To: Honorable Mayor and Members of the City Council
From: Councilmember Cheryl Davila
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 (011-11-102-000-000-000-411).

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.
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.
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
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!

![Afterschool Center](image1)

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

![Youth and Family Opportunity HUB](image2)

## 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.

![Career Development and Prevention Center](image3)

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.

![Counseling Center](image4)

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

![Environmental Training Center](image5)

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

![SPARK Health](image6)

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

![Sports & Fitness](image7)
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
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

Sponsorship Levels
□ Platinum $5000
□ Gold $3000
□ Silver $1000
□ Foursome $800
□ Individual Golfer $200

More ways to participate
Margarita, Beer, Lunch, Long Drive, Networking, Hole Sponsor, and etc.

Name of Foursome

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

Name
Address
City
State Zip
Phone
Email

Name of Foursome
Player One
Player Two
Player Three
Player Four

Detach this portion and return with your payment
Detach this portion and return with your payment
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: nwilliams@byaonline.org
1255 Allston Way
Berkeley, CA 94702

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