



Gordon J. Wozniak  
Councilmember District 8

CONSENT CALENDAR  
May 22, 2007

To: Honorable Mayor and Members of the City Council

From: Councilmembers Gordon Wozniak and Darryl Moore

Subject: Budget Referral: Berkeley Boosters Intern

RECOMMENDATION:

Refer to the budget review process a recommendation to fund a one-time expense for a summer intern for Berkeley Boosters at the level of \$3,000.

BACKGROUND

The Berkeley Boosters P.A.L. has been operating as a 501 (c) (3) since 1983, working with at-risk youth in the Berkeley community and in the Berkeley public schools. They have an exceptional record in providing quality programs that encourage leadership, working together, teaching job-training skills, and alternatives to alcohol and drugs. They are unique in that they work with the Berkeley Police Department in having volunteer police officers come to their programs and get involved one-to-one with youth. Their Cops n' Kids programs have become very successful and well attended. There is solid evidence that after school programs such as the Boosters actively helps reduce youth crime levels.

The Berkeley Boosters P.A.L. is requesting an additional \$3,000 in order to finance a fundraising effort to help raise corporate sponsorship money to keep our P.A.L. Youth Development programs alive for the youth in Berkeley. Currently, it costs \$1,308 per child for each of the 203 youth to be involved with the program for a full year, including the summer activities.

The City is currently funding \$634 of that per child amount or 48%, leaving a shortfall of 52%, or \$139,000. Without a paid director, the Berkeley Boosters Board members have been working on fundraising efforts for the past 4 months but simply cannot devote the time and attention needed to really be effective. Without these additional funds, the Berkeley Boosters will have to reduce the number of youth served in this program by one half.

FINANCIAL IMPLICATION

\$3,000 would fund a recent college graduate intern position to lead a 14-week fundraising effort. A candidate has been identified to fill the position if the funding can be secured. The candidate would work closely with board members to identify corporate sponsor leads, implement effective sponsorship strategies for the summer fundraiser at Albany Bowl and the October annual dinner.

CONTACT PERSON:

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