

SPARKPOINT OVERVIEW

I. OUR PROBLEM ANALYSIS (Why do you have a SparkPoint Center? What data describes the need for your SparkPoint Center? What is the context in which your Center operates?)

Financial barriers are the main reason that students do not achieve their educational goals at community college. Data from the Hope Center Survey in 2021 found that 60% of college students experience basic needs insecurity (food insecurity, housing insecurity and homelessness). Sample SparkPoint aims to address financial, food and housing insecurity by acting as both a financial education and literacy center, as well as a basic needs center. The aim of Sample SparkPoint is to support student achievement, disrupt cycles of poverty, advance economic mobility, and foster self-determination through the delivery of culturally relevant financial empowerment education and strength-based basic needs services.

II. TIMELINE OF PROGRAMMING, HISTORY, MILESTONES. (What are the major milestones of your SparkPoint Center that have happened and that you would like to see happen in the next year? In the next three years?)

2018: Sample SparkPoint launches with a Director, Coordinator/Financial Coach, small food pantry and one office for coaching

2020: Expanded food distribution, housing supports and emergency programs in response to pandemic

2021: Moved to a larger space and partnered with the Dream Center and Veterans Center, AB 132 passes requiring all community colleges in California to have a Basic Needs Center

2022 – 2023: Leveraged AB132 funding to support basic needs services, hired a Financial Coach and part-time Career Coach

Next 1 year:

- Expand partnerships to offer more services around transportation & childcare
- Build stronger partnership with Financial Aid Office to offer more financial supports to students

Next 3 years:

- Offer peer-to-peer financial coaching and workshops and incorporate financial literacy into other aspects of the standard student educational journey (e.g., first year courses, academic counseling, transfer planning, etc.)
- Expand incentive program to encourage students to attend financial workshops and work towards meeting their financial goals

III. OUR CORE PROGRAMS (What are your strongest program elements?)

- Financial coaching on topics such as goal setting, budgeting education, debt management, tax preparation, credit improvement, financial aid package assessment and planning.
- Educational counseling, career coaching
- Sample SparkPoint Food Pantry & Drive through grocery distribution
- Incentive program for students who complete financial goals
- Rental & emergency assistance programs
- Public benefits outreach, screening & enrollment

IV. CURRENT REVENUE MODEL (List or insert a chart breaking down categories of revenue and its percentages of your total budget – government, foundation, individual, earned, etc. What areas are under-funded?)

Fund Name	Amount	Percentage	Percentage by Category
District/Institutional Funding	\$330,000	47.1%	District/Institution - 47.1%
CalFresh Enrollment Funding	\$15,000	2.1%	Government – 37.8%
AB-132 Basic Needs Center	\$200,000	28.6%	
Student Equity Plan State Funding	\$50,000	7.1%	
Foundation Funding	\$60,000	8.6%	Foundation/Grants – 15.1%
UWBA Sample SparkPoint	\$45,000	6.5%	
Total	\$700,000	100%	100%

V. OUR FINANCIAL SUSTAINABILITY DEFINITION (What is your definition of financial sustainability for your Center? What are your financial sustainability goals?)

Sample SparkPoint defines financial sustainability as having dedicated, long-term funding to support SparkPoint staff and sufficient consistent funding (such as AB-132 funding) that allows us to provide existing services, as well as pivot and expand services based on the needs of students. Our financial sustainability goals include securing district funding for all staff positions.

VI. KEY LEVERS IN OUR SUSTAINABILITY (What are important considerations as you seek funding in the next year, two years, and so on? What needs to be discussed more? Where are the opportunities that you want to prioritize? Where are there risks/threats to revenue? For example, what is your current partnership model vs. your ideal partnership model? Are there any partnerships that lend themselves to increased funding?) Below are links to a couple resources you might find useful:

- [Charity Excellence Framework](#)
- [Pestle Analysis](#)

Important considerations as we seek funding include the length and stability of the funding source, the reporting and other requirements involved with the funding, and that the funding aligns with Sample SparkPoint’s priorities and programming. We would like to prioritize funding opportunities that offer long-term stable funding, that do not have too cumbersome reporting requirements and that are aligned with our priorities and programming to allow us to grow in sustainable ways. We would also like to prioritize partnerships that lead to in-kind support such as partnering with the Food Bank as well as opportunities for funding that allow innovative ways of addressing student needs.

Risks/threats to revenue include student enrollment as well as changing leadership at the college, district, state and federal levels which can lead to shifting political landscapes and funding resources.

VII. POLICY LANDSCAPE AND OPPORTUNITIES (What are opportunities to obtain dedicated funding for the program from institutional, city, county, state, or federal sources?)

AB132 funding at the state level offers support for basic needs services. There are also state funds that can be leveraged for CalFresh and benefits services. There are also opportunities to partner with campus programs that receive funding from the Chancellor's Office such as Veterans Services, Workforce Development and Health Services.

VIII. IDEAL/INTENDED REVENUE MODEL IN THE NEXT 3 YEARS (List or insert a chart illustrating ideal revenue categories three years from now including percentages. How does this address key levers in your sustainability, build on your core programs, and consider the opportunities in your policy landscape?)

Ideal revenue model for FY27

Fund Name	Amount	Percentage	Percentage by Category
District/Institutional Funding	\$450,000	46.9%	District/Institutional – 46.9%
CalFresh Enrollment Funding	\$20,000	2.1%	Government – 41.7%
AB-132 Basic Needs Center	\$215,000	22.4%	
Student Equity Plan State Funding	\$50,000	5.2%	
Workforce Accelerator Fund	\$115,000	11.9%	
Ongoing Foundation Funding	\$60,000	6.3%	Foundation/Grants – 10.9%
UWBA Sample SparkPoint	\$45,000	4.7%	
Fundraising (events, individual donations)	\$5,000	0.5%	Other – 0.5%
Total	\$960,000	100%	100%

This addresses our key levers in financial sustainability by increasing district funding to allow for stability in staffing positions. It also increases outside grant funding as a way of finding funding to try new programming and find innovative solutions for student needs.

IX. LEADERSHIP AND HUMAN CAPITAL (What leadership and staffing is available to meet funding requirements such as reporting and to take what is outlined in this plan to shift the Center from its current revenue model to its intended one? This could include staffing at the SparkPoint Center, lead agency, district or college foundation.)

Currently we have a SparkPoint Director and Coordinator, a Financial Coach, part-time Career Coach, Financial Aid Technician, Student Assistants and Volunteers. Meeting funding requirements and shifting to the ideal revenue model will also require support from the district and college leadership (e.g., VP of Student Services and College President).

X. KEY ACTIONS (What actions will you take to shift to your ideal revenue model, who will be responsible for those actions and what is your timeline to implement these? How will you address any risk associated with this revenue?)

Goal	Action Steps	Amount of revenue this would generate	Who's responsible for actions	Timeline
Increased college/district funding	Meet with college/district leadership, build support for SparkPoint programming	\$170,000	Director, Dean, SparkPoint Steering Committee	FY24-27
Pursue local grant opportunities through community foundations or other sources	Identify funding opportunities Apply for & secure funding Grant reporting & deliverables	\$50,000-60,000	Director with the support of staff, partners & UWBA to help identify opportunities	FY24-27
Expand CalFresh enrollments	Expand collaboration with Food Bank to train staff on CalFresh Launch outreach campaign	\$5,000	Director & Coordinators with support of local Food Bank.	FY24
Increased AB132 funding	Participate in any relevant advocacy efforts for this funding	\$15,000 (this will depend on college enrollment)	Chancellor's Office, college leadership & district government relations team	FY24-27

XI. MEASURING OUR PROGRESS (How will you know that progress is being made on your Financial Sustainability Plan? Example: We will meet on a quarterly basis and review how our percentages of revenue streams compare to our Financial Sustainability Plan.)

We will review potential grant and revenue opportunities on a quarterly basis and compare current sources to our ideal revenue model. We will meet annually to evaluate progress on and update this Financial Sustainability Plan. We will also review revenue and spending on a monthly basis to identify trends, gaps and needs.