

**COUNTY OF RIVERSIDE
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM**

APPLICATION FOR CITY OF LAKE ELSINORE

2025-2026 CDBG ALLOCATION

I. GENERAL INFORMATION

Applying Organization Name: BABY DOLLAZ ORGANIZATION

Type of Organization: Non-Profit Organization ☒ Faith Based Organization ☐
 For-Profit Organization ☐ Institution of Higher Education ☐

Organization Address: 1800 E LAKESHORE DR #2901

City: LAKE ELSINORE Zip Code: 92530

Mailing Address: SAME AS ABOVE

City: _____ Zip Code: _____

Telephone Number: [REDACTED] Fax Number: _____

Executive Director: JERRISHA JOHNSON

Telephone Number: [REDACTED] E-mail: [REDACTED]

Program Manager: RALPH PICKETT

Telephone Number: [REDACTED] E-mail: _____

Grant Writer: JERRISHA JOHNSON

Address (If different from above): _____

Telephone Number: _____ E-mail: _____

II. ORGANIZATIONAL HISTORY (This is applicable only if you are a non-profit organization)

Date Organization founded: October 22, 2015

Date Organization incorporated as a non-profit organization (Attach Articles of Incorporation and Bylaws): 07/28/2015

Federal identification number: [REDACTED]

DUNS Number: [REDACTED]

Organization Web Address: babydollaz2015@gmail.com

Does your Organization expend \$750,000 or more a year in federal funds? Y ☐ or N ☒

Number of paid staff:

Number of volunteers:

Members/Board of Directors (*Attach*):

III. PROJECT ACTIVITY

A. Name of Project:

B. Specific Location of Project

(Attach Project Map - include street address; if a street address has not been assigned provide APN)

Street or APN:

City:

Zip Code:

C. CDBG Funds Requested: *(total amount for the project only)*

D. Where will the proposed activity occur (be specific as to the geographic boundaries)? If the project involves a new or existing facility, what is the proposed service/benefit area for the facility?

E. In which City (ies)/Communities does the activity occur?

City (ies):
Lake Elsinore

Community (ies): This activity occurs throughout the city of Lake Elsinore. All communities are affected by homeless and low income.

NOTE: HWS will make the final determination of the appropriate service area of all proposals.

F. If this project benefits residents of more than one community or jurisdiction, have requests been submitted to those other entitlement jurisdictions? (i.e., County district(s) 1st, 2nd, 3rd, 4th, and/or 5th, City of Palm Springs, City of Moreno Valley, City of Riverside, etc.)

N/A

G. Check **ONLY** the applicable category your application represents.

- ☒ Public Service
- ☒ Homeless Activities
- ☐ Real Property Acquisition (Must consult with HWS prior to submitting application)
- ☐ Housing
- ☐ Rehabilitation/Preservation (please provide picture of structure) Public
- ☐ Facilities (construction)
- ☐ Infrastructure (i.e. Streets, Sewer, Sidewalk, etc.)
- ☐ Other: (provide description) _____

H. Respond to A & B only if this application is for a public service project.

(a) Is this a NEW service provided by your agency? Yes ☐ No ☒

(b) If service is not new, will the existing public service activity level be substantially increased or improved?

Yes, CDBG funds will substantially increase community outreach for our organization Baby Dollaz. Currently, our funding comes from individuals, private companies, and donors.

IV. PROJECT NARRATIVE

A. Provide a detailed Project Description. The description should only address or discuss the specific activities, services, or project that is to be assisted with CDBG funds. If CDBG funds will assist the entire program or activity, then provide a description of the entire program or activity:

This project has been designed to assist multiple at risk populations in our community such as; homeless, foster youth, low income, elderly and illiterate adults. We will run a Hot Meal program Monday - Friday to feed the homeless. Workshops and financial information to educate our communities on financial literacy and basic concepts on how to budget, save and invest. We will continue to supply daily operational needs and requests, with most of our requests being for diaper and basic need relief as well as assistance with utilities and rent. Baby Dollaz will be doing community outreach so being mobile will allow us to reach more participants. Operation School Bell is first come first serve, often times families are unable to provide clothing or shoes throughout the year. Baby Dollaz will work year round to fill in those gaps for families that were unable to be assisted. The holiday's are vastly approaching, we will be doing our annual food drives and toy giveaway at Lake Pointe park. CDBG funds will ensure that our community has the resources available when there is an immediate need in Lake Elsinore city.

- B. Provide a detailed description of the proposed use of the CDBG funds only (e.g. client scholarships, purchase of specific equipment, rent, supplies, utilities, salaries, etc.):

CDBG funds will be allocated based on the following areas; rent, utilities, food and meal prep program, diapers, educational supplies and office supplies.

Salaries will need to be paid as well with daily operations for the non-profit M-F 9-5. Scholarship program for youth which is a Baby Dollaz private sponsorship of the community for hard working kids in low income homes and foster youth. This program is called "Hard Work Pays Movement." Baby Dollaz wants children to realize their potential to earn money in adolescent years before children start to make life long decisions. Gas cards and Gift cards will be on hand for clients that can use them. Overhead costs for running a business such as training costs, partial payments for special educational training for our employees. All food prep workers will have to have food handlers licensing and required certifications. Basic needs packages will be formed and packaged for participants that can use them. Including but not limited to; toothbrush, lotion, deodorant, shavers, sanitary napkins(for women), soap, face towel, tooth paste, dental floss etc. Printing costs for educational purpose. Brochures including resources for social services option, financial literacy information, HIV awareness and prevention measures. Bus tokens for transportation for those that do not commute by car. Sponsorships of local businesses, schools and/or companies.

- C. What are the goals and objectives of the project, service, or activity? How will you measure and evaluate the success of the project to meet these goals and objectives (measures should be qualitative)?

The goal is to aid the city of Lake Elsinore in the rising homeless population in our local communities. Baby Dollaz has done research and community assessments and most businesses and residents agree that there has been an increase in homeless and low income families in the last past couple of years. We want our community to consider our organization as a stable place and resource to get their needs met in the event of an emergency or otherwise. Becoming a place of assistance provides general relief to our local neighborhoods and makes Lake Elsinore a safer place to live as well as to raise our children. We strive to educate our vulnerable communities as a way to provide preventive measures and resources for adequate housing and stability options.

The success of the project will be measured by the numbers of individuals and families served. The success and outcome of the participants being served. The continued momentum of monetary contributions through fund-raisers, new community involvement and awareness. New business partnerships. Tracking funds and clients.

- D. Please identify the project milestones using an Estimated Timeline for Project Implementation:

Within 1 week, I will be able to start the Hot Meal Program. That program allows us to provide adequate meals to the homeless and pregnant women that do not have access to a kitchen. The second week after all printing is finalized, I can host educational workshops and provide different brochures for resources and awareness to the community of the programs and services that can be provided by our non-profit organization. Holiday giving will proceed as scheduled. These funds provided by CDBG will cycle the entire year if the grant request is fully funded.

V. PROJECT BENEFIT

- A. Indicate the number of people or households that will directly benefit from your proposal using CDBG funds: *Note: This is based on the expected number of clients to be served if the County funds your project for the requested amount.*

These funds are expected to benefit 1,500 - 2,000 people or households depending on funding amounts for each participant in need.

- B. Indicate the number of unduplicated clients that will be served (*An unduplicated client is counted only once, no matter how many direct services the client receives during a funding year*):

A projected 1,200 of the 1,500 will be non duplicates and 1,700 of 2,000 will be non duplicates.

- C. Length of proposed CDBG-funded activities or service (weeks, months, year):

In the event that the Baby Dollaz Emergency Community Outreach Program is fully funded, Our organization will be able to run these services for the entire year.

- D. Service will be provided to (check one or more):

☒ Men

☒ Women

☒ Children (Range of children's ages : 0-18)

☒ Homeless (Number of beds at facility : _____)

☒ Seniors

☒ Severely Disabled Adults

☒ Migrant Farm Workers

☒ Families

- E. What methods will be used for community involvement to assure that all who might benefit from the project are provided an opportunity to participate?

Methods such as Social Media, What's Up Lake Elsinore caters specifically to the city of Lake Elsinore and has a group size of 30,000 participants. Baby Dollaz has already partnered with local foster homes in the past such as Kamali'i foster family agency which already has potential clients with immediate needs. Workshops and connecting with local schools to partner with at risk teens and youth. Collaborating with other non-profits and shelters in the city of Lake Elsinore. Attending community events and setting up booths to educate and inform potential clients of our services. Connecting with local churches and businesses to further inform the community of our services. Continuing an open relationship with the city, county and consulting services such as the SBDC and Women's Business Center to continue to guide our non profit into success.

- F. What evidence is there of a long-term commitment to the proposal? Describe how you plan to continue the work (project) after the CDBG funds are expended?

Baby Dollaz was established in 2015 and the long term commitment is already there. The CDBG funding will ensure that the non-profit has enough resources to reach a larger demographic of individuals in need. Elderly and senior citizen support can be done by reaching out to local senior living facilities. Baby Dollaz has partnered with Insurance Brokers to provide Medicare options to individuals in need of long term care and competitive coverages for pharmaceutical drug costs and copay/deductibles. WE will work with our senior community year round hosting workshops on site educating them and informing them of their options. Annual food drives and toy drives and basic care and needs are services offered now for 9 years. CDBG will expand those services.

VI. National Objective

All CDBG-funded activities must meet at least one of the following National Objectives of the CDBG program. Indicate the category of National Objective to be met by your activity.

CATEGORY A: Benefit to low-moderate income persons (must be documented). Please choose either subcategory 1 or 2:

1. Limited Clientele:

The project serves clientele that will provide documentation of their family size, income, and ethnicity. Identify the procedure you currently have in place to document that at least 51% of the clientele you serve are low-moderate income persons.

We use forms that will be devised with qualifying questions and information needed to track the clients being assisted by Federal funds. Forms will be online attached to our website and also hard copied for original records.

2. Clientele presumed to be principally low- and moderate-income persons:

The following groups are presumed by HUD to meet this criterion. You will be required to submit a certification from the client (s) that they fall into one of the following presumed categories.

The activity will benefit (check one or more)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Abused children | <input checked="" type="checkbox"/> Homeless persons |
| <input checked="" type="checkbox"/> Battered spouses | <input checked="" type="checkbox"/> Illiterate adults |
| <input checked="" type="checkbox"/> Elderly persons | <input checked="" type="checkbox"/> Persons living with AIDS |
| <input checked="" type="checkbox"/> Severely disabled adults | <input checked="" type="checkbox"/> Migrant Farm workers |

a. Describe the clientele above to be served by this activity:

Because all populations being served may fall under a low income bracket, they would become eligible for assistance and would be categorized as a priority basis for our program. Foster youth, low income, senior citizens, illiterate adults, persons living with HIV AIDS, migrant farm workers, abused children, battered spouses, disabled persons, school age low income households.

b. Discuss how this project directly benefits low- and moderate- income residents:

This program can assist low income families by helping with a portion of rent, or utilities. The hot meal program for our homeless can also be provided to low income families that are staying in motels or shelters with no access to a kitchen. Basic needs will be met with our prepackaged toiletrie items. Baby Dollaz can also provide community connective resources in the event that we can not help directly. Low income and moderate income families can make requests for diapers and/or formula for a qualifying child which is another major expense for families. This includes grandparents raising grandchildren, foster parents, or school officials.

CATEGORY B: Area Benefit - The project or facility serves, or is available to, ALL persons located within an area where at least 51% of the residents are low/moderate-income. (Applicant is welcome to contact a County of Riverside, HWS CDBG Program Manager for Census Information)

2020 Census Tract and Block Group numbers:

06

065

046401

Block group 1

06065046401

Total population in Census Tract(s) / block group(s): 58,249

Total percentage of low-moderate population in Census Tract(s) / block group(s): 11.8%

CATEGORY C: Activities undertaken to create or retain permanent jobs, at least 51% of which will be made available to or held by low/moderate-income persons.

Proposed Job Creation/Retention

Total Jobs Expected to Create:

Total Jobs Expected to Retain:

CATEGORY D: Activities that provide assistance to micro-enterprise owners/developers who are low/moderate-income.

Proposed Assistance to Businesses

New Businesses expected to assist:

Existing Businesses expected to assist:

Enter Total Businesses expected to assist:

VII. FINANCIAL INFORMATION

A. Proposed Project Budget

Complete the following annual program budget to begin July 1, 2025. If your proposed CDBG-funded activity will start on a date other than July 1, 2025, please indicate starting date. Provide total Budget information and distribution of CDBG funds in the proposed budget.

The budgeted items are for the specific activity for which you are requesting CDBG funding - NOT for the budget of the "entire" organization or agency. (Note: CDBG funds requested must match amount requested in Project Activity, C above.)

(EXAMPLE: The Valley Senior Center is requesting funding for a new Senior Nutritional Program. The total cost of the program is \$15,000 and \$10,000 in CDBG funds is being requested for operating expenses associated with the proposed activity. The total Activity/Project Budget will include \$5,000 of other non-CDBG funding and \$10,000 in CDBG funds for a Grand Total of \$15,000).

	TOTAL ACTIVITY/ PROJECT BUDGET <small>(Include non-CDBG Funds and CDBG Funds)</small>	CDBG FUNDS REQUESTED-Only
I. Personnel		
A. Salaries & Wages	<input type="text" value="\$ 60,000"/>	<input type="text" value="\$ 20,000"/>
B. Fringe Benefits	<input type="text" value="\$ 5,000"/>	<input type="text" value="\$ 5,000"/>
C. Consultants & Contract Services	<input type="text" value="\$ 1,000"/>	<input type="text" value="\$ 10,000"/>
PERSONNEL SUB-TOTAL	<input type="text" value="\$ 66,000"/>	<input type="text" value="\$ 25,000"/>

II. Non-Personnel

A. Space Costs	\$ 5,000	\$ 9,000
B. Rental, Lease or Purchase of Equipment	\$	\$ 15,500
C. Consumable Supplies	\$ 6,000	\$ 20,000
D. Travel	\$ 5,000	\$ 9,000
E. Telephone	\$ 3,000	\$ 6,700
F. Utilities	\$ 5,400	\$ 5,000
G. Other Costs	\$ 2,000	\$ 5,000
NON-PERSONNEL SUB-TOTAL:	\$ 26,400	\$ 70,200

III. Other

A. Architectural/Engineering Design	\$	\$
B. Acquisition of Real Property	\$	\$
C. Construction/Rehabilitation	\$	\$
D. Indirect Costs	\$ 2,000	\$ 4,800
E. Other	\$	\$
OTHER SUB-TOTAL:	\$	\$
GRAND TOTAL:	\$ 94,400	\$ 100,000

B. Leveraging

List other funding sources and amounts (commitments or applications) which will assist in the implementation of this activity. Current and pending evidence of leveraging commitments/applications must be submitted with application. (Attach)

Federal: Baby Dollaz will be applying for Federal funds year round to cover major expenses of operational costs.

State/Local: State and Local funds are given monthly, Jerrisha Johnson is a county employee and pays directly into the nonprofit providing direct funds.

Private: Baby Dollaz has been sponsored by Core Contributors and other Corporations. We also receive individual donations.

Fees: Fees paid out for tax purposes, contracting with other nonprofits, operating costs and supplies.

Donations: Baby Dollaz has received donations from Target, Stater Bros., Costco, Smart & Final, Toys for Tots, Women of Watts org, Albetsons and others.

Other: We appreciate our sponsors both corporate and individuals. CDBG will change the capacity of clientele that we are able to serve and provide relief the residents in the city of Lake Elsinore.

- C. What type of long-term financial commitment is there to the proposal? Describe how you plan to continue the work (project) after the CDBG funds are expended?

CEO Jerrisha Johnson has devised a detailed plan in Microsoft Teams that will be shared with the County. This plan provides realistic dates and timelines of the services Baby Dollaz will distribute throughout the city. All assistance whether monetary or otherwise will be tracked on a Donation receipt and signed off by two board members and individual receiving donation. Forms will be created specifically for CDBG funding for easy monitoring. This detailed timeline of services and dates will give Baby Dollaz a template to gauge funding and assure that all needs in the community can be met. Projects typically run for a months span outside of feeding the homeless. Timelines will be met.

- D. Provide a summary by line item of your organization's previous year's income and expense statement. (Attach)

- E. Does this project benefit residents of more than one community or jurisdiction, have requests been submitted to those other jurisdictions? Yes ☐ No ☒

If yes, identify sources and indicate outcome.

If no, please explain.

Baby Dollaz has yet to work directly with Federal funding guidelines and regulations. We will develop new systems for CDBG funds and apply in other areas in the future.

- F. Was this project or activity previously funded with CDBG? Yes ☐ No ☒

If yes, when?

Is this activity a continuation of a previously funded (CDBG) project? Yes ☐ No ☒

If yes, explain:

VIII. MANAGEMENT CAPACITY

- A. Describe your organization's experience in managing and operating project or activities funded with CDBG or other Federal funds.

Baby Dollaz has experience with working with Federal funds through partnering with other non-profits. We have 9 years of experience in our communities.

B. Management Systems

Does your organization have written and adopted management systems (i.e., policies and procedures) including personnel, procurement, property management, record keeping, financial management, etc.?

Personnel management is done by selecting the best candidate for the position. Currently I have myself CEO Jerrisha Johnson, CFO Ralph Pickett and Torion Taylor as the secreatry. I oversee all aspects of management. We recruit on a program bases as it develops we train our individuals with hands on involvement and tools such as worksheets and powerpoints, our organization hires based on community referrals. Procurement is done by maintaining relationships with local non-profits and non-profits in our surrounding areas. By doing so we have direct access to clientle that need our assistance and resources, these partnerships include but are not limited to;The Red Cross, Kamali'i Foster Agency, Military families, Storm stadium, AAPAC, Tuscany Hills Elementary to name a few. Baby Dollaz is a home based business with goals of opening a building in the near future. Record keeping is done electronically using google and microsoft software, a hard copy of records are kept in a folder to make annual records easily accessible. Property management is handled by CEO Jerrisha Johnson as Baby Dollaz is a home based business. Financial management is outsourced to accredited CPA or a financial advisor.

C. Capacity

Please provide the names and qualifications of the person(s) that will be primarily responsible for the implementation and completion of the proposed project.

Jerrisha Johnson has a background in the community as Vice President on Tuscany Hills school site counsel, she is actively involved in the local school district and school boards recovering Title VI funds and making sure the funds are used for appropriatley for students. She has county ties as a long standing caregiver of 10 years in the community and currently is a public servant as a notary public. Serving the community is her passion and she has been serving her community since the age of 10 years old along side her mother Audrey Johnson (who is deceased) a former employee of the Internal Revenue Service and graduate of UCI. Jerrisha went to college at Cypress college and transferred to Cal State Dominguez. She is looking to finish her degree after taking time off to raise her children that are in the Lake Elsinore School district both attending elite programs such as Temescal's Engineering program and Elsinore Middle School G.E.M.S program. Ralph Pickett has a engineering and logistics background. Ralph is a former ITT graduate and has over 20 years experience in logistics and 10 years in finance. His skills enhances the over all functionality of the program. Ralph has been an important member in assisting our nonprofit over the last 9 years. We are looking forward to bringing this level of expertise to the city of Lake Elsinore. Last but not least, Torion Taylor has a background in social networking, media and customer service. Nonprofits thrive on emotional connection. Mr. Taylor was a leading force in serving the community during the pandemic at local stores in Lake Elsinore. Torion has a heart for the community, he knows how to serve with a smile. His caring heart is unmatched and he has the talent of adaptability as well as creative thinking.

IX. APPLICATION CERTIFICATION

Undersigned hereby certifies that (check box after reading each statement and digitally sign the document):

1. The information contained in the project application is complete and accurate. ✓
2. The applicant agrees to comply with all Federal and County policies and requirements imposed upon the project or activity funded by the CDBG program. ✓
3. The applicant acknowledges that the Federal assistance made available through the CDBG program funding will not be used to substantially reduce prior levels of local, (NON-CDBG) financial support for community development activities. ✓
4. The applicant fully understands that any facility built or equipment purchased with CDBG funds shall be maintained and/or operated for the approved use throughout its economic life, pursuant to CDBG regulation. ✓
5. If CDBG funds are approved, the applicant acknowledges that sufficient non-CDBG funds are available or will be available to complete the project as described within a reasonable timeframe. ✓
6. On behalf of the applying organization, I have obtained authorization to submit this application for CDBG funding. (DOCUMENTATION ATTACHED Minute Action and/or written Board Approval signed by the Board President) ✓

DATE: 10/17/2024

Signature: _____



Print Name/Title

Authorized Representative: Jerrisha Johnson / CEO DIRECTOR