

Review/Submit

The Future is Ours Celebration- FAFSA Fundraiser

Application/Review Instructions

Section 1 - Introduction

Provide the applicant organization's name Coachella Valley Workforce Excellence, Inc.

Provide the applicant organization's mission statement

OneFuture Coachella Valley's mission is to assure all students succeed in college, career, and life - expanding and enhancing the local workforce so that our youth and economy thrive. We believe that education accelerates economic success and we support the development of K-16 career-themed pathways, work-based learning, scholarships and financial aid. An educated workforce supports a strong economy and creates jobs that support families who, in turn, support the economy. This cycle of success drives the mission of OneFuture Coachella Valley: to assure all students succeed in college, career, and life - expanding and enhancing the local workforce so that our youth and economy thrive. Our goal is that all students will: have a clear economic and academic path to and through college; successfully complete post-secondary degrees, credentials or certificates; land a job with a promising financial path, and contribute to a thriving economy

What is the name of your event/project for which you are requesting funding? (limit 30 characters)

The Future is Ours Celebration- FAFSA Fundraiser

Please provide an executive summary of your program (not to exceed 50 words)

OneFuture Coachella Valley unifies regional efforts to increase educational attainment and career preparedness among low income students to assure healthy and economically thriving youth, families and communities and, simultaneously, a high quality workforce and strong regional economy. OneFuture Coachella Valley supports the development of career-themed academies and linked learning pathways at the K-12 level, work-based learning for middle school through college undergrads, and provides scholarships and financial aid assistance to prepare all students for college, career and life.

What is the anticipated start date of this event/project?

3/22/2018

Section 2-Need

What need will be impacted by this event/project?

OneFuture Coachella Valley (OFCV) exists to activate a region-wide partnership to increase educational attainment among our lowest income students. By effectively aligning resources among all key stakeholders, we accelerate progress on common goals that improve outcomes for local students and strengthen the regional economy. This allows OFCV to work across sectors to forge solutions at greater scale and with broad community alignment. OFCV efforts drive an equity focus to ensure region-wide access to college preparation, striving to reduce the impact of bias at the site level. OFCV, along representatives from the Coachella Valley, compile and share data about activities of the diverse actors in the field, market needs, labor demands, etc.

The need for this work is apparent in the region's history. The Coachella Valley has struggled with educational attainment and student success, and the need to improve college access, attainment and economic opportunity for students in our region is dramatic. In 2005, with high dropout rates at two of the three local school districts, Coachella Valley

had the dubious distinction of having the lowest college going rates in the state. Further, the percent of students who graduated ready for UC/CSU admission fell well below the state average of 36% - Palm Springs Unified (30%), Desert Sands Unified (22%) and Coachella Valley Unified (20%).

The demographics and the history of our economy tell the story of our region. With the development of one of the most productive farming regions in the country, the agriculture economy allowed for the slow and steady development of a number of small communities in the region. The common denominator to all of these economic sectors is a majority of low paying jobs.

During its 12-year history, OneFuture Coachella Valley (formerly, Coachella Valley Economic Partnership [CVEP] Workforce Excellence) has established a record of success that includes building a strong, regional network of more than 400 business and education partners; awarding more than \$11.5 million in scholarships to 1,747 Coachella Valley students and collaborating with all three K-12 school districts to prioritize career academies/linked learning and academy expansion.

There are approximately 445,000 permanent residents in the Coachella Valley, including 71,000 K-12 students. The valley's student population is diverse and poverty is a significant issue, with 33% of students under 18 living in poverty and 79% of students across the valley qualifying free & reduced lunch programs.

While the population has grown very quickly in recent decades, the region continues to have low educational levels and is overly reliant on relatively low-wage sectors, such as tourism and retail. The result has been highly uneven growth. The retirement meccas of Indian Wells and Rancho Mirage have exceptionally high per capita incomes (\$96,234 and \$62,760, respectively), while Coachella and Desert Hot Springs, which disproportionately house the region's hotel and construction workers, have low per capita incomes (\$12,846 and \$14,742, respectively).

Describe the population(s) that will benefit from this event/project:

Within this region, although 55% of Coachella Valley residents are Latino, making up 45% of the adult 25+ population, only 11% have a college degree. As the largest population subgroup and, at the same time, the fastest growing population under age 18, our focus on educational attainment has a heavy focus on this majority population. OneFuture CV programs and services directly reach more than 5,500 students per year, including an average of 350 scholarship recipients, high school and middle school career academy/pathway program students, area high school seniors, and local college students. More than 400 area leaders collaborate to support a system of career pathways building a pipeline of engaged students well prepared for success.

Name and explain the role of potential partners & collaborators for this event/project (if applicable):

More than 400 area leaders collaborate to support a system of career pathways building a pipeline of engaged students well prepared for success. This collaborative work includes education, community constituents, foundations and community organizations. This includes the leadership from all three K-12 school districts, Riverside County Office of Education, College of the Desert, Brandman University, CSU San Bernardino, University of California Riverside, more than 400 individual professionals from 136 organizations (including the region's three full-services hospitals, public utilities, media providers, nonprofit organizations and small businesses), who annually volunteer more than 17,500 hours in support of students. OneFuture CV also collaborates with the Riverside County Office of Education, the CA Community College Chancellor's Office Doing What Matters Initiative, Deputy Sector Navigators for the Desert/Inland Region, the San Bernardino County Superintendent of Schools Alliance for Education, and the Inland Empire Collaborative for Educational Success to advance the Linked Learning approach across the two-county region. OneFuture CV has established

strong relationships with education and workforce partners and has built internal structures to facilitate direct outreach to secondary and post-secondary students specific to career academies, financial aid and scholarships. OneFuture CV will sustain and advance these existing outreach strategies to reach local youth and young adults.

Today, with career academies and pathway programs in place and a joint economic development and K-Career educational strategy, local youth have early and enhanced access to increased career opportunities and experiential learning. Greater access to more diverse and higher paying jobs coupled with increased internship and mentor programs and a focus on college readiness, financial aid and scholar support is providing additional incentives for staying in school and going on to college tied to expanded local jobs and careers.

What is the primary area of service related to this event/project?

Other

What geographical area will be served by this event/project? who is the target audience?

OFCV programs and services directly reach more than 5,500 valley students per year, including an average of 350 scholarship recipients, high school and middle school career academy/pathway program students, high school seniors, and local college students.

Section 3 - Evaluation

How many persons will be directly impacted by this event/project? (estimated)

5,550

Section 4 - Budget Narrative

What is the amount being requested from RAP Foundation for this event/project?

\$5,000.00

What is your TOTAL event/project budget?

\$50,000.00

Please provide a brief narrative explaining your proposed budget and to which line items your request will apply

Revenue:

Individual Tickets \$17,000; Sponsors \$20,000; Naming Scholarship Sponsor :\$10,000; Raffle Proceeds \$1,500; and Donations \$1,500.

Expenses: Catering/Venue \$6,000; Advertising/Marketing \$150; Arrangements/Decor \$250; Entertainment \$500; Award Expense \$14,100 (including the FAFSA Awareness Campaign - "The Battle of the High Schools" competition which raises awareness about the importance of completing the Free Application for Federal Student Aid (FAFSA) essential to most colleges and universities to determine a students eligibility for financial aid programs); Graphic Design \$150; Donation support materials \$100; Other reproduction/office supplies \$100; Credit Card processing fees \$225; Banners/signage \$750; and, Event Staffing Expense: \$500

Funds from the Regional Access Project Foundation sponsorship would be applied to the direct costs of the event: Advertising/Marketing, Graphic Design, Donation support materials costs, Reproduction/office supplies, Banners/Signage, and catering expenses (partial).

Attachments

Please attach a list of your board of directors and their affiliations

Sr. Number	File Name	Attachment Description (Optional)	Created Date
1	<u>Board list -Board of Directors List 2018.pdf</u>		02/05/2018

Please attach a copy of any budget you have for this project/event

Sr. Number	File Name	Attachment Description (Optional)	Created Date
1	<u>Budget -FAFSA Fundraiser Event Budget.pdf</u>		02/05/2018

Please attach a copy of your current certificate of liability insurance

Sr. Number	File Name	Attachment Description (Optional)	Created Date
1	<u>Insurance -Certificate of Liability.pdf</u>		02/05/2018



OneFuture Coachella Valley
41550 Eclectic Street, Suite 200 E
Palm Desert, California 92260
(760) 625-0422
Info@OneFutureCV.org

2018 Board of Directors List

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The Future is Ours Awards Celebration
2018- FAFSA Fundraiser

Revenue		
Individual Tickets	170 @\$100	17000
Sponsors		20000
Naming Scholarship Benefactor		10000
Raffle Proceeds		1500
Donations		1500
Total Income		50000
Expense		
Catering/venue		6000
Advertising/PR	Website/enewsletter/SM	150
Arrangements/Décor		250
Entertainment		500
Award Expense	6 awards & FAFSA Awards	14100
Graphics Design		150
Donation Support materials		100
Other Expenses/Office Supplies		100
CC Processing Fees		225
Banners/signage		750
Staffing Expense	Event Coordination	500
Total Expenses		22825
Net Proceeds		27175

Jolivas; January 29, 2018

Subject: FW: You're Invited! FAFSA Fundraiser & OneFuture Awards Celebration



You Are Invited!
2018 Inaugural The Future is Ours Awards
Honoring Transformative Partners and Alumnae Igniting Our Future

To Benefit the Programs and Services
Offered Through OneFuture Coachella Valley

Thursday, March 22, 2018
5:30 PM ~ *Champagne Reception*
6:15 PM ~ *2018 Awards Celebration*

Reservations now being taken!

Tickets: \$100 per person
Alumnae Tickets: \$50 per person
Sponsor Opportunities Available.

For more information, contact
Judi Olivas at 760-625-0422
or email to: Judi@onefuturecv.org

We invite you to submit a nomination for our 2018 The Future is Ours Awards!

These prestigious awards honor those who are committed
to advancing this mission through personal leadership and service.

To nominate those who you feel should be considered please fill out this form.

OneFuture Coachella Valley is a 501c3 nonprofit organization. Federal Tax ID: 81-3653698

