

Attachment O:

December 2, 2022 - Email

Hollywood Cares email submission of a reformatted proposal, or request for funding, with City Manager response requesting that they submit their application during the next available funding opportunity, so they may participate in the City's competitive award process

Courtney Christy

From: Harry Black
Sent: Friday, December 2, 2022 10:21 PM
To: amelia@awaconsults.com
Cc: Courtney Christy; Kevin Lincoln
Subject: FW: Hollywood Cares Foundation Proposal
Attachments: 2022 IAR NOFA FORMAT.pdf

Amelia:

The Mayor shared a copy of your email with me. Thank you for sending it. We also received an email from you all earlier this week and staff responded to it. We have advised you all to keep a look out for future Notice of Funding Availability (NOFA) opportunities and submit funding applications for whatever you think you might be interested in and qualified for. We currently have no active NOFA opportunities in the solicitation phase. You all missed the community support NOFA of several months ago. We do not give out sole source grant funding. Our grant funding is pursuant to a competitive process, which is the NOFA process. As such, we will look forward to your potential participation in future NOFA opportunities. As it relates to this matter, there is nothing to further discuss. Thank you and we look forward to your future participation in the process.

Harry Black

City Manager

City of Stockton

425 N. El Dorado Street, Stockton, CA 95202

(209) 937-8294

harry.black@stocktonca.gov



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From: Kevin Lincoln <Kevin.Lincoln@stocktonca.gov>
Sent: Friday, December 2, 2022 9:32 PM
To: Harry Black <Harry.Black@stocktonca.gov>
Subject: Fwd: Hollywood Cares Foundation Proposal

Mayor Lincoln

From: Amelia Williamson <amelia@awaconsults.com>

Sent: Friday, December 2, 2022 6:56 PM

To: Courtney Christy <Courtney.Christy@stocktonca.gov>

Cc: Shannon Anderson <shannon@awaconsults.com>; Andrew Willins <aw@hollywoodunlocked.com>; Kevin Lincoln <Kevin.Lincoln@stocktonca.gov>; j@hollywoodunlocked.com <j@hollywoodunlocked.com>

Subject: Hollywood Cares Foundation Proposal

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Hi Courtney,

I hope this email finds you well. I am reaching out to submit our reformatted proposal in the requested NOFA format. As discussed, we are not applying for NOFA funding rather moving through a due diligence process in order to submit a funding request to City Council as stated in the September Council meeting.

We look forward to hearing from you on next steps.

Many thanks,

Amelia

Principal & Chief Strategist

AWA Consults builds strategic bridges that connect philanthropy, community and influence.

(310) 972 - 0489

www.Awaconsults.com

From: Courtney Christy <Courtney.Christy@stocktonca.gov>

Sent: Tuesday, November 29, 2022 10:51 AM

To: Jason Lee <j@hollywoodunlocked.com>

Cc: Shannon Anderson <shannon@awaconsults.com>; Amelia Williamson <amelia@awaconsults.com>; Andrew Willins <aw@hollywoodunlocked.com>

Subject: RE: Hollywood Cares "I AM READY" Update

Mr. Lee,

Thank you for the update. As has been previously mentioned to you and your colleagues, we do not currently have any Notices of Funding Availability (NOFA) in progress. This is the competitive vehicle by which we make funding available to interested organizations. We have placed your organization's name on our non-profit partner list so that as opportunities become available, your organization will be notified.

Thank you for your interest,

Courtney

From: Jason Lee <j@hollywoodunlocked.com>

Sent: Monday, November 28, 2022 1:54 PM

To: Courtney Christy <Courtney.Christy@stocktonca.gov>

Cc: Shannon Anderson <shannon@awaconsults.com>; Amelia Williamson <Amelia@awaconsults.com>; Jason Lee

<j@hollywoodunlocked.com>; Andrew Willins <aw@hollywoodunlocked.com>

Subject: Re: Hollywood Cares "I AM READY" Update

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Good afternoon.

We were contacted by the department that had the bill you referenced in this email. They said the bill you reference is no longer actionable. Therefore they consider the case closed. Just letting you know.

JASON LEE

FOUNDER / CEO

e: j@hollywoodunlocked.com

[WEBSITE](#) [INSTAGRAM](#) [FACEBOOK](#) [TWITTER](#) [YOUTUBE](#)

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On Nov 21, 2022, at 6:00 PM, Courtney Christy <Courtney.Christy@stocktonca.gov> wrote:

Hi Shannon,

Thank you for the update.

I did get a message from billing that they had been in contact with someone from your team regarding the outstanding balance. I've asked our Special Events team to assist since the balance due seems to be coming from a 2013 event their team was involved with. Someone from their team will be reaching out to Mr. Willens in the next day or two to review the records. I've attached the customer summary for your review in the meantime and will continue to work with Special Events to make sure this keeps moving forward.

Following the direction from the last Council update earlier this month, our Economic Development Department (EDD) has included contact information for you, Amelia, and Jason in our non-profit partner database, which means you will be receiving email notifications as funding opportunities become available. The next opportunity coming is the CDBG Public Service Program, tentatively scheduled to open for applications during the week of December 5th or 12th. This particular program is managed through our Neighborly portal in EDD, so you will need to submit your application and program proposal there, once opened. Additional instructions and guidelines will be included in the notifications sent to your awaconsults email addresses.

Thank you,
Courtney

From: Shannon Anderson <shannon@awaconsults.com>

Sent: Friday, November 18, 2022 4:03 PM

To: Courtney Christy <Courtney.Christy@stocktonca.gov>

Cc: Amelia Williamson <amelia@awaconsults.com>; Jason Lee <j@hollywoodunlocked.com>

Subject: Hollywood Cares "I AM READY" Update

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Hi Courtney,

We hope this finds you well. We just wanted to provide you with a quick update to let you know that we will be submitting our proposal with supporting documents the week of 11/28.

We have also reached out to your billing department per your suggestion but they were not aware of any balance due and could not provide guidance in how to proceed. Is there a particular contact there familiar with this matter you might be able to connect us with? We are aligned in our determination to resolve any balance due immediately. Please let us know if there is another approach we might take.

Thank you for any insights you might be able to provide.

Warmest,
Shannon & Amelia
<82881 Account Detail Report.pdf>

Application Components: Hollywood Cares Foundation : IAR Proposal

A. Organization Info

Please provide the following information.

A.1. Organization Name: Hollywood Cares Foundation

A.2. Address: 8833 Hollywood Blvd. LA, CA 90069

A.3. City of Stockton Business License Number: 72407

A.4. Federal Tax I.D. Number: 88-2250493

A.5. UEI Number: LSABFMEBQPA1

A.6. Organization Type: Non-profit organization

A.7. Executive Director Name: Jason Lee

A.8. Program Advisor: Amelia Williamson

A.9. Phone: (310) 972-0489

A.10. Email: Amelia@awaconsults.com

A.11. Proposed Program Name: I am Ready

A.12. Program Cost: \$2MM

A.13. Total Funds Requested: \$2 MM

B. Program Overview Information

B. 1. Interest: Provide a Statement of Interest in receiving a Community Support Grant.

Hollywood Cares Foundation (HCF) is determined to prepare young people to embrace their lives with the hope and skills necessary to say “I AM READY” for all of the opportunities and challenges ahead and would like nothing more than to do this in the City of Stockton. Established by Hollywood Unlocked Founder Jason Lee, who was raised in Stockton and remains deeply invested in the community, we will together inspire change by providing opportunities for Stockton youth to be active participants in their personal development. By investing in Hollywood Cares on the youth led “I AM READY” initiative, it is our intention to join forces in breaking the cycle of trauma and violence that has gripped our young people. Together, we can give them the opportunity to tap into their individual and shared stories to lift themselves up — and each other. An investment from the City is an investment in the young people of Stockton and will ultimately benefit the community by giving our youth ownership as civic leaders who will keep giving back.

B. Program Overview Information

B.2. Impact: Please describe briefly how your organization has been impacted by COVID-19.

The isolation and impact of COVID-19 have only worsened mental health conditions in youth and exacerbated disparities during critical developmental years. Birthed through and out of COVID, the I Am Ready initiative will focus on enhancing the mental well-being of youth within the city. Through participation in IAR, young people will be granted the opportunity to adapt various coping mechanisms necessary to thrive as young adults and combat life's challenges and negative influences they may be up against.

B. Program Overview Information

B.3. Need: Please briefly describe the community need and how the proposed program addresses it.

IAR also presents an opportunity for the City to focus on the stated Council goal to work with education partners to improve quality of life, increase literacy, fund college scholarships, and develop the workforce. Like many cities, Stockton continues to struggle with the despair of violence, trauma, drug addiction, abuse, and homelessness on an epic scale. Homicides are up a staggering 33% for young adults under the age of 29 — with a profound impact on the community. Jason has been intimately acquainted with similar struggles and in conjunction with HCF and the City, the collective is uniquely positioned and equipped to address similar challenges. We have created a model that includes community organizing to uplift young people and the values of service, empowerment, and creativity as we meet them where they are and provide rich character and community-building content to help our youth transform their own behavior, practices, decision-making and policies. In return for our investment in their mental health and overall well-being, we will see an increase in school attendance and participation in extracurriculars, alongside a decrease in violence and probation.

B. Program Overview Information

B.4 Mission: Provide a brief overview of the organization's history and describe how the program fits within the organization's mission and current program configuration.

The mission of HCF is to leverage pop culture to uplift underserved youth and help them drive lasting change, for themselves and others. From his humble beginnings in the foster system of Stockton, California to building one of the biggest urban media companies, Jason has always committed himself to lifting others up as he climbs, with a particular focus on underserved black and brown communities. As a former resident of Stockton Jason deeply identifies with the impacts on his own upbringing and sees himself in today's youth. Building on Mr. Lee's work as a thought-leader in the entertainment industry and leveraging his deep connections to some of the biggest names and brands, HCF aims to inspire change by providing opportunities for young people to be active participants in creating the culture that surrounds them, to empower themselves and each other.

HCF leverages the strengths of pop culture — from brand and individual influence to big media reach — to unlock critical resources and provide life-changing programming for underserved youth, particularly in underserved brown and black communities.

IAR is designed to help youth see the very best in themselves, and arms them with the tools and skills to empower themselves and others, with programming specifically centered around:

- Youth Leadership: Skilling our youth to lead culture and tackle the issues that surround them.
- Civic Engagement: Giving our youth ownership as active civic leaders, who give back to their community.
- Personal Development: Helping our youth grow their social and emotional intelligence and building their confidence to confront daily challenges through steady and trusted mentorship.

B. Program Overview Information

B.5 Experience: Describe the organization's experience in creating and implementing successful programs that serve the targeted audience.

HCF's experience is based on the founder's background of community organizing, working in both the juvenile probation system and school district in Stockton. As further articulated herein, Mr. Lee has represented organizations including the following in healthcare, education, and social justice — Kaiser/SEIU, Parent Revolution and the Trayvon Martin campaign. Mr. Lee has also been an advocate for Stockton and brought A-list power to the city when it was needed most, including the devastating stabbing of Alicia "Lala" Reynaga at his alma mater Stagg High School. Building on his own expertise, Lee has also retained a philanthropic firm called AWA Consults. AWA Consults is a boutique social impact agency that provides advising, organizational development and strategy-building, specializing in services for high impact individuals and organizations. AWA advises and has advised organizations such as Russell Westbrook's Why Not? Foundation, the Los Angeles Clippers, the Ballmer Group, Times Up and the Weingart Foundation. AWA specializes in the following areas:

- ***Strategic visioning & organizational planning***
- ***Community analysis & engagement***
- ***Philanthropic advising & initiative design with a focus in youth development***
- ***Performance vetting, monitoring & evaluation for grant programs***
- ***Board selection, advisement & development***

AWA Client References

Russell Westbrook, [Why Not Foundation](#)
[Angels Wings Foundation](#)

B. Program Overview Information

B.6 Previous City Grant Funding: For organizations that previously received grant funding from the City of Stockton, please provide detailed information on how the funds were used, the timeline in which they were used, and if the grant was fully expended.

No previous grant funds have been received.

C. Organization Capacity to Develop Program

c.1.1. Capacity: Describe you're the organization's ability to complete the proposed services and the ability to sustain the program after the City grant concludes. Describe the basic organization and management structure of the agency, and any proposed partners or sub-vendors. Include the system in place to manage financial accounting and ensure adequate oversight and management of fiscal systems.

Through the AWA consulting team, HCF has expanded its capacity to design and launch the pilot. Part of the team's role will also be to source the Program Team on the ground to run the daily programming operations. There is also a fund-development plan currently being developed to secure funds to both sustain the work in Stockton and begin scaling the effort in other cities with high need. Mr. Lee's work as a thought-leader in the entertainment industry and leveraging his deep connections to some of the biggest names and brands is also a strategic effort to secure additional funds. Discussions are currently in process with high profile philanthropists, celebrities and influential Fortune 100 companies working with Mr. Lee. However, a commitment of the City is a critical component in securing these funds as they expect to see a concurrent investment from the community.

IAR wants to be intentional about co-developing its programmatic pillars with our youth taking the lead and our adult community leaders supporting and overseeing, such that our young people are the ones owning this program and determining their own future. To this end our youth will weigh in on the following areas:

- Identification of current challenges within their school and their community
- Proposed solutions to these challenges and key priorities in addressing them
- Topic areas to inform curriculum design
- Proposed community partners

The Foundation is structured as a 501(c)(3) and operates independent from Mr. Lee's for-profit business; however HCF deploys a shared cost model for administrative expenses to keep costs focused on programmatic impact. HCF has retained Davoco Accountancy to manage and maintain its financial accounting systems. HCF adheres to non-profit accounting principles generally accepted in the United States. These standards are established by the Financial Accounting Standards Board.

It is important to note that while the proposal is to pilot the initiative the intention is to build a long-term operation that will be fully operational in Fall 2023 that will scale well beyond City funding with independent resources and will stand alone with local infrastructure for the duration.

C. Organization Capacity to Develop Program

c.1.2. Program Lead(s): Name all program leads and provide a brief statement attesting to the experience, responsibility, and capacity of each program team member to complete a development program on the scale proposed.

PROGRAM LEAD: JASON LEE

Multimedia powerhouse and self-made entrepreneur Jason Lee is the CEO and personality behind the Hollywood Unlocked media empire. Mr. Lee is well-connected in the entertainment industry and beyond, while also possessing an extensive background in community organizing, with a decade at SEIU organizing Kaiser in healthcare, Parent Revolution in education and the Trayvon Martin social justice campaign. From his humble beginnings in the foster system of Stockton to building one of the biggest urban media companies, Jason has always committed himself to lifting others up as he climbs, with a particular focus on underserved black and brown communities, and always returning to Stockton in its times of greatest need - bringing A-list reinforcements such as assisting in rebuilding the community after the tragic stabbing of Alicia "Lala" Reynaga. Building on Jason's work as a thought-leader in the entertainment industry and leveraging his deep connections to some of the biggest names and brands, Mr. Lee is deeply committed to providing our young people with the path to success he was able to forge himself.

PROGRAM LEAD: AMELIA WILLIAMSON

Amelia Williamson is Principal and Chief Strategist of AWA Consults, a boutique social impact agency whose mission is to build bridges across philanthropy, community, and influence. AWA provides philanthropic advising, organizational development, and strategy-building, specializing in services for high impact individuals and organizations. AWA has advised organizations such as the Los Angeles Clippers, Reese Witherspoon's production company Hello Sunshine and Baby2Baby. Before launching AWA, Ms. Williamson served as the President of the Magic Johnson Foundation – whose mission is to provide resources, build participation, and inspire self-sufficiency in underserved communities. A strong believer in service, Williamson also co-chairs the board for The Liberty Hill Foundation.

PROGRAM LEAD: SHANNON H. ANDERSON

Thriving in the crossover space between entertainment/sports/business and the political/philanthropic worlds, Ms. Anderson leverages her unique background, skills, and experience to guide high impact individuals and entities in maximizing all aspects of their efforts, from fundraising to community engagement, strategic partnerships to special events, board development to social media – leveraging a broad network to connect changemakers while delivering on concrete objectives. Prior to joining AWA as senior strategic social impact advisor, Ms. Anderson served as Chief Operating Officer at VoteRiders and worked for President Obama in numerous capacities, ultimately serving as California State Field Director at Organizing for Action (a nonprofit advocacy organization building bipartisan coalitions around legislative issues) after launching her career as an entertainment lawyer.

D. Program Vision and Implementation Plan

D.2.1. Services: Describe the available services the program will provide for the targeted audience, method of delivering services, and approach to outreach.

IAR leverages grassroots organizing, civic engagement and positive youth development program model to develop, equip and empower underserved youth to be resilient, successful, and altruistic, thereby improving quality of life outcomes in their respective communities.

A strategic focus of the mentorship program is reducing risk factors and building protective factors (defined as Developmental Assets) that create “thriving youth” using a positive, strength-based youth development framework. Method of delivery will be group instruction and 1-on-1 mentoring in an out-of-school setting.

D. Program Vision and Implementation Plan

D.2.2. Approach to Services: Provide a summary of you're the organization's approach to providing service. Describe the organization's commitment to delivering services with cultural competency and how organizational policies, procedures, and program philosophies reflect a value for equity and inclusion.

HCF's approach to services is strength and asset based. Incorporating the Search Institute Developmental assets framework, HCF will implement evidence-based wraparound approaches that are aligned with an overall model that includes four core strategies:

- Implementation of a career pathways framework.
- Intentional use of positive mentoring relationships and other youth development strategies;
- Use of individualized goal supports; and,
- Community organizing as a tool for youth empowerment and mobilization.

To ensure equity within our outreach, IAR will offer the following:

- Free services — counseling, training/workshops
- Both fixed-site and outreach/mobile services
- Signage/branding, posters, brochures and photographs, and other visual elements that acknowledge and are relevant to BIPOC youth
- Flexible programming hours, e.g., including evenings/weekends

D. Program Vision and Implementation Plan

D.2.3. Operations: Describe key operating practices including proposed hours of operations, proposed location, and testament of site control and staffing plan

Proposed Operating Practices

- Proposed location: Community Site in Downtown Stockton. We are currently evaluating the most accessible location for the youth but open to sharing community space or renting our own headquarters.
- Proposed hours: 4pm - 7pm
- HCF Foundation hours: 9am - 7pm
- Testament of site control will be based on the operating location of the program.

Staffing Plan

- HCF Foundation Consulting Team
- Director of Community Organizing and Programming
- Curriculum Specialists
- Site Leads/Mentors

D. Program Vision and Implementation Plan

D.2.4. Implementation Plan: Describe how you're the organization plans to implement the proposed program. Describe the start-up process and any necessary work needed to engage partners, leverage services, and build relationships within the community.

The organization plans to implement the proposed program beginning with a pilot. Each cohort will be sponsored by a student and an adult community leader to provide mentorship. Additional elements include:

- Cohorts are intended to be designed, led and managed by students. With an initial training in community organizing and group dynamics, student leaders will then develop programs, outline needs for academic support and select community service projects based on broader social issues.
- I AM READY to deploy a Social Emotional Development learning model.
- The program will be offered during non-school hours and programs will run in a community-based setting, e.g., Stockton community centers, libraries, community partner sites, etc.
- The curriculum will be designed to build stronger youth leadership, train students to develop basic academic and life skills, direct action organizing and civic engagement.

Community engagement will be a key component of this effort.

D. Program Vision and Implementation Plan

D.2.5. Outcomes: Provide an overview of how the organization anticipates to measure the impact of the program. For example, the number of individuals served, number of businesses served, number of meals provided, etc.

IAR is a strength-based, positive youth development and mentoring program, developed to ensure youth have the assets needed to overcome inequities, traumas, injustices, and other challenges they may face and for creating a more just world.

Performance Metrics/ Leading Indicators

- Number of youths recruited
- Number youth trained
- Number of volunteers

Performance Indicators/Capacity

- Cost per student served
- Charitable contribution per student raised
- Percentage of youth retained
- Percentage of mentors retained

IAR will incorporate a developmental assets framework. In 1990, the Search Institute launched the Framework, which describes the 40 assets, 20 internal and 20 external, that correlate with positive youth outcomes. Over the previous three decades, more than 6 million youth have been surveyed based on the Framework. At its core, the tool seeks to minimize risk behaviors by developmental protective factors, or assets within youth. This aligns with IAR's broader outreach strategy.

IAR will leverage an evidenced-based framework to measure its success and will utilize youth development programs, schools, and communities a hopeful vision; resources; youth surveys; program assessments and evaluation tools for addressing the challenges in part through building strengths and resilience in young people's lives.

E. Approach to Equity and Non-Discrimination

E.1. Commitment to Equity: Describe how a commitment to equity and inclusion is reflected in organizational mission, vision, values, policies, and practices, including hiring practices.

The entirety of the I AM READY initiative is grounded in equity and inclusion, with a mission centered around the profound impact that trauma and violence has played in underserved communities in Stockton – and the value we see in each of these black and brown children to aspire to something greater with the right resources and support. I AM READY currently has diverse leadership in place and intends to expand local hiring on the ground in Stockton into the diverse communities reflecting the youth we serve.

B. Required Documents

Please review and make sure these are included in your email, mail, or drop-off application.

Tax Status: If the organization has a 501(c)(3) status, submit one of the following verifying documents:

- o [Determination letter from the U.S. Internal Revenue Service, confirming 501\(c\)\(3\) status of organization.](#)
- o Letter from the California State Franchise Tax Board certifying tax exempt status of the organization.

Board of Directors Roster: A [current roster](#) of the organization's officers and members of its Board of Directors, which includes their name, position held, address, telephone number, and current employers.

Business License/Use Permit/State License (as applicable): [Valid City of Stockton business license and any additional documentation for all that are relevant to the organization.](#)

Organizational Staffing Chart: [A staffing chart that identifies who will be responsible for all aspects of the proposed projects.](#)

Unique Entity Identifier (UEI): LSABFMEBQPA1

Demonstration of Financial Capacity

- [A letter or statement from the accountant or accounting firm attesting to their due diligence review of the financial statements is required.](#)
- Operating budget
- Copy of Board of Directors [authorization to request funding](#) and [designation of authorized official](#)
- [Copy of organization's conflict of interest policy as adopted by the Board of Directors](#)

C. Submission

I certify the following:

- The applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions.
- The organization is an eligible organization.
- I have been authorized by the applicant's governing body to submit this application and that the information contained herein is true and correct to the best of my knowledge.
- The applicant has reviewed the City's insurance requirements (See Section 6.1 Insurance in the NOFA)

Authorized Name and Title

Amelia Williamson, Managing Director, Hollywood Cares Foundation

Telephone (310) 972-0489

Authorized SignatureA handwritten signature in black ink, appearing to be 'A' followed by a long, wavy horizontal line.