

**CITY OF BENICIA
BENICIA HUMAN SERVICES BOARD
FY 2013-2015 GRANT APPLICATION**

**TITLE PAGE
PART A**

1. **Project/Program Name: Kids Aren't Drown Proof**
2. **Amount of Funding Request: Annual: \$57,845** **Grant period (2 years): \$115,690**
3. **Organization Submitting Proposal: Drowning Prevention Foundation**

Organization Data:

Name: Drowning Prevention Foundation
 Address: 402 Arguello Drive
Benicia, CA 94510
 Phone: (415) 889-6376
 Fax: (415) 281-0918
 Fed. ID #: 68-0100595

Contact Person:

Name: Nadina Riggsbee
 Title: Founder and President
 Phone: (707) 747-0191
 Email: nadina@nokidsdrown.org
 Fax: N/A

4. **Year organization legally established: 1985** **State: CA**

5. **Project or Program Category** (check applicable categories and subcategories):

<input type="checkbox"/> Safety Net	<input checked="" type="checkbox"/> Health & Wellbeing	<input checked="" type="checkbox"/> Other
<input type="checkbox"/> Rent	<input type="checkbox"/> Counseling	<input type="checkbox"/> Affordable Housing
<input type="checkbox"/> Food	<input type="checkbox"/> Suicide Prevention	<input type="checkbox"/> Job Skills
<input type="checkbox"/> Utilities	<input type="checkbox"/> Domestic Violence	<input type="checkbox"/> Literacy
<input type="checkbox"/> Transportation	<input type="checkbox"/> Child Abuse Prevention	<input checked="" type="checkbox"/> Parenting
<input type="checkbox"/> Childcare	<input type="checkbox"/> Substance Abuse	<input checked="" type="checkbox"/> Injury Prevention
<input type="checkbox"/>	<input type="checkbox"/> Mental Health	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> Water Safety	<input type="checkbox"/>

6. **Serving clients** (check all that apply):

<input checked="" type="checkbox"/> Children Under 5	<input checked="" type="checkbox"/> Youth (5-18)	<input checked="" type="checkbox"/> Adults (19 to 59)	<input type="checkbox"/> Seniors Over 60	<input checked="" type="checkbox"/> Family Unit
<input checked="" type="checkbox"/> Low-Income	<input type="checkbox"/> Disabled	<input checked="" type="checkbox"/> Child Caregivers	<input checked="" type="checkbox"/> Pool Owners	<input type="checkbox"/>

7. **Anticipated Number of Unduplicated Benicia Residents to be Served:** 15,500

ORGANIZATION CERTIFICATION: I hereby certify that all information contained in this application and any attachments is true and accurate.

NO CITY EMPLOYEE SHALL BE A SIGNATORY ON BEHALF OF AN ORGANIZATION REQUESTING FUNDS FROM THE BENICIA HUMAN SERVICES BOARD.

Nadina Riggsbee
 Authorizing Signature
 Typed name: Nadina Riggsbee

Founder and President
 Title

1/17/13
 Date

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Part B – BUDGET INFORMATION

8. Provide a budget for the project.

EXPENSES	TOTAL PROJECT COST (A)	AMOUNT OF GRANT REQUEST (B)	APPLICANT'S COST (C)
DIRECT COSTS			
Personnel: Program Manager	\$40,000.00	\$40,000.00	\$0.00
Contract Services: Payton Communications			
Ad production and promotion	\$5,000.00	\$5,000.00	\$0.00
Media buys	\$5,000.00	\$5,000.00	\$0.00
Project Supplies			
<i>Kids Aren't Drown Proof Materials</i>			
Kids books	\$17,010.50	\$16,010.50	\$1,000.00
Life jackets	\$3,000.00	\$3,000.00	\$0.00
CPR kits	\$5,250.00	\$5,250.00	\$0.00
Print materials	\$2,500.00	\$2,000.00	\$500.00
Mailing to pool owners	\$1,500.00	\$1,400.00	\$100.00
Shipping	\$7,500.00	\$7,000.00	\$500.00
<i>Water Safety Events</i>			
Aquatics Fees	\$3,000.00	\$2,500.00	\$500.00
Tablecloths	\$200.00	\$100.00	\$100.00
Banners	\$100.00	\$50.00	\$50.00
Print materials	\$1,000.00	\$900.00	\$100.00
Project Equipment			
Program Manager Tech Tools	\$1,000.00	\$1,000.00	\$0.00
Program Manager Phone	\$2,400.00	\$2,400.00	\$0.00
Transportation: Mileage	\$207.50	\$137.50	\$70.00
Volunteer Recognition: Food	\$300.00	\$200.00	\$100.00
Subtotal Direct Costs	\$94,968.00	\$91,948.00	\$3,020.00
INDIRECT COSTS			
Personnel: Nadina Riggsbee, President	\$9,496.80	\$9,496.80	\$0.00
Program Management	\$4,748.40	\$4,748.40	\$0.00
Office, Utilities, and Equipment	\$9,496.80	\$9,496.80	\$0.00
Subtotal Indirect Costs	\$23,742.00	\$23,742.00	\$0.00
TOTAL COST	\$118,710.00	\$115,690.00	\$3,020.00

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Part B – BUDGET INFORMATION – (continued)

9. APPLICANT SOURCES: Provide sources of other funds for the project. Total amount should correspond with Total C (previous page). Do not include your entire budget here (it should be attached).

Applicant Sources – Other Funding (be specific)	Amount or Value	Indicate if Cash or In-kind
Individual donors	\$ 2,520	Cash
Sailor Jack’s Dining Out For Drowning Prevention Event	\$ 3,000	Cash
TOTAL	\$ 5,520	

10. List any prior City of Benicia grants or loans awarded to your organization and the number of Benicia residents served with the funds.

N/A

Fiscal Year	Program	Amount	Benicians Served
2011-12		\$	
2010-11		\$	
2009-10			
2008-09			
2007-08			
2006-07			
2005-06			
2004-05			
2003-04			
TOTALS		\$ 0	0

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Part C - PROJECT / ORGANIZATION DISCUSSION (Please limit Part C to 5 pages.)

11. Brief Project Summary (Two to three sentences describing the grant proposal):

Kids Aren't Drown Proof is a free water safety program offering multiple layers of protection to children and their caregivers. We provide educational materials, CPR instruction, survival swimming lessons, and life jackets. Special emphasis is placed on reaching underprivileged children and families and materials are available in English and Spanish.

12. Describe organization's general purpose and activities:

The mission of the Drowning Prevention Foundation (DPF) is to prevent drowning through public education, access to water safety resources, and policy change. Our long-term strategic vision is to reduce childhood drowning deaths and disabilities in the U.S. by 25% by the year 2025. Drowning is a preventable tragedy, yet approximately 700 children ages 1-14 drown in the U.S. each year and it is estimated that for every child who dies from drowning, another seven receive emergency department care for nonfatal submersion injuries (approximately 5,650). As many as 20 percent of near-drowning survivors suffer severe, permanent neurological disabilities.

DPF was the first 501(c)(3) dedicated to drowning prevention and continues to be the longest standing drowning prevention charitable organization in the world. DPF was founded in 1985 by Nadina Riggsbee after the tragic drowning of her two young children in the backyard swimming pool. Nadina turned her grief into advocacy and in 1984, the first swimming pool fencing law in the world was passed in Contra Costa County, California. In 1996, DPF was one of the leading sponsors of the California Swimming Pool Act, which requires that all home swimming pools built in or after 1998 comply with safety standards for swimming pool fences, safety pool covers, and pool and door alarms. Since then, DPF has helped pass numerous other drowning prevention laws across the country and has carried out several public education campaigns and water safety programs.

13. List all financial liabilities or pending legal action: N/A

14. Is your organization applying for other grants for fiscal years 2013-2015? If so, list the project, funding source(s), proposed budgets, and requested amount(s). N/A

15. At what location will the proposed project take place and how long has the organization been at this location?

The Foundation's main office is in San Francisco, but we have a satellite office in Benicia and would run the Benicia program out of this location. We have operated out of the Benicia location since 2005.

16. What are your proposed hours of operations for this project? Please indicate hours that actual services will be provided, and how this may or may not differ from the hours project staff will be available to respond to incoming calls, answer general questions, etc.?

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If selected to receive a City of Benicia Human Services grant, we would hire a part-time program manager who would be dedicated to this project. The Program Manager would put in 2,000 hours total (1,000 per year) to conduct outreach in Benicia. S/he would be most active in the warmer months and would put in less time in the winter. Nadina Riggsbee will still be available full-time, year-round to respond to inbound inquiries that come in to the Benicia office.

17. Describe the project associated with this grant request. Include the goals to be achieved and the strategy that will be used to meet the goals. Be specific when discussing what will be achieved as a result of your program.

Through the *Kids Aren't Drown Proof* program, Drowning Prevention Foundation volunteers deliver water safety resources and education to children and their caregivers. The program relies on partnerships with several other organizations who have developed the materials DPF volunteers provide to the community.

Education

➤ *Water safety story books and preschool curriculum*

Drowning Prevention Foundation volunteers work with childcare providers, preschool and early elementary school educators to deliver water safety messages through storybooks, sing-along CDs, and more. All three programs have character mascot costumes that volunteers can use to further emphasize the messages.

Depending on the audience and educational needs, we can offer:

- 1) Josh the Otter developed by the Joshua Collingsworth Memorial Foundation
 - Water safety books, sing-along CDs, coloring books, stickers, etc.
 - Training done in a single session by the volunteer
 - Messages “learn to float, don’t, go near the water without an adult, swim with a buddy”
 - Available in English or Spanish
- 2) Stewie the Duck developed by the Stew Leonard III Children’s Charities
 - Water safety books and sing-along CDs
 - Training done in a single session by the volunteer
 - Messages “don’t jump in until you learn to swim, always wear a life vest, and don’t go near the water without an adult”
 - Available in English and Spanish (CD is only in English)
 - Also available through a free iPhone and iPad app
- 3) Safer 3 developed by the Safer 3 Water Safety Foundation
 - 10 hour preschool water safety curriculum with lesson plans
 - Training done by educators; volunteers can participate in a completion celebration
 - Messages delivered by Timmy Tadpole, Sammy Starfish, and Gilbert Guppy

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- The letter “r” in the word “Safer” reflects the risk that always exists around water
 - Messages “Safer Water, Safer Kids, Safer Response”
- *Water safety materials for caregivers and pool owners*
- The Drowning Prevention Foundation is a Campaign Safety Leader for the Consumer Product Safety Commission’s Pool Safely campaign, which offers numerous water safety communications such as brochures, videos, and posters targeting multiple different audiences. These resources are available in English and Spanish.
- *Infant and child CPR instruction for caregivers and pool owners*
- American Heart Association and American Red Cross certified CPR instructors help deliver community training at water safety events.
 - We can also provide American Heart Association CPR Anytime kits to pool owners. The kit is a 30 minute DVD that teaches basic CPR skills and includes mini-manikin.

Water Safety Events

Drowning Prevention Foundation volunteers are teaming up with local aquatic facilities to bring water safety events to the community. These are done in May during Drowning Prevention Month or in mid-June as part of the *World’s Largest Swimming Lesson* event.

DPF volunteers partner with local aquatic facilities to host a water safety event. The aquatic facility provides the pool and the instructors to help children become comfortable in the water and learn basic survival skills. DPF volunteers provide water safety education to children and parents (as described above under Education – story books, handouts, and CPR) and children receive a U.S. Coast Guard approved life jacket in the appropriate size.

The *World’s Largest Swimming Lesson* was developed by the World Waterpark Association and it is held every year in mid-June. In 2012, the *World’s Largest Swimming Lesson* set a new Guinness World Record for the largest simultaneous swimming lesson with 24,873 participants representing 15 different countries across five continents!

18. Why is this project necessary for the citizens of Benicia? How will recipients benefit from your services?

Since drowning is the leading cause of accidental death in the U.S. for children ages 1-4 and there are nearly 2,000 children of that age in Benicia, we are seeking to protect them from this preventable tragedy. We are also targeting the 5,000 5-17 year-olds in Benicia. Additionally, we seek to educate the children’s caregivers (parents, day care workers, babysitters, etc.)

Benicia, a waterside city, gets very hot in the summer. There are 150 residential pools in Benicia and we seek to educate those pool owners about the proper layers of protection they should take to prevent a tragedy from occurring on their property. We will provide them with educational materials and an American Heart Association CPR Anytime kit (described above under Education).

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We may even be able to provide them with coupons to receive water safety products (fences, pool alarms, etc.) from partner water product companies.

19. How will outreach be conducted?

Under the direction of Nadina Riggsbee, Founder and President, the Program Manager will:

- If we receive a grant, it will likely take the first month of the grant period (July 2013) to hire a Program Manager.
- In August 2013, the Program Manager would build community partnerships with aquatic facilities, swim schools, and potential volunteer groups that could help with outreach such as the Benicia Rotary and Kiwanis Clubs, high school service clubs, swim teams, Girl/Boy Scouts, Junior Leagues, fire districts, and PTAs.
- When kids go back to school in September 2013, the Program Manager and the recruited volunteers would make calls to preschools and daycare centers to schedule educational story book readings which can be delivered by community volunteers.
- For each scheduled story book reading, a letter and brochure will go home to parents. We can also use the parents' letter to promote water safety events and offer additional water safety resources (infant and child CPR instruction, swimming lessons, life jackets).
- To promote water safety events, we will post ads in the The Benicia Herald (print and online) and in other local publications in addition to ads on local transit. The Program Manager will post flyers on community boards and at aquatic facilities. S/he will also deliver event flyers to community organizations that serve low-income families and provide event information to residents of low-income housing complexes.
- To reach pool owners, the Program Manager would partner with the building code official and residential realtors to develop a special mailing and host targeted water safety events featuring water safety product demos (fences, latches, alarms, etc.).

20. List the specific quantifiable goals of the project.

(Please state your goal in terms of number of individuals, families or groups served. For example, agency will provide X number of individuals counseling services per quarter.)

Report total services provided	Annual goal
Reach 75% of Benicia kids with water safety resources and educational materials	5,235 Kids Total 1,000 Kids Jul-Dec 2013 3,000 Kids Jan-Dec 2014 1,235 Kids Jan-Jun 2015
Reach 75% of Benicia caregivers with water safety educational materials	10,000 Adults Total 2,000 Adults Jul-Dec 2013 5,000 Adults Jan-Dec 2014 3,000 Adults Jan-Jun 2015
Reach 100% of Benicia pool owners with water safety resources and educational materials (150 residential pools in Benicia, assumes at least 75% of homes have 2 adults living at the residence)	265 Adults Total Reached Jan-Dec 2014

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Discuss how your organization will collect, organize and disseminate this data.

As the Program Manager makes contacts in the community (e.g. volunteer groups, day care providers, aquatic facility operators), s/he will record this data in Salesforce.com, our Customer Relationship Management tool. The tool allows us to run reports and track out progress real time. It also provides contact information so we can ensure that we are reaching new audiences to achieve our goals. Contact data will only be shared with volunteers helping to conduct outreach.

21. Is this project an existing program or activity provided by your organization? Please explain.

Yes, most of these activities are already underway across the Bay Area or have been conducted in the past. This grant would provide the funds to conduct significant outreach exclusively in Benicia.

22. Identify similar programs in the community and how yours will differ.

There is no other organization providing water safety education in the way we have described above. Swimming lessons and CPR instruction are available for a fee through service providers and life jackets can be purchased from retailers. We would offer these water safety resources to Benicia residents for free with priority placed on outreach to underprivileged families.

23. Describe previous comparable projects or programs that your organization, has undertaken that demonstrate successful administration and implementation.

- DPF collaborated with the James Lemos Swim Center in Benicia to host Water Safety Day on June 16, 2012.
- In the Fall of 2012, DPF conducted Josh the Otter story book readings and distributed story books to 100 kids at preschools in San Mateo.
- DPF participated in Health & Safety Family Day at Tiny Tots in Campbell in September 2012.
- In 2010, through a partnership with the City of Benicia's Building Code Official, we mailed *Kids Aren't Drown Proof* brochures to 110 pool owners in Benicia. Brochures were also distributed to libraries and senior centers.
- In 2009, we partnered with the Valero Benicia Refinery to produce 40,000 *Kids Aren't Drown* proof brochures. DPF teamed up with the Benicia Fire Department and the Solano County Fire District to distribute them to community pools and at community events throughout the county.
- In 1996, DPF was one of the leading sponsors of the California Swimming Pool Act, which requires that all home swimming pools built in or after 1998 comply with safety standards for swimming pool fences, safety pool covers, and pool and door alarms.
- DPF partnered with Safeway to print drowning prevention messages on paper grocery bags distributed nationally during May for 14 years.
- DPF conducted a public awareness campaign with drowning prevention posters in BART stations and on all the San Francisco MUNI buses in 1990.
- DPF advocated for the first swimming pool fencing law in the world, which was passed in Contra Costa County, California in 1984.

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24. REQUIRED ATTACHMENTS: Verify and check off confirmation indicating that the following required items are attached to the original application.

Attachment Confirmation	Item No.	Item Description
(✓)	1.	IRS Letter of Tax Exempt Status
(✓)	2.	Organization's total budget for the current year 2-A. Benicia Kids Aren't Drown Proof program budget detail
(✓)	3.	Copy of most recent audit or financial statement
(✓)	4.	Names and addresses of Board of Directors
(✓)	5.	List of paid principal staff and positions
(✓)	6.	Job descriptions for principal staff and personnel <u>to be paid partially or in full with grant funding</u>
(✓)	7.	Copy of resolution or board meeting minutes indicating organization's support of the project application.
(✓)	8.	If a partnership, then of letters of commitment from each organization indicating degree of participation and a budget showing each organization's financial responsibility are required.

Internal Revenue Service
District Director

Item #1

Department of the Treasury

P O BOX 36001 STOP SF-4-4-46
SAN FRANCISCO, CA 94102

Date: APR. 4, 1969

DROWNING PREVENTION FOUNDATION
P O BOX 202
ALAMO, CA 94507

Employer Identification Number:
68-0100595
Case Number:
959041010
Contact Person:
PATRICE WHANG
Contact Telephone Number:
(415) 556-0228

Our Letter Dated:
July 31, 1966
Caveat Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Frederick C. Nielsen
District Director

Drowning Prevention Foundation
2013 Budget

INCOME	BUDGET	ITEM	EACH AMOUNT	QUANTITY
Corporate Gifts				
Fundraisers	\$3,000.00	Dining Out	\$1,000.00	3
Grants	\$40,000.00	Kids Aren't Drown Proof, life jacket loaner stations	\$5,000.00	8
Matching Gifts/Workplace Giving	\$2,500.00	United Way events	\$500.00	5
Sponsorships	\$12,500.00	No Kids Drown & General	\$2,500.00	5
Subtotal Corporate Gifts	\$58,000.00			
Individual Gifts				
Checks	\$1,000.00	May appeal	\$50.00	20
Major Gifts	\$1,000.00		\$1,000.00	1
Online	\$1,250.00	May appeal, Network for Good & Causes	\$25.00	50
Subtotal Individual Gifts	\$3,250.00			
Government Grants*	\$2,000.00		\$1,000.00	2
TOTAL INCOME	\$63,250.00			
EXPENSES	BUDGET	ITEM	COST/PIECE	QUANTITY
Programs and Projects				
<i>Kids Aren't Drown Proof</i>				
Kids books	\$1,625.00	Stewie & Josh books	\$3.25	500
Life jackets	\$4,500.00	Stearns	\$30.00	150
CPR kits	\$5,250.00	AHA CPR Anytime	\$35.00	150
Aquatic Instruction	\$30,000.00	4 lessons/kid	\$200.00	150
Print materials	\$2,500.00	Folders, flyers, labels	\$5.00	500
Shipping	\$3,000.00	Costumes & books	\$150.00	20
Subtotal Kids Aren't Drown Proof	\$46,875.00			
<i>No Kids Drown program development</i>				
Website design and coding	\$3,000.00	Seek pro bono or use 99designs	\$3,000.00	1
Web hosting & email	\$120.00	Monthly	\$10.00	12
Service mark design	\$300.00	Use 99designs	\$300.00	1
Subtotal No Kids Drown	\$3,420.00			
<i>Life Jacket Loaner Station</i>				
Life Jackets	\$750.00	Stearns - multiple sizes	\$30.00	25
Structure	\$500.00		\$500.00	TBD
Signage	\$200.00		\$200.00	TBD
Subtotal Life Jacket Loaner Station	\$1,450.00			
<i>Water Safety Events</i>				
Tablecloths	\$500.00	May & WLSL	\$100.00	5
Banners	\$250.00	May & WLSL	\$50.00	5
Print materials	\$1,000.00	Folders, flyers, labels, posters	\$10.00	100
Subtotal Water Safety Events	\$1,750.00			
<i>Public Information (Brochures & Web)</i>				
Brochure printing	\$1,000.00		\$0.10	10,000
Brochure design	\$250.00		\$250.00	1
Brochure shipping	\$250.00		\$50.00	5
Web hosting	\$180.00	DPF website monthly	\$15.00	12
Subtotal Public Information	\$1,680.00			
Total Programs and Projects	\$55,175.00			
Fundraising Expenses				
CRM Tools	\$100.00	Licenses	\$10.00	10
Restaurant fundraiser kit	\$750.00	Placemat, table tent, bill stuffer	\$750.00	TBD
Retail icons	\$300.00	Pin-ups for register donation programs	\$300.00	TBD
Stationary	\$500.00	Letterhead, envelopes, thank you cards	\$500.00	TBD
Subtotal Fundraising Expenses	\$1,650.00			
Operational Expenses				
Board Match Event	\$225.00	Registration	\$225.00	1
Conference Fees	\$600.00	NDPA Symposium	\$300.00	2
Conference Travel (Airfare, Hotel, Car & Food)	\$2,500.00	NDPA Symposium	\$1,250.00	2
Miscellaneous Items	\$100.00		\$100.00	TBD
Office Space	\$1,200.00	The HUB SF monthly	\$100.00	12
Office Supplies	\$250.00	Paper, toner, labels	\$250.00	TBD
Phone	\$60.00	Ooma (415#)	\$5.00	12
Volunteer Mileage (Local Travel)	\$105.00	RT events, meetings	\$0.14	750
Volunteer Recognition (Food)	\$250.00	Lunch or snacks	\$10.00	25
Subtotal Operational Expenses	\$5,290.00			
TOTALS	\$62,115.00			

\$1,135.00 Surplus

87%

3%

8%

2%

100%

* The Benicia Human Services grant is not included in our 2013 budget at this time. If we receive the grant, we would adjust both income and program expenses by the 2013 grant amount of \$28,922.50.

Kids Aren't Drown Proof
Benicia Program Budget

EXPENSES	TOTAL PROJECT COST (A)	ITEM	COST/ITEM	QUANTITY	AMOUNT OF GRANT REQUEST (B)	APPLICANT'S COST (C)
DIRECT COSTS						
Personnel: Program Manager	\$40,000.00	PT hire, \$20/hr. for 2,000 hours total		1	\$40,000.00	\$0.00
Contract Services: Payton Communications						
Ad production and promotion	\$5,000.00	Develop and circulate community-based ads	\$500.00	10	\$5,000.00	\$0.00
Media buys	\$5,000.00	Newspaper, community publications, online, transit	\$500.00	10	\$5,000.00	\$0.00
Project Supplies						
<i>Kids Aren't Drown Proof Materials</i>						
Kids books	\$17,010.50	Stewie & Josh books	\$3.25	5,234	\$16,010.50	\$1,000.00
Life jackets	\$3,000.00	Stearns	\$30.00	100	\$3,000.00	\$0.00
CPR kits	\$5,250.00	AHA CPR Anytime	\$35.00	150	\$5,250.00	\$0.00
Print materials	\$2,500.00	Folders, flyers, labels	\$5.00	500	\$2,000.00	\$500.00
Mailing to pool owners	\$1,500.00	Event call to action, water safety materials, CPR kit	\$10.00	150	\$1,400.00	\$100.00
Shipping	\$7,500.00	Costumes & books	\$150.00	50	\$7,000.00	\$500.00
<i>Water Safety Events</i>						
Aquatics Fees	\$3,000.00	Instructor and facility rental fees	\$500.00	6	\$2,500.00	\$500.00
Tablecloths	\$200.00	May & WLSL	\$100.00	2	\$100.00	\$100.00
Banners	\$100.00	May & WLSL	\$50.00	2	\$50.00	\$50.00
Print materials	\$1,000.00	Folders, flyers, labels, posters	\$10.00	100	\$900.00	\$100.00
Project Equipment						
Program Manager Tech Tools	\$1,000.00	Relationship and other data tracking tools	\$1,000.00	1	\$1,000.00	\$0.00
Program Manager Phone	\$2,400.00	24 month cell phone plan with data	\$100.00	24	\$2,400.00	\$0.00
Transportation: Mileage	\$207.50	Program Manager/volunteers, RT to events, meetings	\$0.55	250	\$137.50	\$70.00
Volunteer Recognition: Food	\$300.00	Lunch or snacks	\$10.00	30	\$200.00	\$100.00
Subtotal Direct Costs	\$94,968.00	80%			\$91,948.00	\$3,020.00
INDIRECT COSTS						
Personnel: Nadina Riggsbee	\$9,496.80	Supervision by Foundation President	\$9,496.80	1	\$9,496.80	\$0.00
Program Management	\$4,748.40	Foundation website, brochures, office supplies, etc.	\$4,748.40	1	\$4,748.40	\$0.00
Office, Utilities, and Equipment	\$9,496.80	Benicia office space, utilities, phone, computer	\$9,496.80	1	\$9,496.80	\$0.00
Subtotal Indirect Costs	\$23,742.00	20%			\$23,742.00	\$0.00
TOTAL COST	\$118,710.00				\$115,690.00	\$3,020.00

Goal 1: Reach 75% of Benicia kids with water safety resources and educational materials

\$28,922.50 2013 Amount

5,234 Kids

\$57,845.00 2014 Amount

150 Pools

\$28,922.50 2015 Amount

DROWNING PREVENTION FOUNDATION
2012 Financial Report

INCOME	TOTALS
Corporate Gifts	
Contra Costa County - pool permit fees	\$2,045.00
JetBlue	\$1,000.00
Sailor Jack's Fundraiser	\$1,144.79
Subtotal Corporate Gifts	\$4,189.79
Individual Gifts	
Online	\$497.55
Checks	\$869.00
Subtotal Individual Gifts	\$1,366.55
TOTALS	\$5,556.34
EXPENSES	TOTALS
Community Education	
Kids Aren't Drown Proof program materials	\$496.70
Postage - brochure distribution	\$46.70
Web Services - online program materials	\$195.00
Subtotal Community Education	\$738.40
Fundraising Expenses	
Life Preserver Pins	\$340.50
Subtotal Fundraising Expenses	\$340.50
Operational Expenses	
Bookkeeping and Admin Fees	\$598.15
Office expense: Internet, Phone & Utilities	\$1,100.00
Conference Registration, Travel & Food	\$665.43
Volunteer Food	\$393.62
Local Travel	\$258.48
Office Supplies & Misc.	\$381.05
Subtotal Operational Expenses	\$3,396.73
TOTALS	\$4,475.63

2012 was a slow year for the Foundation. We were aggressively working to introduce and help pass AB1020 to address suction entrapment. Our focus on policy change and drafting our 5-year strategic plan detracted from Foundation fundraising and programmatic efforts.

**CITY OF BENICIA
BENICIA HUMAN SERVICES BOARD
FY 2013-2015 GRANT APPLICATION**

Item #4 – Names and Addresses of Board of Directors

Nadina Riggsbee
Founder and President
402 Arguello Dr.
Benicia, CA 94510

Dotty Drago, MA, MPH
Vice President
Product Safety Consultant, Drago Expert Services
11 Brookside Ave.
Plymouth, MA 02360

Bev Payton, APR
Secretary
Public Relations Consultant, Payton Communications, LLC
272 Honeycroft Blvd.
Cochranville, PA 10330

Charlotte Payton
Treasurer
Corporate Philanthropy Consultant, Payton Communications, LLC
316 S. Humboldt St.
San Mateo, CA 94401

Kathryn Wynn
Aquatics Instructor, Sutton Swim School
2064 Foxworthy Ave.
San Jose, CA 95124

Rebecca Fish (NEW!)
Executive Director, Vaccine Policy Affairs, GlaxoSmithKline
Northern VA

Breyana Riggsbee
Recreation Supervisor, City of San Leandro
2906 58th Ave.
Oakland, CA 94605

**CITY OF BENICIA
BENICIA HUMAN SERVICES BOARD
FY 2013-2015 GRANT APPLICATION**

Item #5 – List of paid principal staff and positions

N/A – The Drowning Prevention Foundation is currently a 100% volunteer led organization. If we receive this grant, we would hire a part-time Program Manager and use 8% of the total grant funds as a stipend for administrative oversight by the Board President, Nadina Riggsbee.

Item #6 – Job descriptions for principal staff and personnel to be paid partially or in full with grant funding

Program Manager (to be hired if we receive the Human Services grant)

Lead the effort to deliver water safety programs in Benicia. Activities include:

- Conduct outreach and build relationships with local contacts
 - Aquatics: swim schools, swim teams, pools, Parks and Recreation Department
 - Businesses: restaurants, child/parent focused retailers, pool supply stores
 - Media: TV and radio stations, local newspapers, and affiliated online sites
 - Partner organizations: Safe Kids, hospitals, moms clubs, fire districts, health departments, city councils
 - Schools: PTAs, day care centers, pre-schools, primary schools, high schools
 - Volunteer groups: Junior League, Rotary and Kiwanis clubs, Girl/Boy Scouts
- Implement programs and water safety events
 - Work with preschools and day care centers to distribute water safety storybooks to young children and implement a 10-hour water safety curriculum with 5 lesson plans.
 - Identify underprivileged youth who could benefit from free swimming lessons and life jackets.
 - Partner with aquatic facilities to deliver swimming lesson programs and host water safety events.
- Manage local volunteers to implement water safety programs and events.
- Partner with local businesses to implement Drowning Prevention Month events in May.
- Distribute water safety information to community groups as needed.
- Represent the Drowning Prevention Foundation at community events.
- Submit requests for program funds and supplies to the Treasurer.
- Complete simple monthly activity reports.
- Log all contact information and activity in Salesforce.com, the online Customer Relationship Management (CRM) tool (training will be provided).

**CITY OF BENICIA
BENICIA HUMAN SERVICES BOARD
FY 2013-2015 GRANT APPLICATION**

Must be outgoing and not afraid to ask for things. Must have a vehicle (local travel will be reimbursed monthly).

Nadina Riggsbee, Board President

The President shall be the chief executive officer of the Corporation and the Chairperson of the Board. He or she shall have such other powers and duties as may be prescribed by the Board or the Foundation Bylaws. The President shall be responsible to the Board, shall see that the Board is advised on all significant matters of the Corporation's business, and shall see that all orders and resolutions of the Board are carried into effect. The President shall be empowered to act, speak for, or otherwise represent the Corporation between meetings of the Board within the boundaries of policies and purposes established by the Board and as set forth in the Articles and the Bylaws. The President shall be responsible for keeping the Board informed at all times of staff performance as related to program objectives, and for implementing any personnel policies adopted by the Board. Additionally, the President shall be one of the officers who may sign the checks or drafts of the organization, and have such other powers as may reasonably be construed as belonging to the chief executive of any organization.

Item #8 – If a partnership, then of letters of commitment from each organization indicating degree of participation and a budget showing each organization's financial responsibility are required.

N/A

Meeting Minutes

Item # 7

Board of Directors Meeting

1.23.2013	9:00am PST / 12:00pm EST	Conference Call
Meeting called by	Beverly Payton	
Type of meeting	Board of Directors Meeting	
Facilitator	Charlotte Payton	
Secretary	Beverly Payton	
Attendees	Nadina Riggsbee, Charlotte Payton, Dotty Drago, Beverly Payton,	
Absent	Breyana Riggsbee, Kathryn Finch, Rebecca Fish	
Previous meeting	Minutes of November 20 meeting were approved.	

Old Business - previous action items and updates

Recruit a pediatrician, epidemiologist and board of health representative to serve on the DPF Board.
 - Nadina said she has been in touch with Dr. Steven Cavalier, a pediatrician at Kaiser Permanente in Walnut Creek, Calif. who is considering a board position.
 Nadina added that the American Academy of Pediatrics had three chapters in California, which should provide a good pool of potential board candidates. A medical director at a children's hospital ICU would most likely be a passionate drowning prevention supporter, since they are the ones who treat the drowning victims.
 Dotty said she will contact Derek Frechette to discuss the No Kids Drown platform and invite him to join the DPF Board.

Kathryn, Bev, and Rebecca to provide bios and a professional headshot for the DPF website.
 - Bev's bio and headshot have been added to the website.
 - Charlotte said she drafted and posted a bio for Kathryn and Rebecca. Kathryn provided minor edits to her bio and that Finch is her maiden name, her last name should be updated to Winn in all DPF Board references.
 Bev said that she left emails and a phone message for Rebecca Fish to learn why she has not participated in Board meetings, but hasn't received a reply. It appears that Rebecca has lost interest in the board. Nadina asked if we had alternate contact information, in case Rebecca changed employers and was not receiving our messages. No one had additional information.
ACTION: Bev moved that Rebecca be removed from the board. Dotty seconded, the motion passed unanimously.

Charlotte to send a follow-up message to all board members with the bylaws, latest version of the strategic plan, and a link to an online board member training.
 - Charlotte emailed all three items on 10/22.
 - Charlotte reported that Bev, Dotty, and Nadina have provided feedback on the strategic plan. Rebecca and Kathryn have not yet done so.

Create a page on the DPF website to recognize donors and acknowledge significant volunteer efforts.
 - Charlotte said it will take some time to build this page and should be a priority once we have a corporate donor who is seeking online recognition as a sponsorship benefit. We also need a tech volunteer who can help with this since it may be beyond our current volunteer's skill set. The project was put on hold until a volunteer is recruited.

Nadina is trying to persuade the YMCA in Walnut Creek to partner with DPF.
 - Nadina said the Contra Costa County Health Department wants the DPF to look into organizations to provide free swimming lessons to low income families in Contra Costa County. Kathy Berenkum (please supply correct spelling), a San Francisco Children's advocate will approach the Y to explore the free swimming lesson option for underserved families.
 - Charlotte said she will contact a former Red Cross colleague who lives in Walnut Creek, and who is a new mom, to see if she would agree to do some outreach to preschools and Ys in the area.

Charlotte advised the Board that DPF's address needs to be updated with the IRS and that we need to request an updated tax determination letter. Charlotte said she spent a long time on hold with the IRS to update the DPF address. She requested the letter from the IRS and we should have it in a few weeks.

We revisited the 2013 Board meeting schedule. Kathryn is not available on the 3rd Wednesday of every month at 9am PST. Kathryn could do Mondays or Thursdays at 9am PST. She is also open to weekdays at Noon PST or weekends. Nadina said Breyana has a new job which changed the time she is available for board meetings as well.
 - Bev said she will survey the Board with the option of meeting at noon, PST/3 p.m. EST Mondays or 9 a.m PST/Noon EST Thursday.

Bev and Nadina to work together to document DPF's outreach impact in 2012 as well as DPF's history and accomplishments for the website. Charlotte needs the final 2012 outreach numbers for the Safeway grant application.
 - Next steps: Bev and Nadina agreed to finish compiling the outreach numbers prior to the next board meeting in mid-February.

Meeting Minutes

Charlotte drafted a budget for the TE Connectivity water safety event that would be approximately \$6,100. Charlotte asked Kathryn for help securing pools and aquatics instructors. Charlotte to submit sponsorship proposal to TE in mid-February once exact event budget is determined.

Nadina and Dotty are working to update DPF's brochure. Nadina hired a photographer for \$200 to take professional pictures of her grandchildren by the pool fence. Bev said that she took pictures of her grandson in the bathtub, peering into a 5 gal bucket and in an indoor pool with her daughter Renee. She would send the best selections for review for the brochure.

- Nadina said she is eager to wrap up the brochure development and production because she wanted to show them to Bonnie Lovett at Children's Hospital in Oakland, which is underwriting the cost. She said that the hospital's logo would be placed on the bottom. The printer works with a graphic designer, so all we need to do is provide clean copy and art.
- Next steps: Nadina and Bev will send pictures for the board to review and select, Bev will edit and trim the brochure copy before the next board meeting.

New Business – programs, fundraising, and administrative activities

Topic	Discussion
City of Benicia Grant	The City of Benicia Human Resources grant application requires board meeting minutes indicating the organization's support of the project application. The application was distributed to the board prior to the meeting for review. The application is for a two year grant, totaling \$113k to begin in July 2013. In addition to materials and supplies, it would cover the cost of a part-time program manager. ACTION: Charlotte reviewed the application and all the attachments and moved that the board approve the application. Bev seconded the motion and it was approved unanimously.
Action Item	Bev agreed to compile and distribute the January board meeting minutes in time for Nadina to print 11 copies and hand deliver the application to the City of Benicia on Friday, 1/25. Deadline: 1/25/13
Life Jacket Water Safety Act	Nadina reported that the Life Jacket Water Safety Act was being reviewed by the LEDGE council of the California Department of Health in Sacramento, which was asked to support the bill. Senator Bill Emmerson (R-Ca.) agreed to introduce the bill. Nadina said she was looking for a democrat to co-author it so it would more likely receive bipartisan support.
Action Item	Nadina said a statement would be added later addressing people with seizure disorders.
Dining out for Drowning Prevention	Nadina recommended that board members approach local restaurants to host a Dining Out for Drowning Prevention event. Charlotte reported that she contacted The Fish Market in San Mateo, Ca. and suggested that local fire service people work as servers for tips go benefit DPF. She added that the event can raise several thousand dollars.
Action Item	Each board member to approach at least one local restaurant to propose a similar sponsorship.
Donor Prospect Pipeline	Charlotte walked the board through the donor prospect pipeline that was distributed prior to the meeting. She discussed prospects and next steps with the most promising ones. Charlotte secured a \$1,000 commitment from Perey Law. Bev and Charlotte agreed that Payton Communications would give a \$2,000 restricted gift to cover NDPA Symposium travel expenses and the San Francisco meeting space monthly rental/membership fees.
Action Items	Charlotte to complete United Way agency certification by 1/25. Charlotte to submit Union Bank and Safeway grant applications and TE Connectivity sponsorship proposal. Deadline: Next Board meeting
No Kids Drown Webinar	Payton Communications and The Redwoods Group are leading a webinar on Thursday, 1/24 to pitch a national platform for Children's Water Safety tentatively called No Kids Drown. So far, 10 water safety foundations are registered as well as a few bereaved parents. The hope is that they will all want to be involved in the No Kids Drown steering committee and we can run the effort under DPF's 501(c)(3). If there is interest, a working meeting will be held prior to the NDPA Symposium in Ft. Lauderdale on Wednesday, 3/13.
Action Item	Bev and Charlotte to present on the webinar and conduct attendee follow-up. Nadina and Dotty to attend the webinar. Deadline: 1/24/13

Meeting Minutes

Kids Aren't Drown Proof	Charlotte pointed out that we can start purchasing and distributing program materials for 2013. When Charlotte visited Building Kidz preschool in San Mateo, they said they also have a Pacifica and South San Francisco location that would also like to conduct Josh the Otter readings. Action: Charlotte moved that the Board approve an order for another 200 Josh books and \$50 for shipping the Josh the Otter costume. Bev seconded the motion and it was approved unanimously.	
Action Item	Charlotte will order the books and costume and schedule readings.	Deadline: next board meeting
World's Largest Swimming Lesson	Charlotte reported that she had conversations with the City of Oakland about holding WLSL events. Nadina has secured James Lemos Pool in Benicia. Kathryn is working on securing her employer, Sutton Swim School in San Jose. Charlotte requested that the WLSL organizers list DPF as a supporter on their website and requested the materials that we can customize for host locations.	
Action Item	Charlotte to distribute the WLSL materials once they are available.	Deadline:
Letterhead	Nadina received a letterhead and envelope quote from EBCO print for \$560 for 500 pieces. ACTION: Charlotte recommended that we postpone ordering more letterhead until we know if the Benicia grant comes through in July. That would require at least 200 pieces for a mailing. By then, we may also have more clarity around board members so we'll have a more accurate list on the sidebar. Bev suggested that we continue to use the electronic letterhead in the meanwhile. Dottie agreed.	
Action Item	Charlotte asked a friend who runs a small nonprofit who their printer is so we can seek a competitive bid.	Deadline:
Google Drive	Charlotte walked board members through the log in procedure and explained how to access DPF documents saved in the shared Google drive in the cloud. She provided the volunteer username and password. This is where DPF's bylaws, logos, IRS tax determination letter, grant proposals, template letterhead, board meeting minutes, etc. can be found.	
Action Item	Board members to login to Google Drive and check out the documents. Bev will upload board meeting minutes and other documents there.	Deadline: Next Board Meeting
Board Match Event	Charlotte said she would like for DPF to have a presence at the San Francisco Volunteer Center's Board Match event on 2/27 from 5-7:30pm. The event is \$225 and requires more than one Board member to attend to recruit new leaders. Both Nadina and Dotty are unable to attend. ACTION: Charlotte moved that, if Kathryn can participate, the Board approve the \$225 expense. Dottie seconded and the motion carried unanimously. ACTION: Charlotte also moved that the board approve the development of a DPF exhibit table cover for such events. Bev seconded and added that a pop-up poster should also be considered because there was usually a discount when both items were ordered together. Charlotte said she didn't think DPF could afford the cost of both at this time. The board approved the purchase of a tablecover.	
Action Item	Charlotte to check Kathryn's availability and register for the event by the 2/1 deadline	Deadline: 2/1/13
Treasurer's Report - Charlotte Payton		
Topic	Notes	
2013 Budget	Charlotte reviewed the 2013 budget, which details a plan to raise \$63k and spend \$62k. As funds come in, the Board can prioritize the expenses and decide how to spend the administrative allocation. Charlotte advised that the budget line item allocations may change slightly throughout the year as programs develop and opportunities arise, but that this should serve as our guide for the year. ACTION: Bev moved that we approve the 2013 budget, Dottie seconded and it was approved unanimously.	
Action Item		Deadline:
January Financial Report	<ul style="list-style-type: none"> - Charlotte reported that DPF currently has a balance of \$2,152. - There was about \$35 in shipping costs in January (mailing brochures to Kathryn and the Benicia grant document to Nadina). - Nadina deposited another \$875 for the 4th quarter of 2012 Contra Costa County pool permit fees. - Charlotte pointed out that we need to spend some of the current funds on program implementation activities. 	
Action Item		Deadline:

Meeting Minutes

Expense Report	<p>Charlotte reviewed the DPF expense report document she created.</p> <ul style="list-style-type: none"> - Expense reports need to be approved by Nadina (President) or Charlotte (Treasurer). Charlotte will approve Nadina's expense reports and Nadina will approve Charlotte's expense reports. - Conference travel (NDPA Symposium) must be approved prior to purchase to ensure alignment with the 2013 budget. We have a budget to send 2 people. The board agreed that Bev and Charlotte would attend since they will provide a donation for this expense through Payton Communications. - IRS rules state that the mileage rate for volunteers is \$0.14/mile. - All receipts must be submitted with the expense report (pictures or scanned copies are acceptable). Note the local travel budget is only \$105 for the year. - If we are working with a volunteer on an event and want to treat them to lunch, we have a budget of \$250 for this type of volunteer recognition (we can do this 25 times as long as we don't spend more than \$10 each time). 	
Action Item	Charlotte to purchase conference airfare for Bev and Bev to make donation from Payton Communications.	Deadline: 2/1/13



The American Academy of Pediatrics

HONORS

Nadina Riggsbee

Founder of the
Drowning Prevention Foundation

FOR HER EXTRAORDINARY DEDICATION
AND CONTRIBUTIONS TO THE
PREVENTION OF DROWNING

A handwritten signature in cursive script, reading "James E. Strain".

James E. Strain, MD
Executive Director

A handwritten signature in cursive script, reading "Leonard Kutnik, MD".

Leonard Kutnik, MD
District IX Chairperson