



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

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

Cost Estimate		Requested Funds	Matching Funds
Salaries/Wages (in-kind only)			
		N/A	
Contracted Services			
	Marketing		2,000
Materials/Supplies			
	Banners and signs		1,000
Printing/Reproduction			
Rentals			
	Venue	2,000	2,500
	Tables and Chairs -- Encore Events	500	1,000
Other			
Total Requested Grant Amount		A. 2,500	6,500
Total Matching Funds			B.
Total Project Cost (A+B)		\$ 9,000	

Other Funding Sources:

Funding Sources		Date Committed	Amount
Peter E. Haas Family Fund		January 25, 2026	5,000
Total			5,000



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Community Advisory Board Community Improvement Grant Questions

Answer the following questions as they apply to your project. **Responses are limited to three double-sided pages with 12-point font including drawings and photographs. Include page numbers on all pages.**

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

The Sonoma County Volunteer Fair, co-hosted by Los Cien and the Center for Volunteer & Nonprofit Leadership (CVNL), is a countywide community event designed to strengthen civic engagement, nonprofit capacity, and inclusive volunteerism in Santa Rosa and across Sonoma County. Held on César Chávez Day and aligned with Global Volunteer Month, the event honors the legacy of collective action while creating accessible pathways for residents to serve their communities.

The Volunteer Fair will be hosted at the Backdrop at Becoming Independent in Roseland, Santa Rosa, intentionally centering one of the county's most culturally vibrant and historically underinvested areas. The event will bring together up to 80 nonprofits, government agencies, and civic organizations and is expected to attract 500+ attendees from across Sonoma County, including youth, families, first-time volunteers, professionals, and community leaders. Attendees will engage directly with organizations offering opportunities in volunteering, civic engagement, advocacy, and nonprofit and board service, with a strong focus on increasing Latino and BIPOC participation.

Planning is currently underway in partnership with CVNL and includes nonprofit recruitment, multilingual outreach, and coordinated logistics. Event implementation will occur on César Chávez Day, followed by post-event evaluation to measure attendance, organizational participation, and volunteer connections. All required City permits, insurance, and site approvals will be secured in advance.

The City of Santa Rosa's \$2,500 investment ensures broad outreach, equitable access, and high-quality event delivery while leveraging a significant return for the community. By hosting the event in Roseland, the project supports a safe, healthy, and inclusive community, strengthens nonprofit infrastructure, and generates local economic activity as visitors dine and spend in nearby Santa Rosa and Roseland businesses, advancing the City's vision of a vibrant, resilient, and connected city.

2. Describe the community support for your project.

The Sonoma County Volunteer Fair is a highly collaborative, community-supported effort led by Los Cien in partnership with the Center for Volunteer & Nonprofit Leadership (CVNL). CVNL provides countywide nonprofit relationships, volunteer engagement expertise, and recruitment support, while Los Cien leads inclusive outreach, community engagement, and coordination, with a focus on increasing Latino and BIPOC participation in volunteerism.



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City of Santa Rosa

The event is designed to host up to 80 nonprofit, government, and civic organization booths, representing sectors such as education, housing, health, youth development, environmental stewardship, and homelessness services. While participating organizations are still being confirmed, strong interest is anticipated given CVNL's extensive nonprofit network and Los Cien's community reach. Local residents, families, youth, and civic leaders will participate as attendees and beneficiaries.

Additional support includes a discounted venue provided by Becoming Independent, confirmed funding from the Peter E. Haas Family Fund to offset venue and equipment costs, and promotional partnerships with Wine Country Radio and the Press Democrat. This collective support reflects broad community investment and advances Santa Rosa's goal of fostering a safe, healthy, and inclusive community through civic engagement and volunteerism.

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

Outreach will use a multi-channel, bilingual strategy to ensure broad community participation. Los Cien will promote the Volunteer Fair to its 3,500 subscribers and 400+ members, in partnership with CVNL's extensive network of nonprofits, civic agencies, and volunteers. Additional outreach will include Wine Country Radio (English and Spanish) and local media such as The Press Democrat and La Prensa. The event is free and open to anyone who would like to attend, hosted at an ADA-accessible venue, and designed to be welcoming to all ages, backgrounds, and experience levels, supporting Santa Rosa's commitment to a safe, healthy, and inclusive community.

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

No ongoing maintenance is required for this project.

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

Participant safety will be prioritized through standard best practices for community events. The event will be held at an ADA-accessible venue with clearly marked entrances, exits, and emergency procedures. Adequate spacing will be provided between vendor booths to support safe crowd flow, and hand sanitizer will be available throughout the venue. Event staff and volunteers will monitor attendance, assist with wayfinding, and respond to any safety concerns. All activities will comply with applicable City, County, and venue safety guidelines to ensure a safe, welcoming, and inclusive environment for all participants.

6. Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. Please explain your plans to ensure the project's long-term sustainability. This section is supplemental information to the Cost Estimate Form.



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The requested \$2,500 grant will support essential event costs, including marketing and outreach, event signage, and equipment needs that ensure accessibility and a high-quality experience for participants and vendors. Cost estimates are based on confirmed vendor quotes, including \$1,000 for marketing through Wine Country Radio and the Press Democrat, \$1,000 for banners and signage, a discounted venue cost of \$4,500, and \$1,500 for tables and chairs. Matching funds have been secured through the Peter E. Haas Family Fund and in-kind support from Becoming Independent. Long-term sustainability will be achieved through diversified sponsorships, grants, and partner contributions to support future Volunteer Fairs.

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

The Sonoma County Volunteer Fair will aim to incorporate environmentally conscious practices to minimize waste and reduce environmental impact. We will prioritize digital promotion and registration to limit paper use and encourage participating organizations to reduce printed materials. When possible, we will use reusable signage and leverage the venue's recycling and composting systems. These efforts reflect our commitment to responsible, community-centered event planning aligned with Santa Rosa's sustainability goals.