

Received 9/30/21



community advisory board
City of Santa Rosa

Community Advisory Board
Community Improvement Grant
2021 Application Form

Project Name: Santa Rosa Dia de los Muertos	Requested Grant Amount: \$ <u>2500</u>
Project Physical Address: 25 Old Courthouse Square, Santa Rosa, CA 95404	Other Funding Sources: \$ _____
Nearest cross street: Third st	TOTAL Project Cost: \$ _____
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input type="checkbox"/> Core <input checked="" type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754	Group or organization: On The Move
Property Owner (see page 3 for all requirements): City of Santa Rosa <small>Name - Property Owner</small>	How did you hear about the Grant Program? City of Santa Rosa Outreach Efforts
Contact Person responsible for Grant Application	
Adrian Maldonado <small>Name - Contact Person</small>	adrian@onthemovebayarea.org <small>Email</small>
780 Lincoln ave <small>Address</small>	7073448414 <small>Phone</small>
Napa <small>City</small>	94558 <small>Zip</small>
	Business Services Manager <small>Title</small>

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name Adrian Maldonado

Signature _____

Title Business Services Manager

Date 9/29/2021

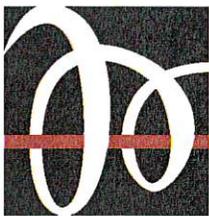
PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate 3400		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteer Hours (22.14/hour/person) (4 hours)(100 volunteers)	N/A	8856
Contracted Services			
	Videographer		900
Materials/Supplies			
Printing/Reproduction			
Rentals			
	Large tent, tables, chairs	2500	
Other			
Total Requested Grant Amount		A.	
Total Matching Funds			B. 900
Total Project Cost (A+B)		\$ 3400	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Santa Rosa Junior College	9/20/2021	5000
Total		5000



On The Move

City of Santa Rosa Community Advisory Board 2021 Community Improvement Grant

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.

Organizational Overview: On The Move (OTM) was founded in 2004 with a mission to develop and sustain young people as leaders by building exceptional programs that challenge inequities in their communities. For the last 16 years, OTM has explored innovative approaches to close the achievement gap for children of color, promote wellness and inclusion, support youth in their transition into adult independence, and increase family self-sufficiency. On The Move (OTM) is dedicated to being at the heart of long-term recovery and resilience for Santa Rosa's most vulnerable populations. Each of OTM's initiatives engages and develop new leaders, collaborate with partners in rigorous systems change, and foster communities that are inclusive and equitable. On The Move's Sonoma County based programs include VOICES, LGBTQ Connection, La Plaza and Covid-19 Urgent Relief and Assistance (CURA) Project.

La Plaza is groundbreaking in that it is one of the first Latinx-designed and Latinx-led mental health initiatives in Santa Rosa. La Plaza is built on the essential belief that culture heals – *La Cultura Cura*. La Plaza pairs traditional health practices with cultural arts experiences that empower communities to recognize their own ability to heal. The program has created a welcoming, school-based setting that reduces mental health stigma, creates appropriate, culturally-based wellness activities, and provides a bridge to a variety of health resources. La Plaza brings together community leaders and partner organizations to create a Tapestry of Wellness that involves a collection of “strands” that create multiple culturally-based paths to wellness:

- **Art Expression:** Art, dance, music, theater, and writing allow for articulation of feelings.
- **Healthy Living:** Gardening, exercise, healthy cooking, and eating together enhance the mind and body experience.
- **Spiritual Healing:** Meditation and other spiritual practices quiet the mind, body, and soul.
- **Social Connections:** Conversation groups, parent cafes, and celebrations nurture needed relationships.

On The Move's vision and priorities for 2021-2022 is to leverage key community partnerships, the agency's strong reputation and established trust in the community to continue to stabilize, educate and empower the community's most impacted populations: undocumented families, low income Latinx families, LGBTQ Community and BIPOC youth. On The Move is proud to serve

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as the fiscal sponsor for Santa Rosa Día de Los Muertos because it embodies the values of our La Plaza program and focuses on honoring ancestors and cultural traditions.

Santa Rosa Día de los Muertos Overview: Día de los Muertos (Day of the Dead) tradition at its core celebrates life and death. This tradition serves as a way to honor those who have come before us and acknowledge one's ancestry in similar ways that the Aztec, Mixtec, Zapotec and Mayan cultures have been doing since 1800 B.C. In preparation to the Día de los Muertos, the Sonoma County Pomo tribe partakes in a ritual where they seek permission from their ancestors who have crossed to the other side to be able to proceed with this Día de los Muertos celebration on Pomo land, while students prepare photographs and write poems about their family members that have crossed to other side. The objectives of this project is to offer intergenerational education opportunities, cultural and spiritual healing practices and create social connection among the Latinx community and its allies.

The Santa Rosa Día de los Muertos event is the product of a planned and coordinated effort led by a committee made up of students, Pomo community members, local entities and non-profit representatives. The students in the planning committee range from all different levels, including local high schools like Piner, Santa Rosa and Montgomery High Schools. There are also students from the Santa Rosa Junior College and from Sonoma State University. The Santa Rosa Día de los Muertos event will take place at the Old Courthouse Square and start around 7:00am on November 1, 2021 and go until about 6:30pm on November 2, 2021. November 1st is especially dedicated to the children and young people who have crossed over, while November 2nd is catered for remembering adults who have crossed over. Throughout the two days, all are welcome to hold space, decorate sugar skulls, add a photograph, memento or offering to the community altar in efforts to connect with loved ones who have died. The idea is for the young people to learn about themselves, their ancestors and their understanding of what and why Día de los Muertos rituals are performed during the traditional celebration.

The celebration includes performances in the form of drum circles, spoken word poetry, theater presentations, singing of traditional songs and traditional danza from Aztec, Pomo, Filipino and ballet folklorico dancers. To close the first night, four or five Aztec dancers perform una velacion "hold a vigil" and gather in a circle with many cempalsuchi flores and present the offerings to the main altar in order to send a message and guide one's loved ones' to reunite for a short period of time, which fulfills the ritual and tradition. It is an opportunity for the entire community to participate in a cultural event where we can celebrate one's roots, honor departed friends, and pass on family stories from generation to generation.

a. Also include who will benefit from this project and how many people your project is expected to impact.

The Santa Rosa Día de los Muertos event provides opportunities for over 1500 Latinx and other Black, Indigenous, People of Color (BIPOC) youth, adults and elders to actively participate in community building activities aimed at understanding the intersections of their own history, culture, healing, their grieving process, and recovery and resiliency efforts. Feelings of isolation among BIPOC communities were made more significant due to COVID-19 and the Día de los Muertos event will aim to improve social connectedness and mental health short term outcomes for Santa Rosa's BIPOC community, and it will also create an avenue for visibility and community acceptance for all in attendance.

b. Please describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

Santa Rosa Día de los Muertos has secured a City Permit to hold a two day event in the Santa Rosa downtown Square.

2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

Día de los Muertos planning committee will leverage their own relationships to their respective school campuses, with local businesses, community outreach programs and organizations such as La Plaza, the CURA Project, Latino Service Providers, LGBTQ Connection and Violence Prevention Partnership to promote the event. The marketing and outreach strategies include social media outreach via Newsletters, Facebook and Instagram; word of mouth in Roseland and Moorland Creek area; and through physical collateral material such as a collectable Día de los Muertos calendar for 2022.

3. Describe the community support for your project.

a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?

This year marks the 20 year that Santa Rosa Día de los Muertos event has been in place and the support for this event continues to grow year after year. The following list highlights some of the groups who continue to participate and show support:

Santa Rosa High School
Santa Rosa Junior College
City of Santa Rosa Staff
Aztec Dance Groups (5)
Pomo Dance Groups and community
Native Drumming Circle and their families.
Member of the Filipino Community

Piner High School
Sonoma State University
Latino Service Providers
On The Move
La Plaza
LGBTQ Connection
Santa Rosa Community Health

Members of the Art community
Sonoma Community Foundation
Sonoma County Behavioral Health
City of SR Violence Prevention Partnership

Sonoma County Library
Santa Rosa City Schools
First 5 of Sonoma County
Luther Burbank Center

b. What roles are they playing and how collaborative is the project?

The schools and community organizations listed above support in a combination of the planning, outreach and delivery of the performance on the day of the event. Whereas Sonoma Community Foundation, Luther Burbank Center, and First 5 of Sonoma County support through sponsorship of the Día de los Muertos event.

c. What other support exists for your project?

Community attendance and participation is a huge support and reason for the success of the Santa Rosa Día de los Muertos event.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

Santa Rosa Día de los Muertos committee act as a lead and are assigned a group of other volunteer groups so the set-up, ongoing maintenance and clean-up of the event are taken care of.

5. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

All community members are encouraged to walk to the downtown area or carpool with friends and family to minimize energy waste and pollution. The event will have garbage and recycling bins clearly labeled to help all present dispose of their waste accordingly.

6. Please provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

From start to finish, all attendees will be required to wear face coverings. There will be plenty of hand sanitizer and PPE distribution stations. It is our hope to collaborate with CURA to provide COVID-19 Vaccination clinic and a Testing site.

7. Project Budget: Grant requests may not exceed \$2,500. Please explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.

On The move and Santa Rosa Día de los Muertos Committee humbly request \$2,500 to help cover the cost of a stipend to a photographer and videographer in charge of documenting the event, as well as the cost for renting tables, chairs and a large tent to accommodate the altar offerings. The cost estimate was developed directly by quotes that were provided to the Santa Rosa Día de los Muertos Planning Committee.

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