

**From:** [Michelle Edwards Heery](#)  
**To:** [City Council Public Comments; \\_CityCouncilListPublic](#)  
**Cc:** [Jennifer Weiss](#)  
**Subject:** [EXTERNAL] On Behalf of Roseland Kids...  
**Date:** Tuesday, November 30, 2021 10:33:33 AM  
**Attachments:** [image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image010.png](#)  
[image011.png](#)  
[BGC-Roseland Campaign For Kids.pdf](#)

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City Council Members,

I hope you all had a wonderful thanksgiving! At Boys & Girls Clubs, we are grateful for your commitment & service to our community.

Tonight, as you consider how best to spend one-time monies, you'll hear from a number of Club families, parents, community members, and others asking for your investment in this critical project. I think you'll agree there is strong community need & support for this project. You'll even hear how the Club has changed the lives of many youth from the Roseland Neighborhood.

This project is in direct alignment with ARPA uses and any investment from the city will be fully spent by the end of 2023, well in advance of the timeline. Additionally, when applied to the city's rubric for equity, this project meets all equity standards as prioritized.

I've attached more information for your review. Some highlights:

- **COMMUNITY CHALLENGE:** 69% of Roseland kids don't have a place to learn & grow when schools are closed.
- **HOW WE HELP:** This community center will provide a 27% increase in daily child care spaces in the neighborhood. Services will be at NO COST to families or the city.
- **COMMUNITY CHALLENGE:** There is a lack of recreational & emergency shelter space in Santa Rosa & in the neighborhood.
- **HOW WE HELP:** We will have a regulation sized basketball gym available for community use. This can also be used in case of emergency.  
**FACT:** All Boys & Girls Clubs facilities are registered with Red Cross as community shelters. We'd be proud to partner with the city in Roseland.
- **COMMUNITY CHALLENGE:** There is a lack of access to a community center or meeting space to use for events, community services, programming, etc.
- **HOW WE HELP:** We will have rooms available in the mornings, evenings and on the weekends for the community & other agencies to use.

Thank you to Council Members Tibbetts, Rogers, and Alvarez for signing on to support the project. I encourage others of you to support tonight. Together, we have the opportunity to impact kids, Roseland, and thousands of Santa Rosa families for years to come.

I welcome the opportunity to chat with you individually about this project.  
Michelle

PS- [Other Santa Rosa leaders agree this is an excellent use of your funds.](#)

**Michelle Edwards Heery (she/her)**

*Chief Development Officer & Executive Vice President*

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**From:** Michelle Edwards Heery

**Sent:** Wednesday, November 3, 2021 9:32 AM

**To:** [citycouncil@srcity.org](mailto:citycouncil@srcity.org)

**Subject:** Community Support for the Roseland Club

City Council Members,

A very sincere thank you to Council Members Tibbetts, Rogers, and Alvarez for your public support of our new Roseland Club! And please accept our gratitude to all of you for your engagement in this process, responsiveness, and leadership in this hard time. You have a difficult task and we appreciate your service!

[We are also grateful to see investment in this project is garnering community support.](#)

The goals of the city & the goals of the Club are aligned. This Club will bring:

- 27% increase in daily child care spaces for school aged kids: All total, we anticipate serving an additional 2,000 Santa Rosa families annually.
- Access to a thriving & vibrant community center in the prime corridor of the Roseland neighborhood: A full gym, meeting rooms, dance studios, and a full kitchen will be available to support community organizations & residents alike. We are excited to think of the innovative partnerships we can create with the City to maximize these spaces!
- Improved health & safety for school aged kids in their neighborhood: Hungry kids receive healthy meals daily at the Club. Also, kids that participate in our programs are four times less likely to use drugs or participate in gangs.
- Improved resiliency & mitigation of adverse childhood experiences: Kids develop meaningful relationships with caring adults and peers at the Club. This means they are more likely to achieve academic success and improve their leadership potential.

I welcome the opportunity to continue this conversation with you!

Michelle

**Michelle Edwards Heery (she/her)**

*Chief Development Officer & Executive Vice President*

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