

# Welcome, Kate Comfort Harr

Grant Request (National Rebuilding Day 2010, ID: 1034098)

Grant Request Data for: Rebuilding Together Peninsula



Background Part 1	
Proposal Title	National Rebuilding Day 2010
Mission Statement	Rebuilding Together Peninsula's mission is to build volunteer partnerships to rehabilitate homes and community facilities for low-income homeowners and neighbors - seniors, disabled, or families - so they can live independently in warmth and safety. In short, we provide free repair services to neighbors in need with the help of volunteer teams from the community. RTP preserves affordable housing and rebuilds neighborhoods.
Gender	Female: 67% Male: 33%
Ethnicity	African American: 34% Asian / Pacific Islander: 12% Hispanic-Latino: 19% Multi-ethnicity: 6% Native American: 1% Other: 2% Caucasian: 26%
Target Age	Infants (0-3 Years): 15% Children (4-11 Years): 15% Adolescents (12-18 Years): 15% Adults (25-64 Years): 17% Seniors (65+ Years): 38%
Primary Target Population	Low Income
Secondary Target Population	Seniors - Retirees
Primary Geographic Area	California
Secondary Geographic Area	National
Background Part 2	
Board of directors and key staff	
Board of Directors Uploaded file	 Staff List.doc
Ameriprise Members	No
Ameriprise Contact Information	N/A

Work with Volunteers (Optional)	RTP recruits, trains, and organizes volunteer teams to provide free repair services for low-income homeowners and non-profit facilities. This effort culminates in several programs designed to help neighbors in need. The most notable is "National Rebuilding Day" held the last Saturday each April, when over 70 homes and community facilities receive much-needed repair services that would otherwise be unaffordable. RTP also provides free partial and complete roof replacement services. We are the only local program to do this. RTP helps homeowners remain in their homes, avoiding the high costs of relocation, hospitalization or institutionalization. Our programs serve as catalysts to encourage community responsibility in maintaining neighborhoods and plant the seeds of hope, pride and dignity for all who participate.
Top 5 non-Ameriprise Financial donors	Child Care Coordinating Council \$50,000 Sand Hill Foundation \$35,000 Woodlawn Foundation \$30,000 Pacific Gas and Electric \$15,000 Tyco Electronics \$15,000
Non-Discrimination Policy	 Program Non-discriminatn-EO policy.doc
Program Background	
Type of Program	Volunteer Driven Causes
Ameriprise Financial volunteer (Optional)	Advisor
Contact Name	[REDACTED]
Contact Email	[REDACTED]
Contact Telephone	[REDACTED]
Contact City	Redwood Shores
Contact State	CA
How involved	[REDACTED] will be our Construction Captain for the National Rebuilding Day renovation project. He will be assisted by [REDACTED] Together, [REDACTED] and [REDACTED] plan to harness the volunteer efforts of 25 Ameriprise advisors and employees as well as several clients. Though the majority of the team will only participate in a one-day team building project, Doug and Veronica will put in an additional 30-60 hours depending on the scope of their project.
Ameriprise Financial volunteer info	
Volunteer Roster File Upload	 Volunteer list RTP.xlsx
Program Title	National Rebuilding Day 2010
Start Date	04/24/2010
End Date	04/24/2010
Gender	Female: 67% Male: 33%
Ethnicity	African American: 34% Asian / Pacific Islander: 12% Caucasian: 26%

	Hispanic-Latino: 19% Multi-ethnicity: 6% Native American: 1% Other: 2%
Target Age	Infants (0-3 Years): 15% Children (4-11 Years): 15% Adolescents (12-18 Years): 15% Adults (25-64 Years): 17% Seniors (65+ Years): 38%
Primary Target Population	Low Income
Secondary Target Population	Seniors - Retirees
Primary Geographic Area	California
Secondary Geographic Area	National
Program History	
Recent Funding Ameriprise Financial	No
Recent Year of Contribution	N/A
Program Name	N/A
Grant Amount	N/A
Program outputs	N/A
Statement Upload	N/A
Anecdotal Upload (Optional)	N/A
Budget Part 1	
Requested Grant Amount	\$10,000.00
Program Budget	\$813,235.00
Type of Support	Program support
Describe the "other" type of support	RTP will complete 70-75 projects on National Rebuilding Day 2010 and another 5-10 through our Team Build and Youth programs. The total budget for this programmatic effort for 2009 was \$813,235 and will be similar for 2010. However, the actual budget for the Ameriprise project will be a direct reflection of the grant received. A [REDACTED] project budget ensures that nearly all project expenses will be covered and that Ameriprise will receive the greatest marketing potential for their efforts.
Non-Ameriprise Financial donors	We have a large combination of individual, corporate, foundation, and government donors. Since our 2009 fiscal year doesn't end until September 30, 2009, the sample provided below is from financial year 2008 which runs October 1, 2007 - Septemebr 30, 2008.  568 Individual Donors \$223,986 257 In-Kind Donations \$1,039,421 163 Corporate, Foundation, &

	Government Funders \$1,185,319
<b>Budget Part 2</b>	
Annual Operating Budget	\$1,083,105.00
Program Budget Upload	 Ameriprise Project Budget 2010.doc
Annual Operating Budget Upload	 2008-09_budget grants_rev.pdf
501(c)(3) upload	 501c3.pdf
990/990PF Upload	 990 2007-08.pdf
Current audited financial statement upload	 2007-08 Audit Finamcials.pdf
Auditor's Name	Robert Memole
Auditor's Company Name	Memole & Company
Auditor's Email	memole@sbcglobal.net
Auditor's Phone	650.367.7128
Additional Info Upload (Optional)	N/A
<b>Description Part 1</b>	
Summary Program Description	RTP provides free repair services to low-income homeowners. NRD 2010 will bring together 4000 volunteers to repair homes throughout San Mateo and northern Santa Clara counties. This event provides a powerful team build opportunity that will touch the life of a struggling homeowner and the hearts of Ameriprise employees.

<p>Detailed Program Description</p>	<p>National Rebuilding Day (NRD):                  RTP provides free repair services to low-income homeowners and community facilities to help neighbors in need to live independently in warmth and safety. We organize, train, and implement repair projects that are provided at no cost to the recipient. This is a neighbor helping neighbor effort that culminates in National Rebuilding Day, held the last Saturday in April (April 24, 2010). Projects range from simple landscaping to full-scale renovations and roofs. RTP volunteers install grab-bars and railings for elderly residents, repair or replace windows, repair or upgrade electrical systems, install or repair heating systems, landscape and haul debris, create disability access (ramps, widen doorways), replace doors, install fencing, paint interiors and exteriors, fix leaky faucets or replace non-working plumbing; and install exterior lighting for safety. NRD projects rejuvenate neighborhoods, restore personal dignity, and enhance community pride. By engaging individuals, corporations, civic groups, and government entities, RTP is not only preserving affordable housing and rebuilding communities; we are also facilitating community building and stabilization vulnerable neighborhoods during this especially challenging time. Using our collaborative approach, RTP is able to leverage every \$1 donated into \$7 worth of value. The NRD program serves low-income neighbors, primarily elderly, disabled, and children. Our program covers all of San Mateo County and the cities of Sunnyvale, Mountain View, and Palo Alto in northern Santa Clara County. This represents a total population of over 1 million. The number of people assisted each year varies according to the number and type of facilities repaired.</p>
<p>Key Goals</p>	<p>RTP's key NRD goals are to:</p> <ul style="list-style-type: none"> <li>• Preserve affordable housing</li> <li>• Stabilize vulnerable neighborhoods</li> <li>• Renovate 70-75 homes and community facilities for low-income neighbors in need.</li> <li>• Help people to stay in their homes living in safety, warmth and independence</li> <li>• To leverage every \$1 donation into \$7 worth of value using our collaborative model and in-kind donations.</li> </ul>
<p>Unique Aspects</p>	<p>Our program is unique in the way we leverage resources and community relationships to get our work done. We collaborate closely with many community organizations. Throughout the summer and fall we work with senior centers, schools, churches, and other community agencies to conduct outreach. We leverage funding from corporations, Rotary clubs, cities, community organizations and government sources. We also actively refer clients to North Peninsula Neighborhood Services (NPNS), Center for the Intendance of the Disabled (CID), Community Action Agency (CAA), and the County and City loan programs. In 2008/09, we also facilitated meetings with Grid, Actera, Right Lights, El Concilio, PG&amp;E and the County to discuss and collaborate on topics related to energy efficiency and home modification. Without the collaboration with other organization, much of our work would not be possible. We leverage every dollar and every hour of volunteer time to it's maximum and in doing so, are able to more good work in the community. On average, we turn every \$1 donated into \$7 worth of value. We are also the only peninsula based program to offer free roof repair and replacement services. Thia makes us very unique.</p>
<p>Potential barriers</p>	<p>Without a doubt our, biggest barrier/challenge is the struggling economy up against a growing need for our services. In 2009, we had 250 applications and were able to complete 71 projects. Last year, the number of roofs we were able to do and the total scope on each project was smaller that in previous years. In response, for 2010, we have trimmed down our budget and research new funding opportunities. We have brought on two AmeriCorps volunteer staff members to coordinate additional volunteer efforts both in and outside the office. We will continue to be assertive with our requests donations of in-kind labor and materials. Because of our strong relationships with local government, we are the recipient of stimulus funding which we will apply to roofs and window replacements to promote energy efficiency forour clients. In terms of the growing need for services, our internal Housing Crisis Response Plan has helped us to focus our efforts in neighborhoods hardest hit by foreclosure. The more sponsors we have the more projects can be done. Consequently, recruiting new sponsors eager to get their employees out doing something tangible in the community will be key for us in overcoming barriers imposed by the struggling economy.</p>
<p>Description Part 2</p>	

<p>Recognition opportunities for Ameriprise</p>	<p>As a \$10,000 sponsor Americoprns receives the following:</p> <ul style="list-style-type: none"> <li>• Logo on the back of the NRD t-shirts required to be worn by all volunteers on NRD.</li> <li>• Name on 4x6 banner prominently displayed at project site</li> <li>• Name listed on the RTP website</li> <li>• Name listed in the RTP newsletter mailed to nearly 10,000</li> <li>• Press release (done in cooperation with the sponsor)</li> </ul>
<p>Explain how to connect with diverse culture</p>	<p>RTP works with a wide variety agencies and community facilities that serve very diverse populations. We provide our fliers in four different language (English, Spanish, Chinese, and Tagalog) and employ staff that speaks Spanish and Mandarin Chinese. Our outreach efforts very successfully reach other culture in our community. Nearly 75% of our services are provided to homeowners that self-identified as non-white.</p>
<p>Program risks and limitations</p>	<p>RTP's biggest risks are around assessment, placement, and the volunteer experience. Our goals is to be sure that as a result of Rebuilding Together Peninsula, every program participant is left with a better living situation and that volunteers are never put at risk and enjoy a meaningful and rewarding experience. To do this means minimizing risks and providing the best match possible for our sponsors. To do this we:</p> <ol style="list-style-type: none"> <li>1. Thoroughly screen applicants requiring documentation of home ownership and low-income status. Also, Title and police checks are conducted to ensure that all homeowners meet RTP standards for program inclusion.</li> <li>2. Teams of previewer are sent out to assess the homes and homeowners. Previewers provide a written a report and photographs that are used in the selection process.</li> <li>3. Sponsor teams are placed based on feedback from volunteer captains as to the number and skill-set of their volunteers.</li> <li>4. Construction Captains are placed based on their constructing experience and project scope.</li> <li>5. Multiple training meetings are held to help volunteer leaders prepare for their experience.</li> <li>6. Binders and reference materials to are provides to captains as guidebooks and reference tools.</li> <li>7. All volunteers sign waivers acknowledging their roles and responsibilities.</li> </ol> <p>Our materials clearly outline all the roles and responsibilities of RTP. Volunteers and homeowners. After 20 years of doing this, we know that our best tool for success is clear, consistent, and open communication. We use written, electronic, and telecommunications medium to achieve this.</p>
<p>Brief Program History</p>	<p>Rebuilding Together has 225 affiliates around the United States serving 1880 communities nation wide. We began as Christmas in April in 1973 in Midland, Texas when a few generous people decided to devote one day to help some neighbors in need. The program acquired its name when one early homeowner exclaimed "Why, this is just like Christmas...in April!" In 1983, Christmas in April arrived in Washington, D.C. after a reporter witnessed the Midland program and was overwhelmed by what he saw. A national program was launched in 1988 as Christmas in April USA and became known as Rebuilding Together in 2001.</p> <p>Rebuilding Together Peninsula was founded in 1989 when 500 volunteers renovated 18 homes and community facilities. In 2009, RTP proudly harnessed the efforts of over 3,500 volunteers and provided services to 71 homes and community facilities. Since our founding, RTP has engaged nearly 75,300 volunteers. We have provided repairs to 931 homes and 262 community facilities with a total estimated value of over \$29 million. Each project has helped rejuvenate a neighborhood while also restoring personal dignity and community pride. Equally importantly, RTP projects engage individuals, corporations and government entities in the community building process.</p>
<p>Description Part 3</p>	
<p>How Program fits guidelines</p>	<p>RTP's National Rebuilding Day fits very nicely within the Ameriprise guidelines. By providing repair services to low-income homeowners RTP and the sponsors we work with are:</p> <ol style="list-style-type: none"> <li>1. Meeting Basic Needs by helping people to maintain homeownership. Many of our homeowners are trying to age in place and need ramps, pull bars and weatherization to keep them from incurring the high cost of relocation or institutionalization. Others are in violation of health and safety codes that put</li> </ol>

	<p>their homeownership in jeopardy. Still others are making agonizing choices between medicine, food, and much needed home repairs. Whatever their reason for big in our programs, RTP recipients are in need of our services in order to remain safe, warm and independent in their homes.</p> <p>2. Supporting Community Vitality by stabilizing vulnerable neighborhoods. We help homeowners to retain their home value, improve community pride, and promote the upkeep of their neighborhoods.</p> <p>3. National Rebuilding Day provides volunteer team building experiences for groups up to 200. Our efforts are driven by volunteers and could not be accomplished without them. Our model pairs teams with a community need which inspires both the team and the community. We are by definition a Volunteer Driven Cause.</p>
<b>Evaluation of Program</b>	
<b>Program outputs</b>	This category is not applicable to this proposal however, it could be argued that the output from this grant and program will be satisfied employees, a happy homeowner and a rejuvenated community.
<b>Outcomes</b>	The completion of one home repair project on National Rebuilding Day, April 24, 2010. This effort will include the volunteer participation of approximately 20-25 Ameriprise employees, Advisors and retirees along with their families and possibly clients.
<b>How outputs and outcomes measured</b>	All outputs will be measured against the TBD scope of work for the selected home renovation project. This project will be completed on April 24, 2010.
<b>Why Ameriprise Financial should fund this</b>	A Rebuilding Together Peninsula sponsorship provides community-minded companies an opportunity to partner with a local nonprofit that has a long and successful history of restoring vulnerable neighborhoods. RTP's National Rebuilding Day provides hands-on repair projects that are ideal and powerful team-building experiences for your employees. They include a point person to ensure that your sponsorship and project needs are met, a workday experience for 10-200 employees, on-site signage, and t-shirts for all volunteers. They also provide tangible marketing opportunities such as listings in RTP newsletters mailed to over 10,000 community contacts, website recognition, advertising placement, and press release opportunities. Most importantly, the Ameriprise staff in the Redwood Shores office are very excited about this opportunity and are already brainstorming ways to include clients and family in ways that will turn this event in to a win/win for everyone.

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Questions? Email us at [AmeripriseFinancial@easymatch.com](mailto:AmeripriseFinancial@easymatch.com) or call (866) 625-1697