



CITY COUNCIL

Darryl Moore
Councilmember District 2

CONSENT CALENDAR
March 5, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmember Darryl Moore
Councilmember Jesse Arreguin

Subject: Refer \$25,000 to the FY 2013/2014 Budget Process to Expand K to College Service in Berkeley

RECOMMENDATION:

Refer the following to the budget process: A request for \$25,000 to expand K to College's service in Berkeley.

BACKGROUND:

The mission of K to College is to provide underserved children with the tangible resources they need to achieve. K to College operates the School Supply and Dental Kit Initiatives, intended to help low-income students to help ensure that they are able to start the school year off on equal footing as their counterparts and provides the basic oral healthcare necessities: a toothbrush, toothpaste, and floss to ensure that oral health issues do not stand in the way of student's academic success.

The City of Berkeley partnered with K to College in 2009, contributing \$10,000. According to the Berkeley Unified School District (BUSD), K to College was able to leverage that \$10,000 into \$200,000 worth of school supplies provided to BUSD students.

K to College is trying to expand their service to Berkeley's underserved student population and is embarking on a new program that would likely allow K to College to serve virtually all low-income students in the City of Berkeley.

Similar to previous K to College volunteer efforts in Berkeley, this new annual program would consist of two parts. The first would be a large-scale volunteer effort involving the University, Cal Greeks, and city and community members to assemble a grade-appropriate comprehensive school supply and dental kit for every local low-income student. The volunteer fulfillment or assembly would also enable us to make the kits contain various materials such as pamphlets or other publications advertising local services that could benefit low-income families. The assembly would take place on campus in the Pauley Ballroom.

The second piece of the program would be a citywide distribution in partnership with the Berkeley Unified School District and the Parks Recreation & Waterfront. It would involve volunteers from our corporate sponsors, the University, school district and elsewhere. Through our partnership with the school district, we would also be able to target the distribution to verifiably low-income students without violating privacy rights. Previous distributions have been 90% effective.

K to College has had similar efforts in the past, including one in December as a test-run for 2013. It was funded by Give Something Back Office Supplies, Kaiser, multiple county sources and some support from the ASUC. Many of these and other partnerships are likely to continue for 2013.

The amount being requested is \$25,000, which is approximately 7% of the total project budget. Every dollar contributed by the City will also be matched by at least 100% by corporate partners, which is a commitment that has been made by Give Something Back Office Supplies' President and Founder Mike Hannigan.

FINANCIAL IMPLICATIONS:

\$25,000

CONTACT PERSON:

Councilmember Darryl Moore

District 2

510-981-7120