

ADMINISTRATION MEMORANDUM

11-08

DATE: March 24, 2011

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: William A. Simmons, City Manager *WAS*

SUBJECT: Action Item – Northglenn Community Foundation Utility Bill Program

BACKGROUND:

The Northglenn Community Foundation attended the study session on March 3, 2011 to discuss the proposed utility bill program, and the associated funding request. At that study session, it was suggested that a formal proposal be submitted to City Council for consideration. This proposal was requested to include a procedure for considering grant applications, criteria for grant applications, a commitment to provide an annual report, and a timeline for granting a minimum of \$10,000 to residents. In addition, it was requested that an agreement be put in place between the Northglenn Community Foundation and City Council.

Attached is the proposal from the Northglenn Community Foundation. The proposal begins with a description of the Foundation, general goals of the Foundation and existing programs executed by the Foundation. On page 2, under the heading "Program Request," is a description of the new utility bill program, and the general procedure for considering grant applications and the criteria for grant applications. A preliminary program timeline is described on the bottom of page 3. Included in the timeline is a commitment to submit an annual report to City Council at the end of the first funding cycle, in the winter of 2012.

At the bottom of page 5, funding goals are stated. The foundation aims to distribute at least \$10,000 to Northglenn residents through utility bill assistance in three years (by the end of 2013), and have an additional \$5,000 in reserves sustain the program for future years. Continuous fundraising, in the form of one large fundraiser each year, will occur to ensure long-term sustainability of the program without the need for additional capital from the City.

The agreement between the Northglenn Community Foundation and City Council will be drafted the week of March 21, and subsequently distributed to the Foundation and City Council for review.

BUDGET/TIME IMPLICATIONS:

Funding for this program now appears in the Water, Wastewater and Sanitation Funds under grants/donations. At the study session Council requested staff to identify an alternative funding source. The alternative source identified by staff is General Fund, Legislative, grants and donations. The amount appropriated in this line item for grants and donations is \$29,060 which is allocated to Outside Agency Funding. Expending \$10,000 from this line item will result in a planned overrun but is not considered to have a material impact on the general fund.



Revised 03/23/2011

Our mission:

"Neighbor helping neighbor to help strengthen families and communities within the City of Northglenn."

Northglenn Community Foundation Fundraising Seed Funds Proposal

Organization Background

The Northglenn Community Foundation is a 501 c (3) nonprofit foundation that works to enhance the lives of the residents of Northglenn.

The Northglenn Community Foundation (NCF) was formed in 1985 as the Northglenn Park Foundation. In 2004 the board of directors saw a need to increase the scope of services that the park foundation could provide to Northglenn residents. In order to meet these needs the mission of the Northglenn Park Foundation was changed to an organization that is able serve a larger portion of the community and the NCF was created.

All the members of the foundation are volunteers to ensure that we get the maximum benefits from our fund raising efforts.

Goals

The primary goal of the Northglenn Community Foundation is to provide services that serve the larger portion of the Northglenn community.

Past Accomplishments

Historically, NCF has accomplished this goal by providing services that enhance and improve the enjoyment for residents using the city parks and recreation areas.

Current Goals

Current goals include continuing to support parks and recreation for residents, as well as providing services that will benefit a larger portion of the Northglenn residents. Working closely with city officials and leaders, NCF has realized the need for Water Utility Assistance within the city of Northglenn. The goal is to provide financial grants which will provide for Northglenn citizens who are struggling paying their water utility cost

Current Programs

The foundation assists with a variety of programs within Northglenn. Past projects have included providing funding for park and recreation improvements. The Memorial Bench and Tree program and funding for special events such as Rudolph's Reading Raffle and Noel Northglenn.

Honor a Loved One or a Special Occasion

NCF provides an opportunity for Northglenn citizens to **plant a tree or put a bench** in one of Northglenn's parks or open spaces in honor of a loved one or mark a special occasion. It also provides a gift to the entire community that will last for future generations. Residents enjoy a place to sit and enjoy one of our many parks or trails; or just enjoy the shade and beauty under a tree on a summer day. Trees and benches purchased through this program are planted and cared for by the City's Department of Parks, Recreation & Cultural Services and may be placed in our parks, playgrounds, and trails.

Tree Program

Donations are used to purchase trees for the beautification of Northglenn. Donors receive an engraved plaque with three lines of inscription which is attached to a perpetual plaque outside of City Council Chambers, inside City Hall. There is a wide selection of trees and locations to choose from to ensure that this is a lasting remembrance.

Bench Program

Donations provide park benches for the Northglenn community. A donation of \$650 includes the cost of the bench and a commemorative engraved plate along with installation and care of the bench. Benches are dark green and are installed in concrete along walking trails or in Northglenn parks and open spaces. The commemorative plate is riveted on the top or front of the bench.

Program Request

NCF is creating the Water Utility Assistance Program to help Northglenn residents with the most basic need of water because many residents are in danger of having their water disconnected.

NCF recognizes a strong strategic fundraising program will be necessary for long-term success and sustained financial grants for citizens. The requested \$10,000 will be used as foundation or "seed" money for the Water Utility Assistance Program fundraising program. The intent is to create a self-sustaining Water Utility Grand Award Fund.

NCF is excited to have the opportunity to kick off its' fundraising program as the host for the Harley Owners Group State Rally Finale on June 18, 2011. The anticipated net revenue from this event will enable NCF to establish working capital and the first Water Utility Grant Awards in the fall of 2011.

The Water Utility Assistance Program guidelines are as follows:

Grantees

- Resident of Northglenn for 6 months or more

- Meet the income guidelines noted on the application (based on two times the poverty level)
- Submit an application to the Northglenn Community Foundation
- Applications can be mailed to NCF or turned into city hall or recreation center

Program Guidelines

- Grants will be awarded once or twice per year depending on funding availability.
- Assistance is limited to once per year for recipients.
- Grants will pay for up to a three month delinquency of Northglenn utility bill.
- Funds will be transferred directly from Northglenn Community Foundation to the City of Northglenn Water/Waste Water Account.
- Grants will be awarded according to need based on information presented on application to the grant committee. A scoring system will be developed that considers factors such as:
 - The age and number of individuals in the household
 - The reason behind the inability to make the payment(s)
 - The likelihood that the applicant will need future assistance
 - The amount of the request
 - Previous request for assistance
- Program is a joint program of the Northglenn Senior Organization and the Northglenn Community Foundation, though grant recipients are not limited to seniors.
- Applicants will be provided with a list of other resources that are available in the community for those in need of assistance. programs

Timeline

January 2011 - fall of 2011

Program development

January 2011 - June 2011

Fundraising kick-off - Host Harley Owners Group Grand Finale on June 18, 2011

Fall 2011

The first grants awarded to residents of Northglenn

Winter 2012

Program evaluation and first annual report to be provided for the City of Northglenn

Goals identified for year two

Grant guidelines and timelines evaluated to determine if any changes are needed based on the first grant cycle

Future

Ongoing fundraising projects will be pursued to continually increase the total grants to be awarded.

Need

In the current economic environment, it is common to hear of individuals and families who are struggling to pay for basic housing and utilities. Reports are numerous of citizens restricting their life styles in ways that are dangerous to their health and environment. These reports include, restricting the amount of water consumed, not disposing human waste properly, and lack of cleanliness.

In 2010, Northglenn residents in need turned to **Almost Home**, a nonprofit organization located in Brighton, CO. **Almost Home** reported that out of the 311 requests for assistance, 111 requests were for utility assistance amounting to \$75,165. In addition to those requesting assistance there are an estimated 500 plus delinquency notices issued on a continual basis in the City of Northglenn. As the cost of living increases the need for utility financial assistance will dramatically increase.

NCF Contribution

Water Utility Assistance Grants will provide support for individuals and families who are struggling to pay their water bills. These grants will be the welcomed relief for citizens to live in comfortable and healthy environments; their homes. Providing financial assistance for water utilities to Northglenn Citizens are the next step in NPFs' effort to serve a larger portion of the community.

Evaluation

On-going evaluations will be conducted in the effectiveness of the Water Utilities Assistant Program and in the NCF strategic fundraising plan. The primary evaluation will be quantitative and qualitative.

Quantitative

Water Utilities Assistant Program

- The quantitative evaluation will be based upon:
- The number of individuals/families that are awarded grants
- The total dollar amount that granted in a 12-month period

NCF strategic fundraising (Numbers based upon a 12-month period)

- The total dollar received in donations
- The total number of volunteers donating time to events/program
- Total number of donors

Qualitative

Water Utilities Assistant Program

- The general community awareness of the program
- Opportunities for increased fundraising
- Opportunities for community education

NCF strategic fundraising

- Opportunities to partner with like organizations
- Opportunities for sponsorship with donors/businesses
- Increased fundraising opportunities

Evaluation Summary

To date the NCF fundraising strategy has been limited to the July 4th - four-mile run and the donations collected from bench and tree projects. The \$10,000 Seed Fund grant will enable NCF to create and establish a financial foundation which will provide long-term services for the citizens of Northglenn.

NCF will award financial grants to Northglenn Citizens which will total a minimum of \$10,000 within the first 3 years. In addition NCF will retain a minimum of \$5,000 in reserves which will continue to support future fundraising efforts. This ensures that the requested "seed" funds are returned to the Northglenn community.

Annual Report

Annual Reports detailing the Water Utility Assistance program success will be provided to the City Council for their review.

Planning

Recognizing the challenges of the current economic environment, NCF is taking a proactive approach to the future. The request for \$10,000 Fundraising Seed Funds will enable NCF to create and build a strong financial foundation for the future. NCF envisions a future providing financial assistance for Water Utility Programs and the expanded needs of Northglenn Citizens.