



City of Oakland, Human Services Department
Oakland Fund for Children and Youth

**PLANNING AND OVERSIGHT COMMITTEE
(POC)**

WEDNESDAY, November 5, 2025

Please see agenda to participate in this meeting.



City of Oakland, Human Services Department
Oakland Fund for Children and Youth

City of Oakland Planning and Oversight Committee
City of Oakland Planning and Oversight Committee (POC)

Children and Youth Services Division | Human Services Department
150 Frank H. Ogawa Plaza, Suite 4216 | Oakland, CA 94612 (510) 238-3088

November 5, 2025 | 6:00pm-9:00pm

PUBLIC PARTICIPATION:

The public may observe and/or participate in this meeting, in person, at Oakland City Hall, Hearing Room 4, 1 Frank Ogawa Plaza, Oakland, CA 94612.

For your safety, we strongly recommend you wear a mask.

OBSERVE:

To observe the meeting by video conference, please click this link:
<https://us06web.zoom.us/j/82311405823> at the noticed meeting time.

Instructions on how to join a meeting by video conference is available at:
<https://support.zoom.us/hc/en-us/articles/201362193-joining-a-Meeting>

PUBLIC COMMENT:

Join us at Oakland City Hall, Hearing Room 4, 1 Frank Ogawa Plaza, Oakland, CA 94612.

In-person comments from members of the public must submit a separate speaker card for each item on the agenda to the commission clerk before the item is called.

All public comments that are not submitted by email by the deadline must be made in person.

Email Written Comments to OFCY@oaklandca.gov.

Written comments must be submitted at least 24 hours prior to the meeting time to be delivered to the Commissioners.

If you have any questions, please email Robin Love at rlove@oaklandca.gov.



City of Oakland, Human Services Department
Oakland Fund for Children and Youth

November 5, 2025 | 6:00pm-9:00pm

Issues that the public wishes to address that are not published on the agenda will be heard during the Public Forum section. You will have 2-minutes to comment on the item.

AGENDA

1. Call to Order
2. Roll Call
3. Adoption of Agenda (Action)
4. Approval of Minutes (Action)
 - September 3, 2025
 - September 17, 2025 (CANCELED)
 - October 1, 2025 (Meeting as a Whole)
 - October 15, 2025 (CANCELED)
5. Public Forum (Limit to 2 minutes)
6. OFCY Grantee Spotlight Presentations:
 1. Art-esteem (6:30pm-6:45pm)
 2. BANANAS (6:45pm-7:00pm)
7. Bright Research Group Professional Services Agreement (Action)
8. Administrative Items & Announcements
 - General Updates
 - POC Recruitment Updates
 - RFP Updates
 - 2025 Grantee Convening
9. Closing Remarks & Adjourn

9.3.2025 – Meeting Minutes

- Timestamp 6:11 PM – AJ calls the meeting to order. Four members of the committee are present with one member remote, making quorum. Attendance is as follows:
 - Jessica Arline – D1, Adult
 - Ashlee Jemmott – D2, Adult
 - Jasmene Miranda – D3, Adult
 - Emma Hiza – D5, Adult
 - Natalie Sadoskoy – D6, Adult, Late
 - Letitia Henderson – Mayor’s Seat, Adult, Remote
 - (Meg Evans – At Large, Excused)
 - Four members of the public are also present, as well as Katie Kramer of the Bridging Group.
- Timestamp 6:14 PM - AJ introduces the agenda for approval. JA motions to approve the agenda after review. EH seconds the motion. The agenda is approved without objection or abstention.
- Timestamp 6:15 PM – AJ introduces the minutes from July 23, 2025 for review and approval. JM motions to approve, JA seconds the motion. The motion passes without abstention. EH, the newest POC member introduces herself to the board.
- Timestamp 6:16 PM – AJ and RLL introduce KK of TBG to present the OFCY Outcome Evaluation Plan. Slides are attached at the end of these minutes. KK and RLL respond to questions about grantee expectations, timeline, and sequencing, as well as a brief discussion on the upcoming RFP.
- Timestamp 7:31 PM – RML reviews the conflict of interest, government ethics training, and Form 700 for POC members. The POC is reminded that late Form 700s will levy a \$25/day fine. Staff highlight the importance of acknowledging these conflicts during the RFP cycle.
- Timestamp 7:35 PM – RML provides administrative updates to the POC, including the grantee convening, upcoming meetings, the release of the City Auditor’s report, and HSD and City staffing.
- Timestamp 7:44 PM – AJ calls for a motion to adjourn the meeting. JM motions. Meeting adjourned at 7:44 PM.

OFCY Evaluation Update

Dr. Katie Kramer, Co-Founder & CEO
The Bridging Group
OFCY Evaluation Director

POC Meeting
September 3, 2025

THE
BRIDGING
GROUP

TBG Evaluation Update



**Project
Coordination &
Strategic Advising**



**Cityspan
Quantitative Data
Review & QI**



**Cityspan
Qualitative Data
Review and
Outcomes Match**



**FY 24-25
Participant
Surveys**

6,208 youth & parent
surveys collected!!



**Evaluation Reports
Completion**

OFCY 2022-2023 (✓)
OFCY 2023-2024 (✓)
OFCY 2024-2025
(Winter '25)



**Future Evaluation
Planning**

OFCY 2025-2026
Outcomes Plan

Overview and Background of OFCY Evaluation Planning

OAKLAND FUND FOR
CHILDREN & YOUTH

Overview of Outcome Approach – Our North Star

City of Oakland embraces
an RBA framework

Aiming to enhance agency
reporting to clearly
demonstrate the impact of
the collective OFCY
programming

Aligning outcomes across
COO departments in key
strategy areas

Elevating participant voice

Improving collective
storytelling

Defining clear and
consistent outcome
measurements across
strategies

OFCY Results Based Accountability Framework

How Much Did We Do?

- Number of programs funded
- Number of people served
- Number of hours of service
- Who we served (e.g., demographics)

How Well Did We Do It?

- Actual vs. projected hours of service
- Actual vs. number of people served
- Participant satisfaction (e.g., retention, recruitment of others)
- Equity assessment (i.e., do the people served represent communities with most disparities?)

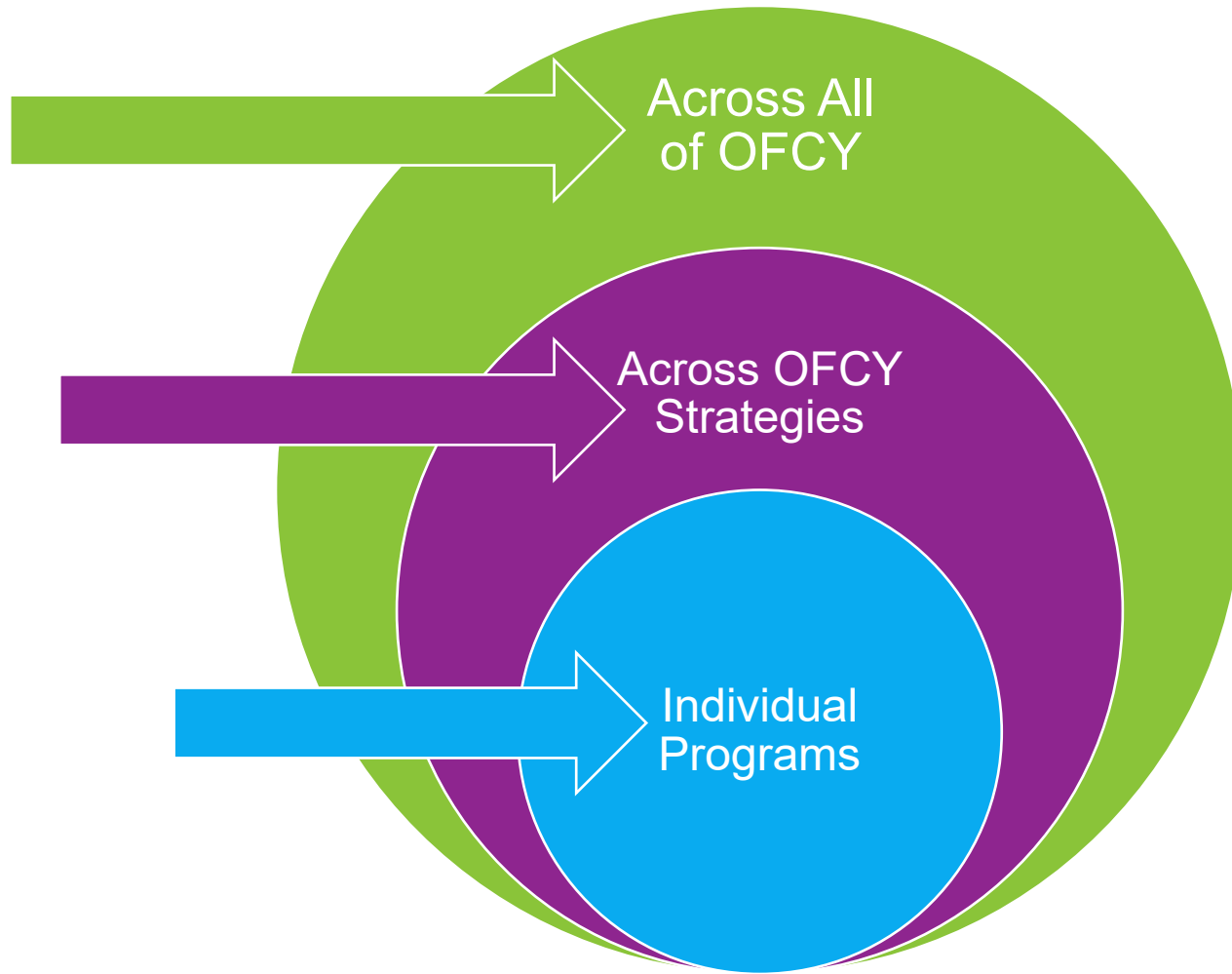
Is Anyone Better Off?

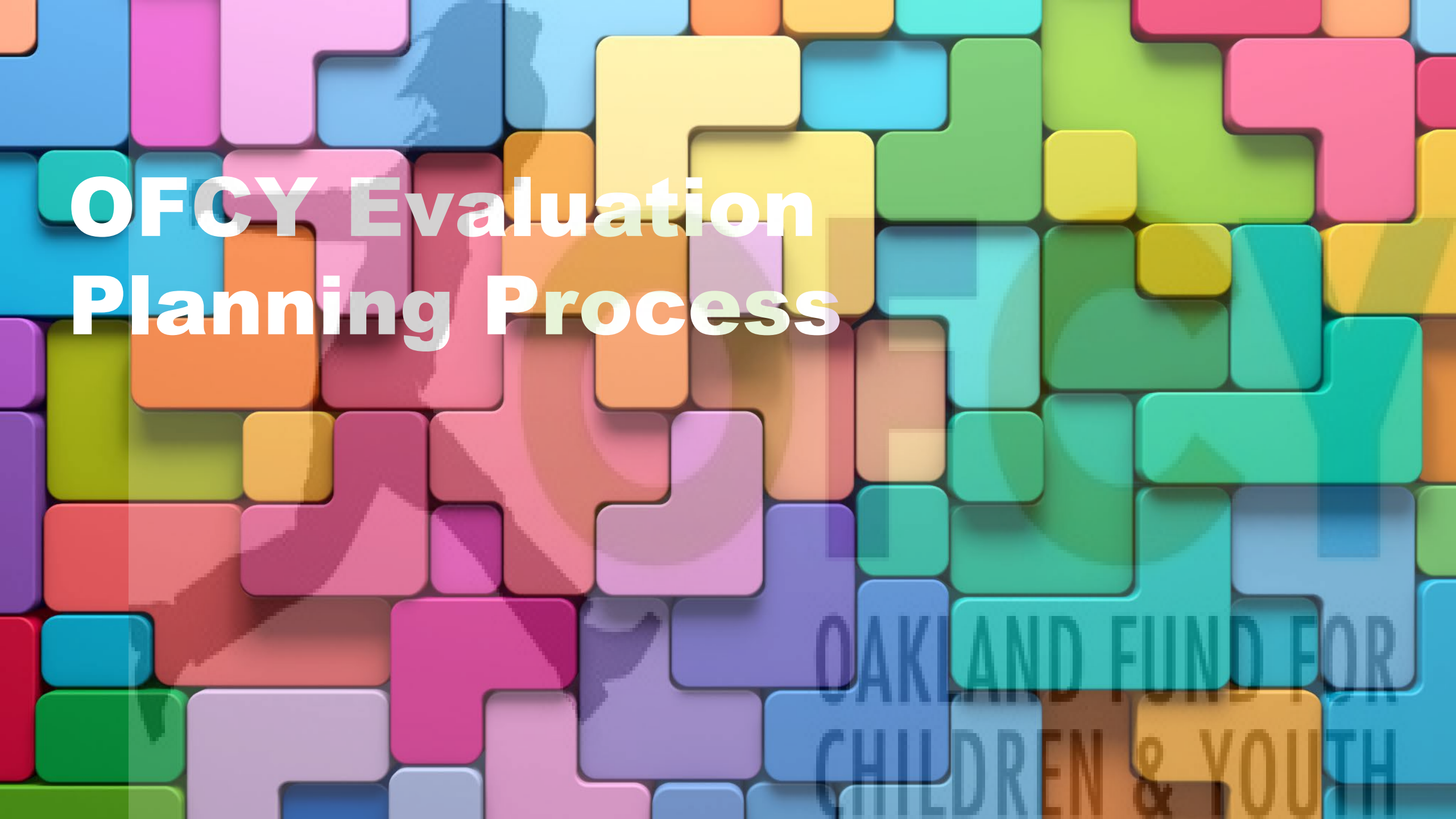
*What quantity or quality change for the better did we produce?
(I.e., number or percent of people with improvement in skills, knowledge, behaviors, or circumstances)*

Examples

- Percent of participants who report increased interest in school
- Number of participants who gain and keep employment or internship
- Percent of parents who report increased play time, listening to, or talking with their child
- Number of participants who served in a youth leadership role

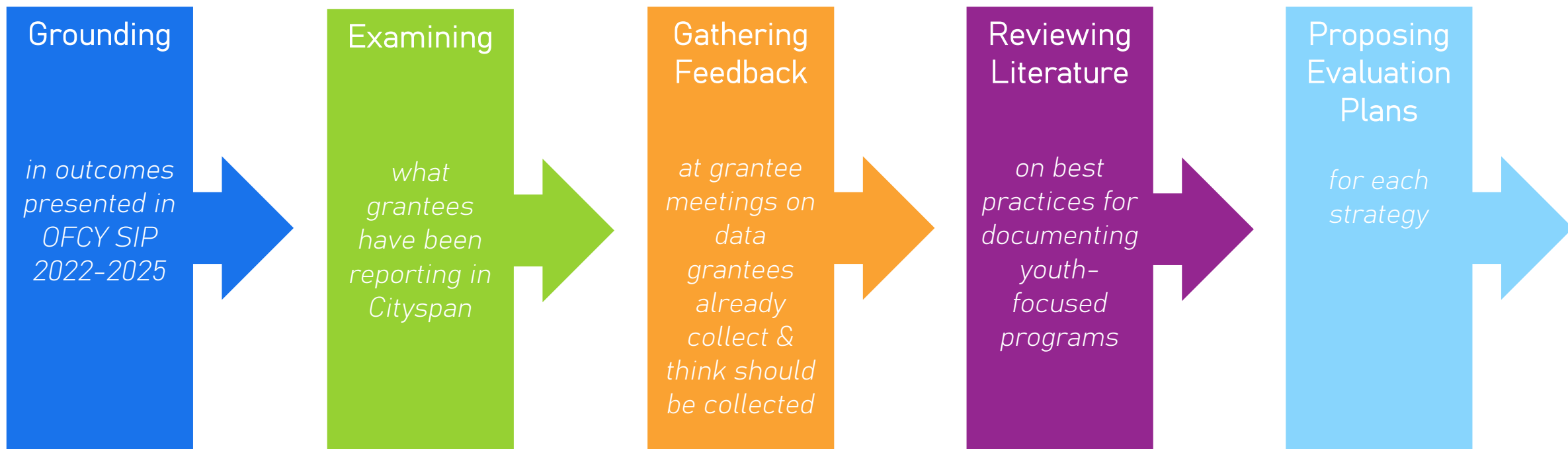
Collective and Comprehensive Storytelling Framework



The background of the slide is a dense, colorful pattern of interlocking blocks, similar to Tetris pieces. The blocks are in various colors including blue, green, yellow, orange, pink, and purple, and they have a 3D effect with shadows.

OFCY Evaluation Planning Process

OAKLAND FUND FOR
CHILDREN & YOUTH



Outcomes Planning Process

Evolution of OFCY Outcomes Evaluation Planning

Planning & Development

- Development and finalization of OFCY Evaluation Outcomes Plan

April – December
2024



Research/ Formative

- Previous OFCY data review
- Grantee input
- OFCY grantee data readiness assessment

January – June
2025



July – December
2025



Testing & RFP Integration

- Internal test of Evaluation Plan to OFCY FY24/25 grantee outcomes data
- Integration of outcomes & measures into OFCY 26/28 RFP

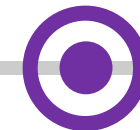
Beta Test at Pilot Sites

- Beta test OFCY Evaluation Outcomes Plan with select OFCY FY 25/26 pilot sites

January – June
2026



January – June
2026



Full Implementation

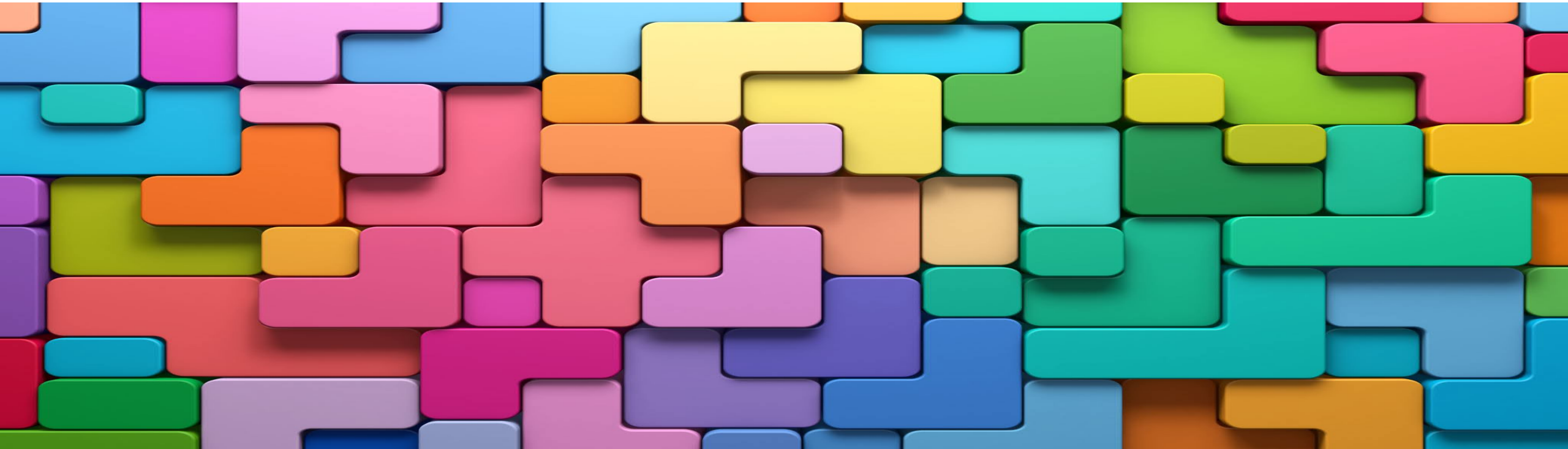
- Full integration and implementation of OFCY Evaluation Outcomes Plan with all new OFCY grantees

The background of the slide is a dense, colorful pattern of interlocking blocks, similar to Tetris pieces. The blocks are in various colors including blue, green, yellow, orange, pink, and purple, and are arranged in a way that creates a sense of depth and movement. The text is overlaid on the left side of the image.

Proposed FY25-28 Evaluation Plan

OAKLAND FUND FOR
CHILDREN & YOUTH

OFCY SIP FY 25-28 Outcomes



1. Family Resource Centers and Parent Engagement

- **Improved access** to culturally sensitive, trauma-informed family support services for families with young children
- **Increase parent confidence, leadership, and knowledge** of early childhood development
- **Increase parent abilities** to help children and families experiencing stress, developmental challenges, or other issues
- **Improve parent knowledge of and access to early childcare and education resources** for their children
- **Equity Outcome:** Families of young children living in equity zones can access family resource centers in their local communities

2. Elementary School-Based Expanded Learning

- **Increased access to safe places** and spaces at school
- **Increased access to arts, enrichment, athletics, recreation, and cultural activities** at school
- **Increased sense of belonging and trust** with caring adults
- **Increased connection to and engagement with school**
- ***Equity Outcome:*** Every child living in an equity zone in Oakland has access to free school-based after-school programs in elementary school



3. Middle School-Based Expanded Learning

- **Increased access to safe places** and spaces at school
- **Increased access to arts, enrichment, athletics, recreation, and cultural activities** at school
- **Increased sense of belonging and trust** with caring adults
- **Increased connection to and engagement with school**
- ***Equity Outcome:*** Every child living in an equity zone in Oakland has access to free school-based after-school programs in middle school

4. Youth Development and Leadership

- **Expanded access to leadership and enrichment opportunities** for youth
- **Increased affinity for community building, cultural awareness, leadership, and recreation**
- **Increased sense of self, belonging, connectedness, and community**
- **Equity outcome:** Youth living in equity zones have access to free, high quality youth development programs in the summer and year-round

5. Career Access & Employment

- **Increased experience and awareness of job and career** options for youth
- **Increased numbers of youth** in Oakland who have **paid work** experiences
- **Increased youth knowledge** and comfort with basic life skills
- **Increased youth confidence** that they can be self-sufficient as they transition to adulthood
- **Improved financial stability** for youth
- ***Equity Outcome:*** Youth living in equity zones have increased access to paid work opportunities and jobs

6. Youth Summer Jobs

- **Increased number of youth** in Oakland who **participate in summer jobs** and **gain first time work experience**
- **Increased experience and awareness** of job and career options for youth
- **Improved financial stability** for youth
- ***Equity Outcome:*** Youth living in equity zones have increased access to paid work opportunities and jobs over the summer

7. Independent Living

- **Increased experience with and awareness** of job and career options for youth
- **Increased youth knowledge** of and comfort with basic life skills
- **Increased youth confidence** that they can be self-sufficient as they transition to adulthood
- **Improved financial stability** for youth through wages, incentives, and basic income supports
- **Equity Outcome:** Youth living in equity zones have increased access to income, benefits, and supportive services.



8. Place Based Innovations for Safety

- **Youth reduce risk behaviors** related to violence
- **Youth and families have safe, youth-friendly spaces** to play, celebrate, connect, and have fun
- **Youth feel an increased sense of belonging and safety** in their communities
- ***Equity Outcome:*** Youth demonstrating early warning indicators have improved engagement in school, work, and community activities



Outcome Measurement Categories

Across all OFCY Grantees

1. **Belonging, Community, & Support**
2. **Knowledge Acquisition & Skill Development** (*strategy specific adaptations*)
3. **Connections and Access to Resources**
4. **Leadership Development**
5. **Client Satisfaction**

Strategy Specific

6. **Engagement in School**
7. **Employment and Financial Stability**
8. **Violence Prevention**

Cross Walk of OFCY Strategies & Outcome Measurements								
25/28 OFCY SIP Strategy	OFCY Outcome Measurement Categories							
	Belonging, Community & Support	Knowledge Acq & Skill Development	Connections & Access to Resources	Leadership Develop	Client Satisfaction	Engagement in School	Violence Prevention	Employment & Financial Stability
FRC & Parent Engagement	X	X	X	X	X	X		
Elem School-Based Expanded Learning	X	X	X	X	X	X		
Middle School-Based Expanded Learning	X	X	X	X	X	X		
Youth Leadership & Development	X	X	X	X	X	X	X	
Career Access & Employment	X	X	X	X	X	X	X	X
Youth Summer Jobs	X	X	X	X	X	X	X	X
Independent Living	X	X	X	X	X	X	X	X
Place Based Innovations for Safety	X	X	X	X	X	X	X	X

Information and Data Sources

Cityspan

- Agency-level Reporting
- Quantitative and Qualitative Data
- Narratives on accomplishments, challenges, vignettes,
- Photos, flyers, other program documents

OFCY Participant Survey

- Participant-level Reporting/Voice (youth and parents)

Site Visits

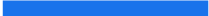
- Participant and staff-level Reporting/Voice
- Listening sessions and/or interviews
- Program observations, highlights, photos

Proposed OFCY FY 25–28 Outcome Evaluation Plan

Outcome Measurement	Data Points	Data Source	OFCY Strategies
1. Belonging, Community & Support	Provide community and belonging events as part of OFCY-funded activities? If yes: # of community and belonging events # of people attending events	Cityspan	ALL: FRC, Elem School-Based Learning, Middle School-Based Learning, Youth Leadership, Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety
	Questions on belonging	OFCY Ppt Survey	ALL
2. Knowledge Acquisition & Skills Development	Provide training or workshops as part of OFCY-funded activities? If yes: # and type of trainings # and type of workshops	Cityspan	ALL: FRC, Elem School-Based Learning, Middle School-Based Learning, Youth Leadership, Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety
	Questions on knowledge and skills, strategy-specific	OFCY Ppt Survey	ALL

Outcome Measurement	Data Points	Data Source	OFCY Strategies
3. Connections and Access to Resources	Provide connections and access to community resources as part of OFCY-funded activities? If yes: # ppts with needs assessments # ppts provided information/resources # ppts referred to another organization # ppts provided access support # ppts enrolled in benefits	Cityspan	FRC Plus all other strategies if applicable
4. Leadership Development	Provide opportunities for youth or parents/adults to lead activities/events as part of OFCY-funded activities? If yes: # of activities facilitated by OFCY parent or youth	Cityspan	Youth Leadership Plus alll other strategies if applicable
	Questions on leadership (including opportunities to lead, leadership skills)	ALL	ALL
5. Client Satisfaction	# of returning OFCY ppts # of ppts referred to program by other OFCY youth	Cityspan	ALL: FRC, Elem School-Based Learning, Middle School-Based Learning, Youth Leadership, Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety
	Net Promoter Score and other program input questions	OFCY Ppt Survey	ALL

Outcome Measurement	Data Points	Data Source	OFCY Strategies
6. Engagement in School	# of ppts provided with kindergarten or other academic achievement support # ppts demonstrating kindergarten readiness or improved academic achievement - Identification of how improvement was documented (verbal, survey, dance, music)	Cityspan	FRC
	# of ppts provided academic achievement support # ppts with math/reading assessments # ppts demonstrating increased achievement though assessments	Cityspan	Elementary School-Based Learning, Middle School-Based Learning
	# of seniors eligible to graduate # seniors graduating high school, GED, or HS equivalent # of ppts accepted into post-secondary educational program	Cityspan	Youth Leadership, Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety



Outcome Measurement	Data Points	Data Source	OFCY Strategies
7. Violence Prevention	Expanded questions on violence prevention (including conflict resolution, sense of safety, support systems and resources, and bullying)	OFCY Ppt Survey	Youth Leadership, Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety
8. Employment and Financial Stability	# of career pathways education activities provided # of ppts with paid internship or job acquisition # of ppts with unpaid internship or job acquisition # of ppts employed for the first time # of ppts still employed 90 days # of ppts provided support for creating or updating their resume	Cityspan	Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety
	Questions on employment and financial stability	OFCY Ppt Survey	Career Access, Youth Summer Jobs, Independent Living, Place Based Innovations for Safety

Questions and Answers

OAKLAND FUND FOR
CHILDREN & YOUTH



Katie Kramer
katie@thebridginggroup.com



City of Oakland, Human Services Department
Oakland Fund for Children and Youth

October 1, 2025 | 6:00pm-9:00pm

1. Meeting called to order:

Due to lack of quorum, meeting as-a-whole called at 6:12pm

2. Roll Call

1. Jessica Arlene (D1)- *excused*
2. Ashlee Jemmott (D2)- present
3. Jasmene Miranda (D3)- *excused*
4. Emma Hiza (D5)- present
5. Natalie Santoscoy (D6)- present
6. Meg Evans (At-Large)- *excused*
7. Letitia Henderson (Mayor)- *excused*

3. Adoption of Agenda

Postponed due to lack of quorum

4. Approval of September 3rd, 2025 POC Meeting Minutes

Postponed due to lack of quorum

5. Public Forum (Limit to 2 minutes)

No public comment

6. OFCY Grantee Spotlight Presentations:

1. Oakland Lacrosse (Youth Leadership and Development Strategy)
2. Aspire Education (Youth Leadership and Development Strategy)
3. The Hidden Genius Project (Career Access and Employment for Youth in School Strategy)

7. Be The Change Training Review

- 20 OFCY grantee agencies applied to receive training through this partnership with ReCAST.
- Almost 200 staff from OFCY grantee organizations participated in 11 training sessions
- Topics covered included trauma-informed organization leadership, burnout prevention, and restorative approaches to conflict



City of Oakland, Human Services Department
Oakland Fund for Children and Youth

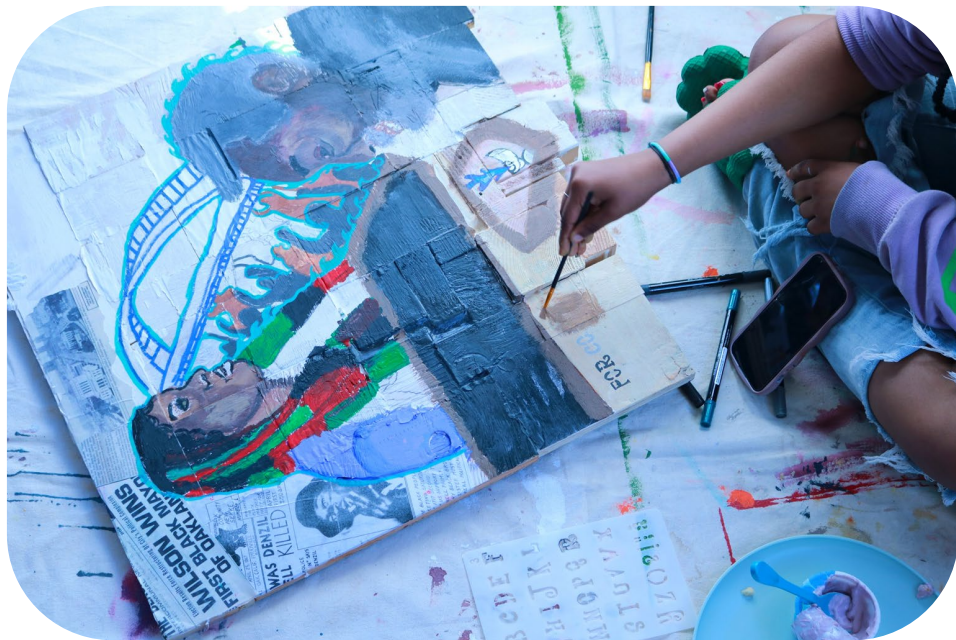
8. Administrative Items & Announcements

- **General Updates**
 - OFCY staff went to LEC on 9/30/25 for our Program changes for FY 25-26
 - The RFP is in the final stages of review with City leadership
- **POC Recruitment**
 - Awaiting appointment confirmation for Adult reps for D4 and D7
 - Awaiting appointment confirmation for Youth rep for D6
 - Received 3 additional youth POC applicants: 1 for D2 and 2 for D3.
 - Especially in need of youth applicants from D1, D4, D5 and D7
- **Grantee Convening**
 - The grantee convening held on 9/26/25 had 120 attendees
 - Topic included the new outcomes reporting overview

9. Closing Remarks & Adjourn

- Meeting as a whole adjourned: 7:59pm

The Center for ArtEsteem est. 1989



Our Mission

The Center for ArtEsteem's mission is to empower individuals to be self-aware and inspired through art, creativity, and education, making positive choices to break the cycle of violence for themselves and their communities.

We envision a world where everyone is whole, safe, loved, educated and valued. In all our work, ArtEsteem promotes the understanding that we can choose peace over conflict and love over fear.

Our Founders





ArtEsteem Programs

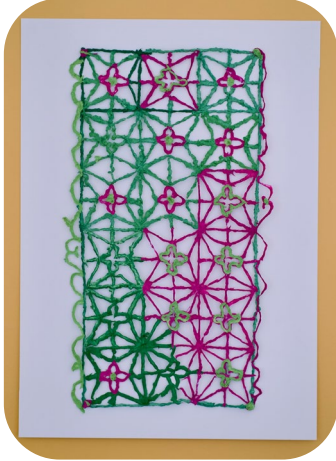
- Arts Integration
- After School Programming
- ArtMobile Events

Thanks to OFCY funding, we were able to deepen our partnerships and relationships with school communities by offering comprehensive support that spans both academic and after-school programming across the majority of our sites.

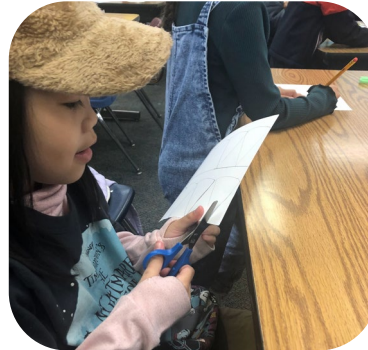
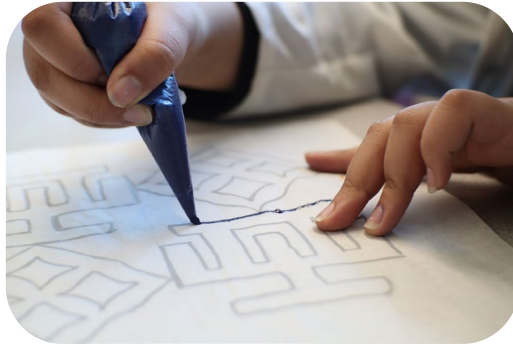
ArtEsteem Reach Metrics

PROGRAM PARTICIPATION	11 Sites 45 Classes	SERVED: 762
ARTMOBILE TABLETOP	37 Events	SERVED: 1,172 EXPOSED: 23,320
		TOTAL SERVED: 1934

Arts Integration Hoover, West Oakland MS,



By incorporating arts integration into our program curriculum, we create a dynamic learning environment where creativity supports academic achievement.



After School Programming

The Legacy Project

Leadership Development

- Financial Literacy
- Designers on Deck
- Advocacy Fair



Oakland Cultural Engagement

- Dia de Los Muertos

Environmentalism

- WOEIP on Pollution
- Summer Camp



Artistic Exploration

After School Programming

Community School for Creative Education (CSCE)

Visual Arts & Fashion Education

- Year End Exhibition Showcasing Artwork

Some Field Trips were...

- Acta Non Verba
- Chabot Space & Science Center

Literacy Programs like...

- Drop Everything and Read (D.E.A.R)
- America Scores

Cultural Arts offered through...

- Hip Hop Dance & Local Dance History



ArtMobile + Events

People Impacted: **16,380**
People Served: **2,031**



Annual ArtEsteem Exhibition

Teachers

11

Students

193

Art Collections

24

Art Works

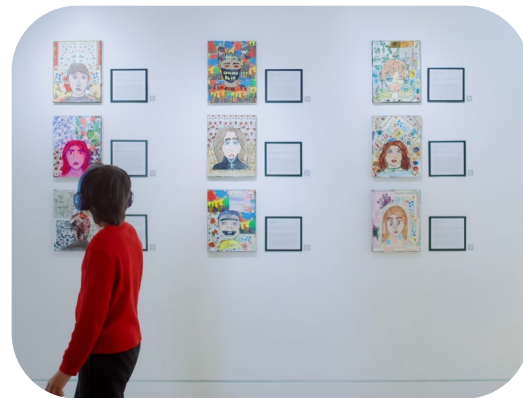
170

Artwork Sold

41

Programs or
Classes

14



Thank you! OFCY truly understands the power of investing in our youth and makes it possible for us to continue building a community of lifelong learners and bold dreamers here in Oakland. 🌈





Healthy Havenscourt Cubhouse Collaborative

2024 - 2025 Overview

Cubhouse Program Review 2024 - 2025



1. Healthy Havenscourt
Cubhouse Introduction
2. Program Goals
3. Programs Review
4. Participant
Demographics



Healthy Havenscourt Cubhouse



**Healthy Havenscourt Cubhouse
is a collaborative that brings
together residents,
community-based organizations,
and public agencies to provide
critical services for families with
young children in East Oakland.**

Healthy Havenscourt Cubhouse Collaborative Partners



Partners meet monthly to discuss upcoming collaboration opportunities, access community needs, and support internal referrals and partnerships.

- **BANANAS Playgroups and Navigation**
- **East Bay Asian Local Development Corporation (EBALDC) Family Resource Center**
- **Sparkpoint Financial Literacy**
- **Oakland Public Library**
- **Tandem, Partners in Early Learning**
- **Village Connect**
- **Oakland Parents Together**

Community Programs are aligned with OFCY Program Strategies



- Free educational playgroups for families and caregivers to encourage early literacy, early math and science, movement and play
- Access to child care, housing and resource navigation through the Family Resource Center
- Parent Education and peer support groups for access to essential social-emotional tools and community development
- Community resource events for families
- Financial coaching and free tax services
- All partners offer linguistically and culturally relevant support



**Programs are woven together to
ensure no wrong door.**

**Families have access to all services
through warm connections,
collaboration and referrals.**

BANANAS Playgroups



Playgroups take place at the Lions Creek Crossing on Tuesdays and Thursdays from 10:30 am- 12:00 pm.

5 - 15 families come each week to play, learn and discover together during free play art, literacy, early math, motor development and sensory stations.

BANANAS Playgroups Circle Time Activities



Families participate in circle time with a story, activity, song and lesson to prepare children for Kindergarten and encourage reading, singing and playing together with parents and caregivers at home.

BANANAS partners with Tandem, Partners in Early Learning



Tandem partners with BANANAS to offer Early Literacy and Early Math lessons and activities for young children. All children receive books to add to their library and continue the learning at home!

Playgroup Collaboration with Oakland Public Libraries



Oscar Bernal from Oakland Public Libraries attended playgroups to assist families in registering for a Library Card. He brought a mobile library to increase to quality children's books to families at the Lions Creek Crossing Housing Development in East Oakland.



Quote from a Playgroup Participant



“Ha sido una herramienta valiosa, fuente de mucho conocimiento y direccion para apoyar los ninos; en mi caso mi hija y los niños que he tenido a mi cuidado, ha sido excelente y muy motivador!”

“It (playgroups) has been a valuable tool, a source of much knowledge and guidance for supporting children; in my case, my daughter and the children I've cared for, it has been excellent and very motivating!”

BANANAS Playgroups, Parent Navigation, and the Lions Creek Crossing Family Resource Center



Families with children birth - 5 years old have access to the wide range of services in the Havencourt Collaborative and at BANANAS including:

- Family navigation, child care referral and child care subsidy (if eligible)
- Workshops and coaching for parent education, wellness, child development and financial literacy
- Brilliant Baby College Saving accounts
- Financial support to pay one-time utility bills
- Housing navigation and financial coaching
- Diapers, wipes and concrete support

Family Resource Navigation Resources at Lions Creek Crossing Job Fair



BANANAS Cubhouse
Navigator, Fernanda,
partnering with
Griselda and Kendra
from the Lions Creek
Crossing Family
Resource Navigators.



**EAST BAY ASIAN LOCAL
DEVELOPMENT CORPORATION**

BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS

Family Resource Center, BANANAS Navigation and Community Members at Cops, Coffee and Bingo



Client Story from Family accessing services from the Family Resource Center



A single mom contacted BANANAS for assistance with her overdue PG&E bill and child care. As a mom of three kids who works late hours and also pays rent, she was finding it tough to manage all her expenses.

The navigator was able to assist her by paying \$500 of her bill using BANANAS Aid so her electricity wasn't disconnected. We also let the parent know about our BANANAS eligibility list and assisted her with the application process. She was provided with the BANANAS Subsidized Handout which provides information about all subsidized child care options.

The navigator sent referrals for licensed providers from BANANAS Child Care Resource and Referral team.

She also inquired about agencies where she could apply for public benefits. The navigator referred her to Kendra from Lion Creek Crossings Family Resource to help her apply for WIC and MediCal.

The client mentioned "I'm really grateful for the help, and I'll recommend you to others who can use your services."

A few weeks later, we checked in with the parent to see how she was doing and if she needed any further assistance. She mentioned that she had received help with her MediCal and WIC applications and was just waiting for a response. She expressed her gratitude again for the help with her bill, saying it allowed her to get back on track with her other expenses.

This is one of the many examples of families accessing multiple services in order to stabilize, be empowered, and thrive.

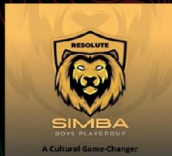


**Village Connect
facilitates
We Empower cohorts
for parents and Simba
Boys groups for young
boys of color.**



CONGRATULATIONS!

WE-EMPOWER FAMILY AND SIMBA BOYS PLAYGROUP



FAMILY EXCELLENCE

2024 SUMMER/FALL CLOSING CEREMONY | 10.26.2024



We Empower Family
and Simba Boys
Playgroup empowers
parents and children
with social-emotional
tools and create
intentional moments
for reflection to lead
their families.







PARENT UNIVERSITY

FOR PARENTS OF 0-5 YEAR OLDS

Connect with Other Parents and Learn How to Support Your Child's Future!

January 28- March 4, 2025

Tuesdays, 6-8pm

Workshops Include:

- Assessing Your Child's Speech and Language Level
- Time Management: Finding Time in Your Kid's Schedule
- Autism: The Myths and Facts
- And More!

Receive a \$100 stipend!

Spanish and Arabic Translation provided!

Motivate your child to be prepared for Kindergarten

Support your child's school attendance

Gain peer support from other parents

Receive free financial coaching

Advocate for your child's success

Parent University
offers 2 10-week
sessions per year for
parents to develop a
range of valuable skills.



For More Information or to Register:
English/Arabic: Bilquis (510) 375-7918
English/Spanish: Alexia (510) 316-2675
ParentsTogetherOPT@gmail.com,
Subject Line: "Parent University"



EAST BAY ASIAN LOCAL
DEVELOPMENT CORPORATION
BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS

Parent University Quotes



“My name is Lizeth Lorenzo, and I wanted to express how much I've gained from workshops like Parent University. They really help us understand our children better, while also providing valuable lessons on improving our financial well-being and securing a brighter future. I truly wish these sessions could happen more frequently. Thank you for organizing such beneficial workshops!”

“My name is Maria Vargas, and I found it incredibly exciting to gain a deeper understanding of my grandbabies. At the same time, these workshops have helped me become more responsible with my finances. Sometimes, we all need a little support, and these sessions truly empower us to improve ourselves. Thank you!”

Sparkpoint Financial Coaching



Sparkpoint Oakland provides free financial coaching to families to hundreds of families each year to support parents develop their financial goals on their journey to financial freedom.

Many families are able to develop a savings, pay off debt and complete their taxes with the support from Sparkpoint Oakland.

Sparkpoint Financial Coaching



Volunteer Income Tax Assistance (VITA)



Welcome To EBALDC's VITA Program!

Every year, the East Bay Asian Local Development Corporation (EBALDC) hosts VITA, a program of the IRS that trains volunteers to provide free tax preparation for low-income individuals and families. VITA is an important and highly impactful poverty-alleviation tool that we pair with a Savings Initiative that encourages clients to save part of their refund. In 2023, our volunteers prepared over 1,300 returns and secured over \$1.9 million in refunds for the community.

2024-2025 Tax Season

At this time, our VITA sites are now closed. Please complete our [2025 Back Tax Event Waitlist](#) to be contacted for more information in summer 2025.

Please refer to [United Way Bay Area's Free Tax Help site](#) to locate an available free tax site or free filing service.

For additional questions or concerns, please email sparkpoint@ebaldc.org.



Who do we serve?

Cubhouse clients reside in resource deserts in East Oakland, have young children.

95% of the parents and children identify as individuals of color.

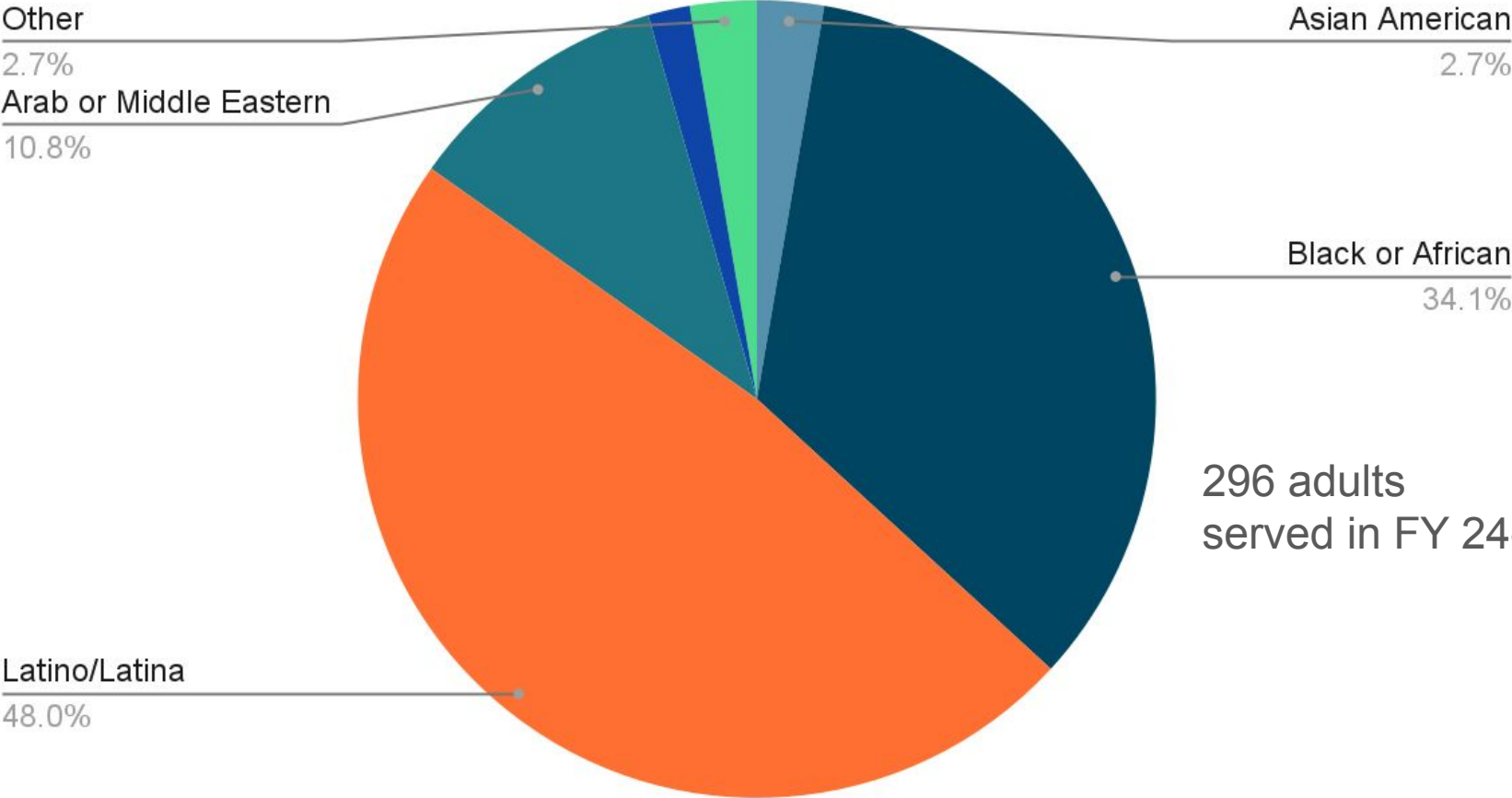
Cubhouse Healthy Havenscourt Collaborative



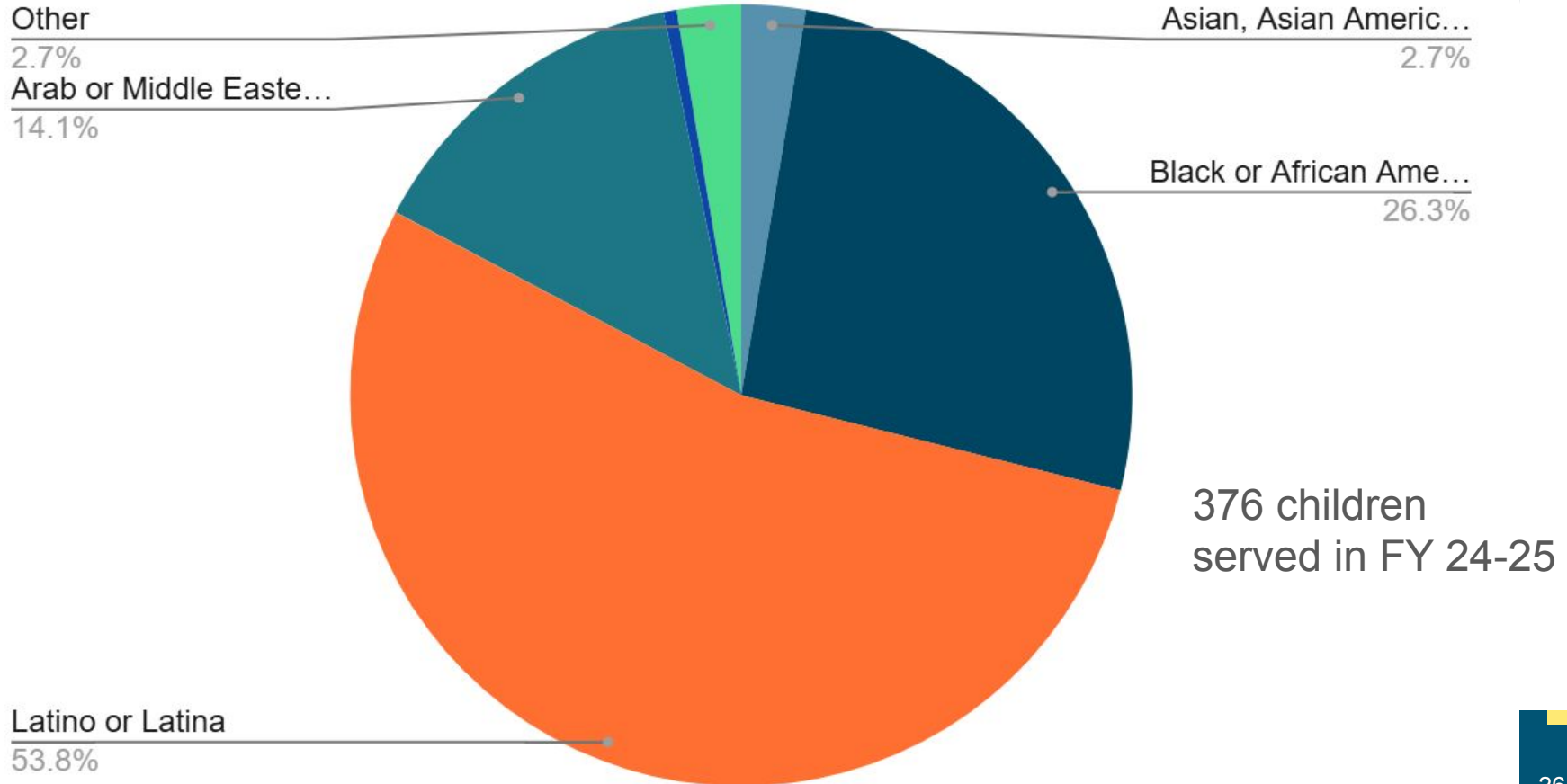
Who do we serve?

**Demographic Data
2024 - 2025**

Demographic of Adults Served FY 24-25



Demographics of Children Served FY 24-25





**The Cub House Collaborative partner were
able to collect demographic data from**

612 youth and children

**served by the Cub House collaborative
during the 2024 - 2025 program year.**



The attendance data demonstrates a need for more quality services connecting families to the resource they need to prepare their children for Kinder-readiness.

We look forward to the opportunity to provide continuity of services to the Healthy Havenscourt Community this year and for years to come.

Thank you for all you do to support the community!



EAST BAY ASIAN LOCAL
DEVELOPMENT CORPORATION

BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS



Thank you!

Sarah Silva - Director of Community Service at BANANAS

Questions? Contact sarah@bananasbunch.org



MEMORANDUM

To: OFCY Planning and Oversight Committee (POC)
From: Robin Love, Manager, Children and Youth Services Division, Human Services Department
Date: November 5, 2025
Re: FY 2025-26 Professional Services – Bright Research Group (BRG)

Recommendation

OFCY staff recommend entering into a Professional Services Agreement (PSA) with Bright Research Group (BRG) beginning December 1, 2025, through June 30, 2026, for an amount not to exceed One Hundred Twenty-One Thousand (\$121,000).

The PSA will support:

- 1) Environmental Research and Landscape Scan:** Changes in the economic and legislative landscape are impacting OFCY's role as a funder of services for children, youth and their families. An environmental scan and research on demographic changes, funding sources and other conditions will help OFCY garner additional resources to meet growing needs, performing its role as a key funder in Oakland, and position the network of youth-serving nonprofits for success.
- 2) Facilitation of OFCY Grantee Meetings:** Facilitating the convenings will prepare the grantees to adopt the new evaluation approach, build the capacity of grantees to advance the key goals and the FY25-28 Strategic Investment Plan (SIP), and strengthen connections across and among OFCY grantees for an improved ecosystem of services for children, youth and their families in Oakland.
- 3) Strategic Partnership Development to Enhance OFCY Grantmaking:** Support OFCY to engage and collaborate with other City departments and ensure alignment of efforts; Support partnership development conversations with external partners and foundations to enhance grant-making opportunities (i.e. leveraging alignment of funds, opportunities for innovation)
- 4) Partnership Development and Technical Assistance with Implementation of the SIP:** Using the environmental landscape scan, BRG will support partnership provide professional technical assistance and support specific to the implementation of the Place-Based Innovations for Youth Safety funding strategy.



The following budget reflects a 7-month Scope of Work.

Scope of Services	Tasks	Budget	Start	End
Environmental Research and Landscape Scan	Research re: changing economic environment, demographic changes, and other landscape conditions to understand OFCY's role and position as a funder of services for 0–21-year-olds in Oakland; Memo or PowerPoint of findings and recommendations based on landscape scan	\$15,000	12/1/25	2/28/26
Grantee Engagement	Facilitate grantee meetings to support new evaluation approach and SIP implementation to strengthen connections across and among OFCY grantees; pre & post coordination meetings with OFCY staff. Up to 3 convenings - 145-person grantee meetings w/8 breakout groups and facilitator and note takers	\$45,000	12/1/25	6/30/26
Strategic Partnership Development to Enhance OFCY Grantmaking	Support OFCY to engage and collaborate with other City departments and ensure alignment of efforts; Support partnership development conversations with external partners and foundations to enhance grant-making opportunities (i.e. leveraging alignment of funds, opportunities for innovation)	\$15,000	12/1/25	6/30/26
Professional TA and Support for Implementation of Place Based Innovations Strategy	<i>Program Design:</i> Assist with program design for place-based innovations strategy and partnership development with funders, CBOs and other city agencies	\$18,000	12/1/25	6/30/26
	<i>Evaluation Guidance:</i> Develop evaluation plan for assessing program impact on clients; Overall TA with assessing new funding strategy.	\$13,000	12/1/25	6/30/26
	<i>Coaching and TA:</i> Provide executive coaching and TA with program design and implementation for place-based innovations strategy. Align with other City of Oakland place-based investments.	\$4,000	12/1/25	6/30/26
Subtotal		\$110,000		
Admin (10%)		\$11,000		
Total		\$121,000		



Background

BRG was selected through the competitive RFQ #27034 for Professional Services for the Human Services Department and Department of Violence Prevention. In October 2022, a joint Competitive RFQ was released for the following professional service categories for the period covering FY 2022 - 2025:

1. Strategic Planning and Community Engagement
2. Design, Marketing and Communication Services
3. Independent Evaluation of Program Services
4. Application & Review System, Data Systems & Management Information Services
5. Training, Technical Assistance and Capacity Building
6. Workforce-Focused Capacity Building and Employer Engagement
7. Independent Auditing (Financial and Programmatic)

The BRG proposal submission was responsive and qualified in Category 5: Training, Technical Assistance and Capacity Building.

Past Performance on Previous Professional Services Agreements (PSA) with OFCY

BRG exceeded all deliverables identified in their 2024-2025 scope of work. *See Below Summary of Accomplishments.*

Bright Research Group – Overview

Founded in 2010, BRG is a community-centered design and research firm based in Oakland. They are women and minority-owned and a certified small, local emerging business in Oakland. BRG has a proven track record of partnering with the City of Oakland and deep experience in planning and evaluating youth programs in Oakland, including for OFCY.

Through research and evaluation, BRG amplifies the voices, lived experiences, preferences, and choices of people of color to advance social equity. BRG specializes in capacity building for systems to implement community-driven initiatives, programs, and movements, integrate people with lived experiences into social change efforts and become more outcomes driven.

BRG designs and delivers training, peer professional learning conferences, and technical assistance initiatives to agencies.



Government Partners and Collaborations

BRG clients are state and county agencies, city departments, school districts, foundations, nonprofits, and private companies. Recent partnerships include:

- City of Oakland: Oakland Department of Human Services (Oakland ReCAST and OFCY), the Oakland Department of Violence Prevention/Oakland Unite, Oakland Unified School District, Oakland Workforce Development Board.
- Alameda County: Alameda County Behavioral Health Care Services, Alameda County Healthcare Services Center for Healthy Schools and Communities, Alameda Health System, First 5 Alameda County.
- Philanthropic and nonprofit Partners: Alliance for Girls, the California Endowment, California Health Care Foundation, Safe Passages, San Francisco Foundation, Urban Habitat, Youth Impact Hub.

Through all these efforts, BRG has developed strong partnerships with leadership within each of these agencies, a strong understanding of the environmental and political landscape of the City of Oakland and Alameda County, and knowledge of inter-agency collaborations between local government agencies, and collaborations between government agencies and local community-based organizations.

Staffing / Project Team

The BRG team for this project includes Principal and CEO, Brightstar Ohlson, Chief Operating Officer, Kristin Owyang Gage, and Consultant, Aminah Elster, with support from BRG Senior Consultants and fellows.

Budget Overview

The City of Oakland's General-Purpose Fund is required to allocate 3% of the City's projected annual budget to Oakland Kids First! Children's Fund. General Purpose Funds are generally supported by tax revenue.

Kids First! Legislation also requires that no less than 90% of funds be used for direct services for children and youth through the award process, and no more than 10% of funds can be used for administrative costs. Ninety percent (90%), or \$20,469,918, of the annual allocation is available for grants, and ten percent (10%), or \$2,274,435, is available for evaluation, strategic planning, and other administrative costs in FY 2025-2026.



For the FY 2025-2026 OFCY grants renewal extension, Carry Forward (CF) funding will be used in addition to the annual GPF allocated amount of \$22,744,353 estimated by the City of Oakland Finance Department for FY 2025-2026.

Summary of Accomplishments

Oakland Fund for Children and Youth Community Needs Assessment and Strategic Investment Plan (2024-2025)

In 2024, BRG facilitated the development of the 2025-2028 strategic investment plan and conducted a comprehensive community needs assessment that involved youth, anchor institutions, and nonprofit organizations. BRG partnered with the Oakland Youth Commission and Department of Race & Equity to deepen OFCY's commitment to improving outcomes for African American and Latino youth. BRG conducted longitudinal analysis of quantitative indicators of youth wellbeing, applying a racial equity lens.



L: BRG Team facilitating stakeholder convening; R: Collaging Materials for Reflection Activity

The Community Needs Assessment formed the basis of the strategic investment plan, which ultimately prioritized funding for older youth through investments that promote youth safety, youth employment opportunities, and joy and belonging. BRG successfully engaged diverse voices across Oakland through partnerships with our broad network of community-based partners, relationships with public agency leaders, and bilingual facilitators.

Key methods included quantitative analysis of public and agency data, a community survey, partnership with the Oakland Youth Commission, key informant interviews, grantee convenings, and strategy development with the Planning and Oversight Committee (POC). BRG used POC meetings to facilitate additional community input, facilitated grantee meetings, and met one-on-one with elected officials to receive their feedback on key guidance. The team also regularly attended and presented at POC meetings. BRG completed the plan in eight months, and it was unanimously approved by the Oakland City Council in December 2024.