

DETAILED EXPLANATION OF SPARKPOINT CENTER REVENUE EXAMPLE



GOVERNMENT SOURCES

AB-132 requires every community college in the state of California to establish a Basic Needs Center and hire a Basic Needs Coordinator. These centers are intended to be a one-stop location for students to access basic needs services and resources. Many community college sites with SparkPoint Centers pair them with their Basic Needs Centers. AB-132 also offers institutions funding to implement this programming.

Hunger Free Campus: The California State Legislature approved \$2.5 million dollars of one-time funding in the 2017-18 State Budget for California Community Colleges willing to provide particular services that address the food security of their students. The 2018-19 State Budget allocated \$10 million in additional funds. SparkPoint Centers have tapped into this funding through their work to address food insecurity with initiatives such as on-site food pantries, CalFresh enrollment assistance, discounted lunch programs in partnership with Associated Students, and free snack distribution throughout campuses. The funding allocation for each campus is based on enrollment numbers and is flexible use. To distribute the funding, email notifications went out to all college campuses through the CA Chancellor's Office.

Strong Workforce: Strong Workforce is a state funding source. To develop more workforce opportunity and lift low-wage workers into living-wage jobs, California took a step in 2016 to create one million more middle-skill workers. At the recommendation of the California Community College Board of Governors, the Governor and Legislature approved the Strong Workforce Program, adding a new annual recurring investment of \$248 million to spur career technical education (CTE) in the nation's largest workforce development system of 113 colleges. SparkPoint Centers that have received this funding in the past were a fit due to providing financial coaching to CTE students and helping to improve job pathways. Strong Workforce offered Centers one-time non-restricted funding that they used to support SparkPoint Financial Coaches or Coordinator's salaries.

Fresh Success: Fresh Success is a partial federal reimbursement program for employment and training activities provided to CalFresh recipients at college

campuses. The average reimbursement is \$1,350 per participating student. Fresh Success participants strengthen their employability through classes and training programs offered at community colleges. Participants receive supportive services such as career counseling; interview training; job search, placement, and retention services; educational plans; academic monitoring; tutoring; and case management. Participants also receive help to reduce their financial barriers to participation, such as transportation assistance, textbooks, and supplies.

Workforce Accelerator Fund: The goal of the Workforce Accelerator Fund is to improve labor market and skills outcomes for priority groups through the development of strategies that fill gaps, accelerate processes, or customize services to ensure greater access to workforce services and employment opportunities. WAF funding is designed to implement, replicate and scale successful innovations that emerged from previous Accelerator projects or create new modes for service delivery and funding alignment that can be replicated across the State and tailored to regional needs. Amounts range from \$150,000 for new projects to \$500,000 for continued projects or \$300,000 for technical assistance providers.

AmeriCorps: AmeriCorps is a network of national service programs, made up of three primary programs that each take a different approach to improving lives and fostering civic engagement. Members commit their time to addressing critical community needs like increasing academic achievement, mentoring youth, fighting poverty and more. It is funded through the Community College Foundation through the state. The purpose of these funds is to increase access to health programs and employment and career programs for students. SparkPoint Centers can be a fit for this funding because they sometimes focus on nutrition as well as the ability to help increase access to employers and career readiness programs. Emails about this funding came from the State Chancellor's Office, encouraging community colleges to apply. SparkPoint Centers have accessed this funding in partnership with their campus Career Centers that provide in-kind support. While this was initially intended to be available over multiple years, the state changed its guidelines and only did it for one year.

DISTRICT AND COLLEGE FUNDING

Student Equity Plans: The Student Equity Plan is a state funding source administered through the Student Success and Support Program (SSSP) at the Chancellor's office. College student equity plans focus on increasing access, course completion, ESL and basic skills completion, degrees, certificates and transfer for all students as measured by success indicators linked to the CCC Student Success Scorecard, and other measures developed in consultation with local colleges. The 2017-18 State Budget allocated \$140 million to community college districts to implement Student Equity. SparkPoint Centers that have received this funding in the past received a one-time allocation of part of the overall funding allocated to the college. The Centers were written into the Strategic Plan as a provider of services that focus on Equity with language in the Strategic Plan indicating that this money will be used towards financial coaching services. Every college in the state received this funding and the funding amount was based on enrollment numbers. SparkPoint Centers have secured this funding in collaboration with the College's Dean of Equity.

Promise Funding: This is a District funding source. Promise Scholars funding is raised by the District's Foundation. The goal of the Promise Scholars program is to make college more affordable for its participants. This funding also falls under AB19 which is also known as the "California College Promise" - AB19 provides funds to districts to advance the goals of the legislation, which is focused on covering fees for first-time, full-time college students. SparkPoint Centers fit this funding as SparkPoint provides financial coaching and workshops to support the Promise Scholars. One SparkPoint Center that has received this funding in the past did so with the support of the VP of Student Services who had discretion over the funding and decided to allocate it to SparkPoint. The main focus of this funding is to support the Promise Scholars; however, the funding is not restricted so the Center used it to hire staff. After the budget proposal was submitted, this funding changed so that they now receive Strong Workforce funding instead of Promise funding.

District Funding, which includes Innovation Funding: Innovation Funding is a district funding source. It is an ongoing funding source with no expiration date. This funding source is meant to institutionalize staffing positions. One SparkPoint Center specifically received Innovation Funding to go toward maintaining the Director and Office Assistant positions. They were able to obtain this funding through the support of the college President and through the strategy that was already put in place surrounding the importance of SparkPoint. The District makes decisions on who receives this funding and the President of the college has a lot of control over that as well. The SparkPoint Director does not have to submit an application to apply for the funding, but they do have to complete an annual report that shows the work they are doing, staffing needs, staffing positions and general processes.

Earned Income: This could be any type of earned revenue. One college's Ceramics Department conducts an "Empty Bowls Fundraiser" specifically for SparkPoint that goes toward "helping those in need." They raise around two to three thousand dollars each time and all of it goes to SparkPoint. The funding comes every two years. It can be used for anything that supports SparkPoint, but it is currently being used to support the food pantry.

President Innovation Fund: The President Innovation Fund (PIF) is an internal funding source from the college. PIF is an initiative designed to support creativity and innovation at the college. Faculty, staff and administrators are encouraged to "Dream Out Loud" and propose ideas that will support the college's mission, vision, and values. The primary provider of the funds is the President's Council, a group of dedicated community members committed to actively supporting the college. The President's Council raises financial support for the President's Innovation Fund by hosting the President's Breakfast every spring. One SparkPoint Center was awarded this funding specifically for their SparkPoint Cash Program that provides cash incentives to students for meeting financial behavior goals.

PRIVATE AND FOUNDATION

Local Foundation: Local foundations can be a great place to look for grant funding so long as it aligns with the type of work SparkPoint is doing. One foundation that has supported SparkPoint has an objective to support grassroots programs with financial grants to assist in their operations. They operate scholarship programs at multiple college campuses. SparkPoint hosts and runs this scholarship program by providing financial coaching, career counseling and 25 \$5,000 scholarships to CTE students. The SparkPoint Center was able to obtain this funding because the President of the college networked with various partnerships. The Center has received the funding for over nine years, there is no application, and the SparkPoint Director submits a simple report every year.

Corporate Foundation Donation: Corporate Foundations also offer potential funding streams. One Center received a one-time donation of \$10,000 from a private corporate foundation with no specific purpose or outcome for the donation. This particular donation came to SparkPoint through UWBA. A representative was present during a presentation or public appearance by SparkPoint staff and became interested in their work. A corporate representative then contacted SparkPoint to make the donation.

OTHER (INDIVIDUAL, EVENTS, LOCAL COLLABORATIVES)

Event Revenue: This could include any type of fundraiser or event to raise funds for SparkPoint programming. Centers could tap into client expertise for catering, music, art, sharing success stories, etc.

Service-specific funds: This includes funds raised for a specific service that is a part of SparkPoint such as a free tax preparation site.

Individual donations: Centers could tap into client expertise for individual asks.

Adult education or other consortia: Depending on the local landscape, some counties or geographical areas have local collaboratives, such as an adult education consortium, that provides funding for supporting post-secondary education.

Local organizations: This could include financial institutions or other organizations who donate money to financial education programs.

Fee-for-Service Income: This includes any income earned by charging a fee for services such as providing financial coaching for a partner site.