



Tuesday, February 18, 2025

Housing and Federal Grants Division 2024 - 2025 Application for Funding Community Development Block Grant Program

This application is for nonprofit organizations and government entities in Marin County, California who would like to apply for federal Community Development Block Grant program funds for Public Services or Community Infrastructure/Capital Improvements. Please refer to the [Application Guidelines](#) released on January 22, 2024 for detailed information about qualifications and application requirements. Applicants may use this [prep tool](#) for the long-form questions in order to save their responses and copy/paste into this application.

The deadline to apply is **5:00 p.m. Friday, February 16**. Applicants will receive a copy of their submitted application to the email address entered.

Indicate type of project. If your project allows, you may apply under multiple categories. (See Application Guidelines for more information)

Public Services (CDBG)

Organization (Fiscal Sponsor) General Information

Organization (Fiscal Sponsor)/Agency Name

Make It Home

Mailing Address

369-B Third Street, #331
San Rafael, California, 94901

Website (if applicable)

<https://www.makeithomebayarea.org>

Organization DUNS#

119109575

Executive Director/CEO

Carolyn Rebuffel Flannery

Email Address

carolyn@makeithomebayarea.org

Phone Number

(415) 578-3205

Project General Information

Program/Project Name

One Cozy Bed

Program/Project Site Address

5800 Northgate Drive Unit 731-010
San Rafael, California, 94901

CDBG Funding Amount Requested (Minimum request amount: \$15,000)

25000

Application Contact Person

Nel Ellwein

Title of Contact Person

Board Member

Contact Email Address

nel@makeithomebayarea.org

Contact Phone Number

(415) 578-3205

To determine if your project is located in a Special Flood Hazard Area as indicated by FEMA, visit [FEMA Flood Map Service Center](#). (Save a copy of the Dynamic Map and upload at the end of this application.)

Is this project located in a Special Flood Hazard Area as indicated by FEMA?

No

For CDBG Public Facilities/Improvements applications, if the project is located in a **Regulatory Floodway it is not eligible for funding**. Public Facilities/Improvements projects located in a Special Flood Hazard Area require flood insurance to qualify for funding.

Project Specifics

Planning Areas Served: Indicate what geographic area(s) the requested funding will serve.

Novato San Rafael County Other

Is your organization receiving other County of Marin funding for this project?

Yes

Funding Amount

10000

Date Funding Received

Thursday, October 10, 2024

Organizational Overview: Provide a brief description of your organization including mission,

programs, number of clients served, etc.

Founded in 2020 and based in San Rafael, CA, Make It Home (MIH) is a nonprofit organization dedicated to addressing furniture poverty—an often-overlooked yet critical issue impacting the stability and well-being of vulnerable populations. MIH collects, repurposes, and distributes gently used furnishings and household goods to families and individuals who lack the financial means to furnish their homes. By transforming empty spaces into fully furnished homes, MIH promotes long-term housing stability, dignity, and comfort for its clients.

MIH regularly serves seven counties in the San Francisco Bay Area and partners with over 150 social service and government agencies, including Marin Housing Authority, Marin County Health & Human Services, Canal Alliance, Community Action Marin, Ritter Center, St. Vincent de Paul, and Welcoming Home. Through this extensive network, MIH reaches households affected by poverty, homelessness, domestic violence, transitions out of foster care, child welfare involvement and other life crises. Since its founding, MIH has provided essential furnishings to over 6,303 individuals, including 2,755 children, and diverted over 2,750 tons of furniture (5,500,000 pounds!) from local landfills, reflecting our dual impact on both communities and the environment.

In 2024, MIH furnished 130 Marin households, including 80 families transitioning out of homelessness and 10 households escaping domestic violence. These households included 178 adults and 93 children. By providing essential furniture at no cost to households, MIH helps clients establish the foundation they need to thrive. In filling each empty dwelling, MIH creates a true home, addresses physical and mental health needs, and provides financial and social wellbeing for the individuals it serves. A furnished home improves mental health by promoting restful sleep, facilitates family bonding through shared meals, and supports children's development by offering spaces for play and study. The sense of stability and self-worth that furniture brings enables individuals to focus on building their futures instead of struggling with unmet basic needs.

MIH's efficient service model consolidates the collection, storage, and distribution of furniture, also saving social workers' time and enabling them to focus on other critical client needs, such as employment, education, and mental health. With our services, social workers recognize they can house their clients comfortably, at low-cost and with real dignity which can help these individuals succeed in maintaining their housing. MIH also serves our partner's clients quickly – because of our large inventory, we furnish homes within 5 business days and even more quickly in emergency situations.

Project Description: Provide a detailed scope of work including services to be provided and/or development activities to be engaged. Describe how this project will benefit the community.

Beds are the most requested items by the clients of Make It Home. While most of the furnishings that MIH distributes to clients are gently-used, for hygiene and health reasons virtually all the mattresses, frames and bedding that we provide are new. MIH purchases these essential items in bulk to reduce costs, but they are a very significant operating expense for our organization and we have to fundraise to afford them. MIH's 2024-25 fiscal year budget includes over \$151K for the purchase of just mattresses and frames and we have already spent over \$123K on these items. We anticipate that the costs of mattresses, bed frames and bedding will increase in fiscal year 2025-26 due to inflation.

This project will allow Make It Home to purchase 100 new bed sets (mattresses and frames) and bedding sets (sheets, blankets/comforters, and pillows) for Marin clients. Clean new beds and bedding will allow the individuals and families that we serve in this project to sleep well - which will affect their ability to work, study and live with safety and dignity. Having a clean bed that is off the floor allows for true rest and relaxation, allows a parent to read a bedtime story to a child, and is essential for those with disabilities. Having a real bed is crucial to a person's overall well-being.

This project is also aligned with Marin’s goals to reduce greenhouse gas emissions and help meet its Zero Waste goal. Not only does MIH reuse furniture, but keeping our environmental goals in mind, MIH purchases only recycled mattresses from Gateway Mattress, the largest state licensed recycler and builder of mattresses in California, which they sell to us at wholesale prices.

Furniture is a basic human need, yet many families transitioning out of homelessness or facing financial hardship are unable to afford beds, tables, or sofas—items that foster stability, promote well-being, and create a sense of home. Without furniture, families are often forced to sleep on floors, eat without tables, and live in environments that lack comfort and security. This reality perpetuates cycles of poverty and contributes to high return rates to homelessness. Empty housing can lead people to abandon housing to return to a shelter where there is at least a bed to sleep on. A study in Ohio revealed that the return rate to homelessness was 20% for families without furnished housing, compared to just 5% for those whose homes were furnished (New Life Furniture Bank, Cincinnati, OH). Make It Home believes that EVERYONE deserves a comfortable place to live and sleep.

Which community priority does your project align with? (See Application Guidelines for descriptions) (check as many boxes as applicable)

- Children and Youth Services
- Housing Support Services

Describe how your project aligns with these priorities.

Make It Home distributes furnishings to our most vulnerable community members— youth transitioning out of foster care, unhoused individuals and families moving into housing, people experiencing domestic violence, low income seniors, disabled veterans, refugees, and others in need. Furniture is one of the most expensive items people on low incomes are likely to purchase and there is virtually no public support for acquiring these items. There is no other organization in the Marin that stocks, curates and can provide furniture so quickly and for so many households like Make It Home.

For children and youth, a furnished home provides a stable environment where they can thrive. A bed is not just a place to sleep—it supports proper rest, which improves school performance, emotional regulation, and physical development. A bed can also be a spot for a bedtime story or a good place to build a fort and have fun. By offering beds as a part of a delivery of essential furnishings, MIH helps create nurturing spaces where children can study, play, and build positive routines as well as have quality time with their families whether eating meals with at shared tables or cozying up in bed. These seemingly simple factors have significant long-term impacts on academic performance and overall well-being.

MIHs’ work aids renters in maintaining stable housing in multiple ways. In filling each empty dwelling, MIH creates a true home and addresses mental and physical health needs, and financial and social wellbeing for the individuals it serves. With a real bed, a good night’s sleep becomes possible. A table allows a family to eat together. A sofa means comfortably hosting friends and case workers, while a desk provides a place to complete homework or other tasks. Not having to pay for or finance these items reduces financial stress allows individuals to spend their limited resources on food and other important necessities.

MIH reduces the likelihood that households will re-experience displacement or homelessness and increases their financial stability by freeing up funds for other essential items and to improve their overall social wellbeing. The results of MIH’s work are pride of place, dignity, confidence, and reduced financial stress which—coupled with other support systems—lead to more stability and healthier outcomes for adults and children.

Select HUD National Objective to be achieved with funding. Check all that apply.

- Activities benefiting low and moderate-income persons. (LMI)
- Activities benefiting low and moderate area. (LMA)

All projects funded are required to Affirmatively Further Fair Housing (AFFH) which is defined as taking "meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics."

How will this project Affirmatively Further Fair Housing?

Make It Home does not currently conduct any marketing directly to beneficiaries of its services and does not have current plans to do so. The limited outreach that we do is all directed towards informing government and social service agencies of our services so that they can partner with us to serve their clients.

MIH has an inclusive and non-discriminatory partnership approach; we intentionally collaborate with a diverse range of government and social service agencies which are committed to promoting fair housing practices and addressing the specific needs of their clients without discrimination. We do so to ensure that our furniture delivery services reach individuals and families from a wide range backgrounds and communities and that it serves all people regardless of their race, color, national origin, religion, sex (including sexual orientation and gender identity), familial status, and disability. Make It Home believes strongly that ALL people in ALL communities deserve to have a comfortable home and we are striving to eliminate furniture poverty while helping the environment.

Even though Make It Home does not market its services to clients, we will implement affirmative marketing by providing more information on our new website (launching later in 2025) for people interested in benefitting our services. We currently have a place to click on our website if someone is interested in requesting furniture. It lets prospective clients know that they must be sponsored by a social worker, and for those who do not have a social worker contact, it offers the opportunity to contact MIH to get some referrals to organizations that might be able to help. All of this is currently only in English. MIH will implement affirmative marketing by including this information and the follow on email in Spanish. In addition, we now have fluent Spanish speakers on staff and so we believe that we will be able to provide better responses to such inquiries.

All projects funded are required to conduct Affirmative Marketing. For more information about affirmative marketing, visit the [Marin County Federal Grants website](#) and scroll down to the Affirmative Marketing panel.

Refer to the [Current Marin County Income Limits](#) to determine income level for use in the table below.

Approximately how many moderate, low, very low and extremely low-income persons will directly benefit from the program/project? Projects that support low-income persons will be prioritized.

	Number
Moderate Income	
Low Income	
Very Low Income	16
Extremely Low Income	84
TOTAL	100

Notes or clarifying information on the unit count:

Since April 2024 (when we began requesting data for each household served from the social worker), 100% of the households MIH served have been Extremely Low Income or Very Low Income. The unit counts reflect that we anticipate that the households served by this project will be consistent with those we served in 2024.

How does your organization verify client income? Income verification is required except if the client is presumed benefit by HUD. Presumed benefit applies to abused children, battered spouses, the elderly, adult persons with serious disabilities, the homeless, illiterate persons, and migrant farm workers.

Make It Home does not currently verify client income. All of MIH’s clients are referred by social service agencies who verify income and then pay MIH’s service fee and furniture delivery costs. Since April 2024, MIH has required the referring agency to report household income when they submit furniture requests for their clients.

Virtually all of MIH clients are “presumed benefit.” Of the 130 Marin households served by MIH in 2024, the primary reason for their referrals to Make It Home were as follows: 80 were referred due to homelessness, 10 were child welfare cases, 9 were current or former foster youth, 5 for domestic violence, 1 for Emergency Loss (Fire/Water/Natural Disaster) and 1 was a refugee. (Some of these households were referred for more than one of these reasons, but we have categorized any that were homeless and also had other reasons for referral as homeless). 40 of the heads of household had a disability.

Estimate the demographics of moderate, low, very low, and extremely low-income persons who will directly benefit from the program/project. The total number of beneficiaries should equal the total in the previous questions.

	Total Number of Persons	Number Identifying as Hispanic
American Indian or Alaskan Native	1	0
Asian	3	0
Black or African American	24	1
Native Hawaiian or Other Pacific Islander		
White	60	11
American Indian and White	1	0
Asian and White		
Black and White	1	0
American Indian and Black		
Multi-Racial	10	6
TOTAL	100	18

Total Number of Persons (Must equal total identified under income level)

100

Total Number Identifying as Hispanic

18

Female-Headed Households (out of above total)

51

Persons with Disabilities (out of above total)

31

Notes or clarifying information on the unit count:

The unit counts above reflect the distribution of households served by MIH in Marin County in 2024. Since MIH does not market its services directly to households, we do not know the precise distribution of people that will be served by the One Cozy Bed Program in Marin County in fiscal year 2025-26, but for lack of better information, we estimate that the distribution is likely to be similar.

PROJECT MANAGEMENT & FINANCIAL DATA

If your project or organization was funded previously, list past project(s), goals, and accomplishments/activities.

Make It Home has received the following grants from the County of Marin (although none from Federal CDBG funding). Those grants, all of which have been completed (except the grant for trauma informed training mentioned in the previous question) include:

- County of Marin Community Service Fund:
 - \$10,000 paid in March 2022 for Awareness Building and Outreach in Marin County – allowed Make It Home to increase the number of households served in Marin
 - \$5,000 paid in November 2023 for Tools for Success – used to purchase reupholstery tools which have allowed Make It Home to reupholster more donated furniture that then can be reused and distributed to clients rather than being sent to landfill
 - \$5,000 paid in July 2024 for Trauma Training – which will be used to provide trauma informed training to staff and select volunteers who interact by phone or during deliveries with clients
- County of Marin Nonprofit Community Partners:
 - \$20,000 paid in October 2022 for Marin Expansion – allowed Make It Home to increase the number of agencies that referred clients served in Marin County from 22 in 2022 to 35 in 2024
 - \$10,000 paid in October 2024 for One Cozy Bed – used to purchase 40 bed and bedding sets (mattresses, bed frames and bedding). This money has already been spent.

If your agency has remaining funds previously approved, please describe the timeline for expending the fund balance.

Make It Home has \$5,000 in unspent funds from the County through the County of Marin Community Service Fund which were granted to provide our staff and select volunteers with trauma informed training. We have had some turnover in our staff and so postponed this training. We are currently planning to complete the training in April.

Describe your organization's experience with administering grants and specifically federal grants.

Since inception in October 2020, Make It Home has received foundation and government grants to support our operations and specific programs equalling over \$1.0M. While MIH has not yet received or administered a federal grant, we have received and administered grants from Stop Waste (a public agency reducing waste in Alameda County), from the County of Marin (both the Nonprofit Community Partners Program and Community Service Fund), from Contra Costa County (Measure X Funding and Keller Canyon Mitigation Fund), and from Solano County First 5 and has been providing reporting for these grants. In particular, the Contra Costa and Solano County grants require quarterly performance reports and the Contra Costa grants require that Make It Home submit detailed monthly payment demand requests.

Describe who will supervise and manage the project and their past experience with project management.

Susie Doyle, Make It Home’s COO, will supervise the project. Susie is an energetic and decisive, operational leader with 20+ years of experience among some of the most respected retail and service brands in the home space (Williams-Sonoma, One Kings Lane and Decorist/Bed Bath & Beyond). She has extensive experience improving processes, optimizing organizational structures, crystallizing problems with metrics, distilling learnings, and developing strategies and has a passion for developing technology-aided solutions. Susie has been COO of MIH for 1.5 years and is passionate about Make It Home’s mission and focused on ensuring the organization’s success.

Describe any recent or upcoming leadership transitions.

NA

Describe any flexibility regarding your projects start/completion date.


Make It Home’s One Cozy Bed Program is an ongoing annual project that requires funding each year. MIH has a constant demand for beds and bedding for clients and the cost of these items has been increasing. We will always need funding and therefore have some flexibility.

Required Attachments:


Attach Project Budget: Complete the project budget template provided and submit along with application. If you have a project budget that provides the information requested in the template, you may submit that in-lieu of the template. Please note: the project budget should reflect the total cost of the project NOT just the CDBG request.

 2025-26 Program Budget for Make Itxlsx

Attach Organization Budget: : Upload your organization or fiscal sponsors annual budget.

 2025-26 Organization Budget for Mak... .pdf

Attach Dynamic Flood Map

 2025-26 Dynamic Flood Map for Mak... .pdf

Submission

Please review your responses above for accuracy.

Name and Title of person completing this application.

Nel Ellwein

By checking this box

I hereby certify that the information in this application is true and accurate to the best of my

knowledge.

Project Budget Template

Organization Name: MAKE IT HOME

Project Title: ONE COZY BED

Date: FEBRUARY 13, 2025

INCOME:	County NOFA Request	Other Funding Sources	In Kind
Committed			
Foundations:			
(Add rows)			
Government:			
(Add rows)			
Corporations:			
(Add rows)			
Individual Contributions: (list total):			
Earned Income:			
(Add rows)			
Other (specify):			
(Add rows)			
Subtotal, Committed Income		\$ -	\$ -
Uncommitted			
Other (specify):			
Federal Grants Request	\$ 25,000		
Other Foundations:			
Goggio Family Foundation		\$ 10,000	
Stanley S Langendorf Foundation		\$ 25,000	
West Davis and Bergard Foundation		\$ 10,000	
Giving Marin		\$ 5,000	
(Add rows to list other Foundations)			
Government:			
(Add rows to list other Government agencies)			
Corporations:			
(Add rows to list other corporations)			
Individual Contributions:		\$ 90,000	
Subtotal, Uncommitted Income		\$ 140,000	\$ -
Other Earned Income:			
(Add rows)			
Subtotal, Earned Income		\$ -	\$ -
Grand Total Income	\$ 25,000	\$ 140,000	\$ -

EXPENSES (Add rows to list other expenses)	County NOFA Request	Other Funding Sources	In Kind
Personnel Expenses			
Executive Director (% FTE: ____)			
Program Director (% FTE: ____)			
(Add rows)			
Benefits (@ %: ____)			
Subtotal Salaries and Benefits	\$ -	\$ -	\$ -
Contracted Services			
Professional Fees			
Project Consultant			
(Add rows to list other contracted expenses)			
Subtotal Contracted Services	\$ -	\$ -	\$ -
Direct Project Related Expenses			
Mattresses, bed frames and bedding	\$ 25,000	\$ 140,000	
Utilities			
Supplies			
Equipment			
Travel			
Professional Development			
Marketing			
(Add rows to list other direct project expenses)			
Subtotal, Direct Project Related Expenses	\$ 25,000	\$ 140,000	\$ -
General Development			
Electrical			
Plumbing			
Roof Replacement			
Painting			
General Construction Labor			
Materials			
(Add rows to list other specific project expenses)			
Subtotal, Direct Project Related Expenses	\$ -	\$ -	\$ -
Indirect Expense - specify % in column A below (must be HUD approved)			
Fiscal Sponsorship Fee (specify % in column A below)			
Grand Total All Expenses	\$ 25,000	\$ 140,000	\$ -

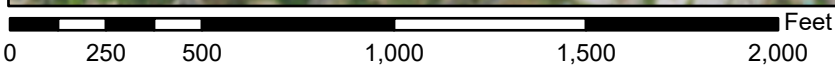
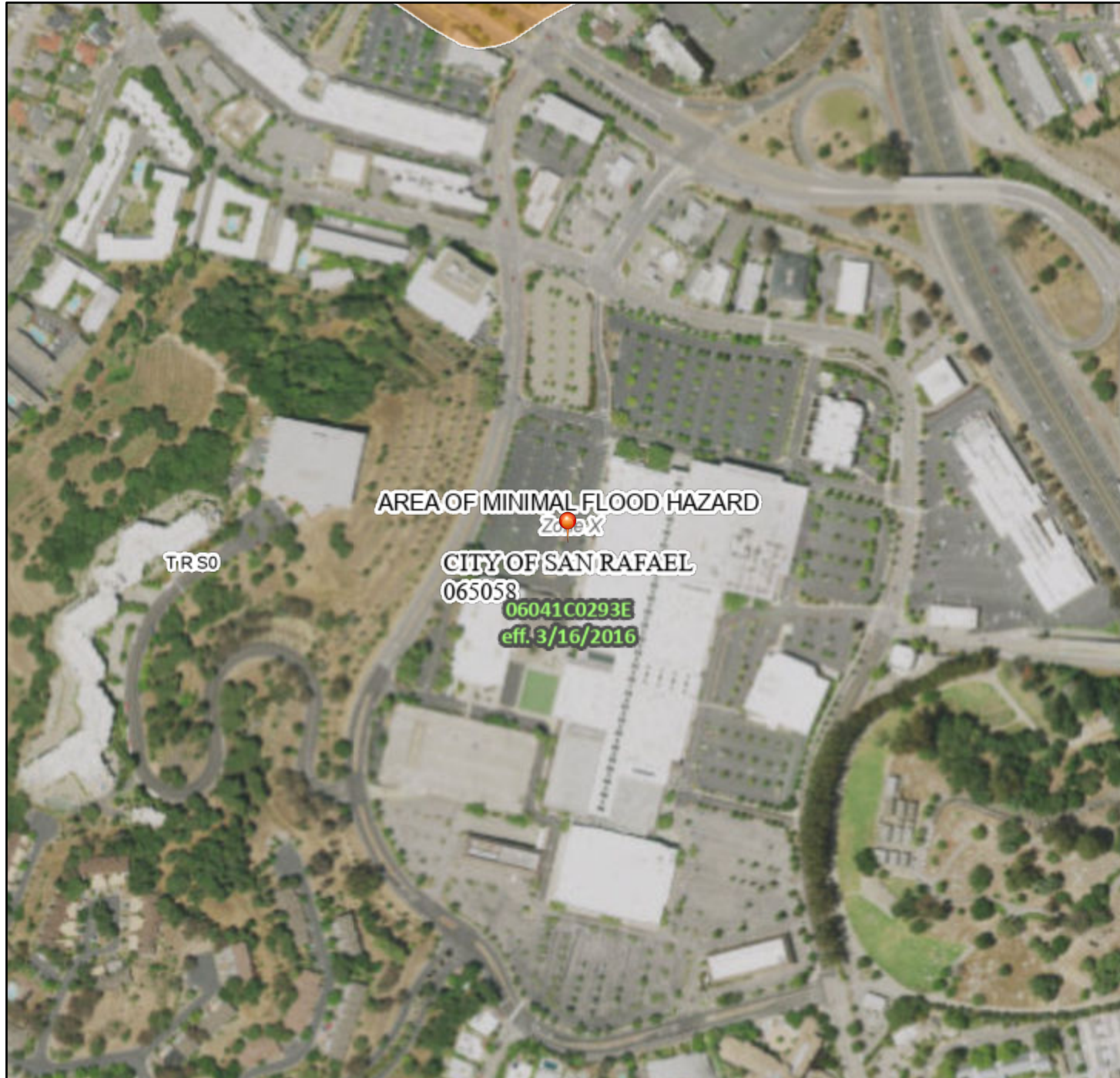
Make It Home
Operations Budget
For The Year Ending June 30, 2025

Households Served	<u>800</u>
Revenue	
Donations	
Individual Contributions and Event Income	\$ 372,629
Grants	480,000
In-Kind Donations - Household Furnishings	<u>813,000</u>
Total Donations	<u>1,665,629</u>
Program Income	
Service Fees	384,768
Moving Fees	254,913
Wholesale and Retail Sales of Donated Furniture	165,000
Other Program Income	<u>48,370</u>
Total Program Income	<u>853,051</u>
Total Income	<u>2,518,680</u>
Expense	
Program Expenses	
Donated Furniture Distributed and Sold	813,000
Cost of Purchased Distributed Mattresses	151,204
Cost of Purchased Distributed Other Items	70,085
Moving Expense	39,000
Payroll, Taxes, and Benefits	390,298
Lease and Utilities	152,846
Other Program Expenses	<u>263,548</u>
Total Program Expenses	<u>1,879,981</u>
Fundraising Expenses	<u>119,674</u>
Administrative Expenses	
Payroll, Taxes, and Benefits	50,100
Lease and Utilities	14,682
Other Administrative Expenses	<u>38,210</u>
Total Administrative Expenses	<u>102,992</u>
Total Expenses	<u>2,102,647</u>
 Revenue Less Expense	 <u>\$ 416,033</u>

National Flood Hazard Layer FIRMette



122°33'1"W 38°0'30"N



1:6,000

122°32'23"W 38°0'2"N

Basemap Imagery Source: USGS National Map 2023

Legend

SEE FIS REPORT FOR DETAILED LEGEND AND INDEX MAP FOR FIRM PANEL LAYOUT

- | | | |
|------------------------------------|--|--|
| SPECIAL FLOOD HAZARD AREAS | | Without Base Flood Elevation (BFE)
<i>Zone A, V, A99</i> |
| | | With BFE or Depth <i>Zone AE, AO, AH, VE, AR</i> |
| | | Regulatory Floodway |
| OTHER AREAS OF FLOOD HAZARD | | 0.2% Annual Chance Flood Hazard, Areas of 1% annual chance flood with average depth less than one foot or with drainage areas of less than one square mile <i>Zone X</i> |
| | | Future Conditions 1% Annual Chance Flood Hazard <i>Zone X</i> |
| | | Area with Reduced Flood Risk due to Levee. See Notes. <i>Zone X</i> |
| | | Area with Flood Risk due to Levee <i>Zone D</i> |
| OTHER AREAS | | NO SCREEN Area of Minimal Flood Hazard <i>Zone X</i> |
| | | Effective LOMRs |
| GENERAL STRUCTURES | | Area of Undetermined Flood Hazard <i>Zone D</i> |
| | | Channel, Culvert, or Storm Sewer |
| | | Levee, Dike, or Floodwall |
| OTHER FEATURES | | 20.2 Cross Sections with 1% Annual Chance |
| | | 17.5 Water Surface Elevation |
| | | Coastal Transect |
| | | Base Flood Elevation Line (BFE) |
| | | Limit of Study |
| | | Jurisdiction Boundary |
| MAP PANELS | | Coastal Transect Baseline |
| | | Profile Baseline |
| | | Hydrographic Feature |
| | | Digital Data Available |
| | | No Digital Data Available |
| | | Unmapped |
| | | The pin displayed on the map is an approximate point selected by the user and does not represent an authoritative property location. |



This map complies with FEMA's standards for the use of digital flood maps if it is not void as described below. The basemap shown complies with FEMA's basemap accuracy standards

The flood hazard information is derived directly from the authoritative NFHL web services provided by FEMA. This map was exported on **2/7/2024 at 9:00 PM** and does not reflect changes or amendments subsequent to this date and time. The NFHL and effective information may change or become superseded by new data over time.

This map image is void if the one or more of the following map elements do not appear: basemap imagery, flood zone labels, legend, scale bar, map creation date, community identifiers, FIRM panel number, and FIRM effective date. Map images for unmapped and unmodernized areas cannot be used for regulatory purposes.