CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Approval of Grant Funding from Sammons Financial Group

DATE: June 13, 2016

FINANCIAL IMPACT:
No impact to City's General (operating) Fund. The funding Sammons is providing ($17,500) is restricted for technology for the Skills Development Center at Human Services.

BACKGROUND:

Human Services received funding in the amount of $17,500 from a grant request submitted to Sammons Financial Group to support the department's efforts to develop a Skills Development Center. This funding will provide laptops, a projector, screen and charging cart required to provide HiSET (formerly GED) classes at Human Services.

OUTSTANDING ISSUES (if any): Sammons Financial Group has a program for Transformational Giving that has a specific purpose to provide a transformational one time funding opportunity for the organization. Our request was submitted to this program. Sammons Community Involvement Committee withdrew it from the one-time Transformational Giving Program and funded this request through their general giving budget.

RECOMMENDATION: City Council approval of a motion supporting acceptance of the funding Sammons Financial Group awarded the West Des Moines Human Services Department.

Lead Staff Member: Althea Holcomb, Human Services Director

STAFF REVIEWS

Department Director	Althea Holcomb
Appropriations/Finance	TG
Legal	
Agenda Acceptance	RTJ

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

May 23, 2016

Dear Althea,

Thank you for your application requesting support for West Des Moines Human Services. As you know, Sammons Financial Group is actively involved in our communities and we are committed to making a positive difference where our employees live and work. We do this through corporate donations, and our corporate policies encourage employees to give back to the community by offering matching donations and time away from the office to perform community service.

Our Community Involvement Committee gives consideration to all requests for support. As you can imagine, we receive many requests from worthy organizations and causes. There are many factors we weigh when considering which organizations we support. I am pleased to tell you that the Community Involvement Committee has approved your request to support West Des Moines Human Services in the amount of $17,500 for a Skills Development Center.

Congratulations on Making a Difference! If you have questions, please don't hesitate to give us a call at 515-221-4747 (Bill) or 515-221-4772 (Tom).

Sincerely,

Bill

Bill McDonough
Co-Chair, Community Involvement Committee

Tom Nucaro
Co-Chair, Community Involvement Committee

SAMMONS FINANCIAL GROUP

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COMMUNITY INVOLVEMENT COMMITTEE DES MOINES

Sammons Financial Group's

Transformational Giving Application

Dear West Des Moines Human Services,

Our Sammons Financial Group Community Involvement Committee would like to invite your organization to submit an application for a transformational gift in 2016. If you are interested in being considered for a transformational gift this year, please complete the application below. For this component of our charitable giving program:

We are primarily interested in supporting proposals that...

- are genuinely transformational in nature
- may not otherwise get funded without the support from Sammons Financial Group

We are generally not interested in supporting proposals that...

- fund operational expenses, including additional staffing
- cannot or will not be implemented in 2016

You may describe up to three different transformational needs within the application. Please prioritize them and indicate the estimated cost of each separately. If you have already received a quote(s) for work to meet the transformational need(s), please note that.

In addition to completing the application, please include copies of your most recent:

- 501(c)(3) Determination Letter from the Internal Revenue Service
- Audited financial statements; if you don't have an audit done, please attach copies of your internal financial statements for the most recent fiscal year
- Return of Organization Exempt From Income Tax, Form 990

Applications are due on or before **March 16, 2016.** We anticipate completing the review of all applications submitted by the end of April. We encourage you to contact your Sammons Financial Group internal champion or Mandy Hogrefe at 515-273-5955 if you have any questions.

Kind regards,

Bill McDonough

Tom Nucaro

SAMMONS FINANCIAL GROUP

Sammons Financial Group's

COMMUNITY INVOLVEMENT COMMITTEE DES MOINES

Transformational Giving Application

Co-Chair, Community Involvement Committee Co-Chair, Community Involvement Committee

Name of Organization: **West Des Moines Human Services**

Contact Person: **Althea Holcomb**

Preferred Phone #: **515.273.0633**

Email Address: **althea.holcomb@wdm.iowa.gov**

Transformational Request: **Skills Development Center**

Amount of Request: $ **17,500**

1. What is the objective/purpose/mission of your charitable organization?

   The mission of West Des Moines Human Services (WDMHS) is to provide opportunities for individuals to improve and enhance their quality of life and sense of community through the programs and services offered.

   Since 1979, WDMHS has been providing necessary assistance to low-income, elderly and disabled individuals. We provide help to community members in emergency or crisis situations to ensure their safety and to improve their quality of life. In the past year we have helped more than 1,600 low-income households (approximately 5,000 people) maintain their housing and meet their basic living

2. Describe the transformational project and how it will improve your organization and directly impact the community you serve?

   West Des Moines Human Services has been helping low-income people meet their basic living needs for more than 35 years. While this is an extremely valuable service to those with limited means, it does not move people from the ranks of poverty. They remain in the same stagnant position of being poor with very limited options to improve their condition.

   The sole purpose of providing a Skill Development Center is to provide low-income individuals access to offerings that would enhance their education and skill development, thus improving their employability. Many of those who use the services provided at West Des Moines Human Services are employed in low-wage positions that offer only part-time hours. If they had a high school equivalence, doors would open for further training through initiatives provided by the federal government, through a

partnership between United Way and DMACC, with the possibility of employment in a full-time capacity complete with benefits.

Many of WDMHS' constituents are immigrants who do not speak English. Their communication is limited to hand signals or having their children or a friend translate for them. These individuals are extremely marginalized because of this. English as a Second Language classes are a first step in their inclusion in the mainstream of living in the United States.

The majority of our constituents lack basic skills that many of us were taught at an early age (and take for granted,) *i.e.* decision making, goal setting and developing a budget. There are many skills that need to be addressed prior to learning how to write a resume or interview for a job. The idea for this center was born to provide educational opportunities that will elevate capabilities to the point where individuals can take advantage of other offerings in the community that will move them further up the socio economic ladder.

Many non-profits bring educational opportunities to central locations in the community. We are partnering with them to bring their trainings to our Center at no or very low cost. We know that our constituents are comfortable walking in our doors. We believe if we make arrangements to have these classes presented at our facility, they will take advantage of the opportunities.

The Skill Development Center will be located in what is now called the multi-purpose room in the Human Services Building at 139 6th Street in West Des Moines. With a few modifications this space will provide nicely for the services to be offered. There will be a need for a projector and screen to teach HiSET (formerly called GED) classes. We will need laptops and a laptop recharging cart for HiSET classes and computer skills training.

We are collaborating with entities in the community that have educational offerings they provide to the community in locations outside of their offices. This will help in maintaining the costs to run the Skill Development Center. Thus far, we are working with the entities listed below to partner with us, knowing as time progresses additional classes will be held in the center to meet participant needs.

Activity	Provider
English as a Second Language	Lutheran Services in Iowa
HiSET (formerly GED)	DMACC
Soft Skills Training	Iowa Workforce Development
Hygiene & Nutrition	ISU Extension
Computer Basic Skills	Volunteer Instructor
Rent Wise	HOME Inc
Financial literacy and budgeting	Hawkins Consulting

3. If Sammons Financial Group were to support your transformational request, when would you be using the granted funds and completing the proposed project?

   We have already initiated this effort on a small scale by providing an inaugural ESL class. Six individuals came to the first class and now we have 18 people coming regularly (3 more than is desired for a class!) and a waiting list of 10 individuals. We are very certain that if we offer it, our constituents will take advantage of the offerings.

   The items in this particular request would be purchased and put to use immediately after receiving the award and used on an ongoing basis thereafter.

4. Will you be moving forward with this proposal if Sammons Financial Group does not support it?

   Yes, it behooves us to continue looking for the funding to help individuals develop the skills they need to move from a life of dependency to becoming self-sufficient.

5. Have you solicited sponsorship from other organizations for the proposed project? If yes, which other organizations and for what amounts?

   We have not solicited other organizations for this specific request.

BUDGET

Interactive Projector	3,000
Screen (recessed electric screen)	2,000
Laptop computers (24 @ $500/ea.)	12,000
Computer charging cart	500
TOTAL	$17,500