



# AGENDA REPORT

**TO:** Jestin D. Johnson  
City Administrator

**FROM:** Leigh Hanson, Chief of Staff  
Office of the Mayor

**SUBJECT:** Mayor's Toy Drive Grant

**DATE:** December 5, 2023

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## **RECOMMENDATION**

**The Office of Mayor Sheng Thao Recommends That The City Council Adopt A Resolution To Award A Grant Agreement To The East Bay Community Foundation, A Nonprofit Organization, In A Total Amount Not To Exceed One Hundred Thousand Dollars (\$100,000) For The Fiscal Year 2023-2024 To Run A Holiday Toy Drive**

## **EXECUTIVE SUMMARY**

This report provides background on the Toy Drive grant funding allocated in the Fiscal Years (FY) 2023-24. City Council approval of this resolution will allow the City Administrator to enter into an MOU with the East Bay Community Foundation. The City will transfer any remaining funds in its Toy Drive fund to EBCF and allow EBCF to accept donations and make vendor payments related to the Toy Drive.

## **BACKGROUND / LEGISLATIVE HISTORY**

For 43 years, the Mayor's Office has coordinated an annual Toy Drive where the Mayor's Office raises funds and collects toys, then distributes them to the community. We recommend a partnership with EBCF to simplify and streamline the fundraising and program execution process.

## **ANALYSIS AND POLICY ALTERNATIVES**

### *East Bay Community Foundation*

Founded in 1928, EBCF was one of the nation's first community foundations, now serving people across Alameda and Contra Costa counties. EBCF partners with donors, fund advisors, social movements, and the wider community to eliminate structural barriers, advance racial equity, and transform political, social, and economic outcomes for all East Bay residents.

Over the past several years, the Foundation has started implementing new ways of partnering with donors, social movements, and the community at large. In addition to grantmaking, they engage in advocacy within allowable limits to advance racial justice. They work closely with our donors as partners and leaders in this journey. Partnership with the East Bay Community

Oakland City Council  
December 5, 2023

Foundation will allow the Mayor's Annual Toy Drive to be more effectively administrated than currently allowed by City staff capacities.

### **FISCAL IMPACT**

There is currently \$77,781.30 in the Mayor's Toy Drive account. The Mayor's Office is requesting a grant agreement of up to \$100,000 to account for funds that may continue to be raised during the 2023 Toy Drive. Future funds raised for the Mayor's Toy Drive account will be redirected to EBCF for facilitation of vendor payments.

### **COORDINATION**

The Mayor's Office worked with the Finance Department and the City Administrator's Office to make this recommendation.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** There are significant economic impacts for the constituents that will receive toys.

***Environmental:*** There are no direct environmental opportunities associated with this report.

***Race & Equity:*** Funding is a tool for improving social equity outcomes for Oakland children and families.

### **ACTION REQUESTED OF THE CITY COUNCIL**

The Office of Mayor Sheng Thao Recommends That The City Council Adopt A Resolution To Award A Grant Agreement To The East Bay Community Foundation, A Nonprofit Organization, In A Total Amount Not To Exceed One Hundred Thousand Dollars (\$100,000) For The Fiscal Year 2023-2024 To Run A Holiday Toy Drive.

For questions regarding this report, please contact Joe Genolio, Policy Director, at 510- 238-7167.

Respectfully submitted,



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LEIGH HANSON  
Chief of Staff  
Office of the Mayor