Attachment:
1. 2018 Citywide Berkeley School Supply Distribution, Program Summary
2018 Citywide Berkeley School Supply Distribution, Program Summary

Background
SupplyBank.Org's K to College program has served approximately 1,000 low-income students in Berkeley each year with a yearly citywide school supply and dental kit distribution in partnership with the City of Berkeley. SupplyBank.Org's collaborative effort, which also includes UC Berkeley, local businesses and community leaders, will provide comprehensive grade-appropriate school supply and dental supply kits for low-income (free/reduced price meal eligible) K-12 Berkeley students. This effort will be similar to SupplyBank.Org's previous partnerships as K to College with Berkeley Unified, the City of Berkeley, and the Berkeley Parks, Recreation & Waterfront Department.

Timeline
- **August and September 2018**: As described in K to College's memorandum of understanding (MOU) with Berkeley Unified School District (BUSD), BUSD will utilize its "robo-call" system, mailing lists and/or any other outreach methods to inform eligible and target students and families about planned distributions of the assembled kits.

- **August 20, 2018**: School and dental supplies will be assembled into grade-appropriate kits by several hundred volunteers at the Chevron Auditorium of the UC Berkeley International House, 299 Piedmont Ave, Berkeley. With sufficient notice, informational pamphlets advertising services benefiting local low-income families can be included in the kits. Note that we expect local media coverage of this assembly event.

- **September 9, 2018 (tentative)**: SupplyBank.Org will coordinate with BUSD and the Parks, Recreation & Waterfront Department to conduct a one-day citywide distribution of the assembled kits. In addition to distributing supplies, this distribution will be an excellent opportunity to continue the citywide resource fair where volunteers can provide information to families about important topics such as Medi-Cal enrollment, oral hygiene best practices, and health services available in Alameda County. The distribution site is San Pablo Park (2800 Park Street, Berkeley).

- **September-October 2018**: As described in K to College's MOU with BUSD, BUSD will provide a letter to SupplyBank.Org verifying the process by which the supplies were distributed to students, certifying that those served were free/reduced price meal enrolled BUSD students, and identifying the date and place of each distribution event.
Current Sponsors and Volunteer Groups:
- City of Berkeley
- Kaiser Permanente
- Give Something Back Office Supplies
- Berkeley Lions Club
- UC Berkeley Student Groups

Resource Fair Participants:
- Berkeley Unified School District
- Lifelong
- Alameda County Food Bank
- Medi-Cal
- Heart to Heart
- Thalassemia Program Children’s Hospital
- Center for Vulnerable Child Children’s Hospital
- Emergency Preparedness
- WIC
- Black Infant Health
- GRID Alternatives
- Assurance Wireless
- Office of Tony Thurmond