



Friday, February 14, 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

WelcomingHome.org

### Mailing Address

369-B 3rd St., #398  
San Rafael, California, 94901

### Website (if applicable)

www.welcominghome.org

### Organization DUNS#

923676407

### Executive Director/CEO

Marsha Roberts

### Email Address

marsha@welcominghome.org

### Phone Number

(415) 482-8888

## Project General Information

### Program/Project Name

4 homes in 2025

## Program/Project Site Address

various  
San Rafael, California, 94901

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

20000

## Application Contact Person

Brian Durwood

## Title of Contact Person

Volunteer

## Contact Email Address

brian@welcominghome.org

## Contact Phone Number

(415) 272-5882

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

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

No

**Organizational Overview: Provide a brief description of your organization including mission, programs, number of clients served, etc.**

We furnish the empty homes of the recently homeless. Typically section 8. Typically families with 2 - 3 children. Our clients are referred to us by local agencies. The parent(s) in our clients are employed or have other income. They generally are not suffering from mental health or substance issues. We have served hundreds of clients over 9 years. 40 in 2024 alone. Some of the families we've served include: A 3 generational Afghani family, fleeing violence. They established a food kiosk business within 6 months of our help and now have a small restaurant (Zam Zam) in Santa Rosa. A blind comedian raising his

grandson after his daughter passed suddenly due to drugs. He was living with couches recovered from the street and curtains falling off of failed rods. A mother of 2 who left her abusive husband in the middle of the night with little more than their clothes. She "faked it" locally, living in her minivan with the kids and was able to re-integrate before anyone discovered their secret. Generally our clients stay housed.

**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.**

We seek funding for 4 homes in 2025. Each home costs us \$5,000. \$2,000 for new beds and bedding. \$1,300 for moving costs. We use mostly donated furniture and fill in where needed. Our volunteers meet with clients to understand their specific needs and preferences. We take particular care to understand the needs of the children. The results are near-professional level decoration including details to make the children feel at home. Spider-man posters, bulletin boards, enough desks, lamps and chairs for safe homework space. Our most urgent goal is to get the kids back on track to re-integrate with normal social interactions.

**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.**

Helping a family who is sleeping on the floor, leap up to a totally normal life in one day has a profound impact on the parent(s) and particularly the children. We know anecdotally that the kids do better in school once they are housed in a well furnished home. We also know anecdotally that the stress on the parent is greatly reduced. We assert that this leap lowers the likelihood of these families needing continued services and or appearing in the court or juvenile system.

**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)

Activities which aid in the prevention or elimination of slums or blight

**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?**

We work with all types of clientele once they've passed the criteria of the local social services agencies. Our clients are mostly "of color" and most of the families are led by single moms. We do not discriminate whatsoever.

**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	12
Very Low Income	
Extremely Low Income	
<b>TOTAL</b>	<b>12</b>

**Notes or clarifying information on the unit count:**

4 heads of household with an average of 2 children per household.

**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.**

Our clients generally have already qualified for Section-8 housing which requires they have some income.

**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		
Asian		
Black or African American		
Native Hawaiian or Other Pacific Islander		
White		
American Indian and White		
Asian and White		
Black and White		
American Indian and Black		
Multi-Racial	12	8
<b>TOTAL</b>	<b>12</b>	<b>8</b>

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

12

## Total Number Identifying as Hispanic

8

## Female-Headed Households (out of above total)

4

## Notes or clarifying information on the unit count:

Most of our clients are single mothers

# PROJECT MANAGEMENT & FINANCIAL DATA

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

Low. But our volunteer team includes high level executives who have managed extensive budgets.

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

Marsha Roberts, Founder. Who has overseen hundreds of furnishings.

## Describe any recent or upcoming leadership transitions.

Zero.

## Describe any flexibility regarding your projects start/completion date.

These are ongoing. We aim for about 40 a year and time them bimonthly.

## 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.



Budget.xlsx

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



2025 Welcoming Home Budget APPR... .pdf

**Attach Dynamic Flood Map**



FIRMETTE\_23e5cf9b-c1da-4178-888... .pdf

## Submission

Please review your responses above for accuracy.

**Name and Title of person completing this application.**

Brian Durwood

**By checking this box**

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

**Welcoming Home 2025 Budget**  
**DRAFT R2 APPROVED 1-10-25**

Regular Welcomings	24	23	24
Off-cycle Welcomings	10	16	16
<b>Total Welcomings</b>	<b>34</b>	<b>39</b>	<b>40</b>

	<b>2024 Budget</b>	<b>2024 Actual</b>	<b>Difference</b>	<b>2025 Budget</b>
<b>Revenue</b>				
<b>Contributed Revenue</b>				
Corporate Donations	1,500	3,966	2,466	52,500
Government Grants	10,000	10,000	0	0
Grants from Nonprofits	81,000	106,663	25,663	75,000
Individual Donations	180,000	156,129	-23,871	261,850
Stock Donations	5,000	6,676	1,676	6,500
<b>Total Contributed Revenue</b>	<b>277,500</b>	<b>283,433</b>	<b>5,933</b>	<b>395,850</b>
Interest Earned		5	5	0
<b>Total Revenue</b>	<b>277,500</b>	<b>283,438</b>	<b>5,938</b>	<b>395,850</b>
<b>Gross Profit</b>	<b>277,500</b>	<b>283,438</b>	<b>5,938</b>	<b>395,850</b>
<b>Expenditures</b>				
Advertising & marketing	700	1,144	444	1,150
<b>Contractors</b>				
Accounting fees	1,240	1,113	-128	1,300
Fundraising fees		3,500	3,500	0
Legal fees	375	143	-233	150
<b>Total Contractors</b>	<b>1,615</b>	<b>4,755</b>	<b>3,140</b>	<b>1,450</b>
<b>Fundraising</b>				
Donor Cultivation				2,400
Donor and Volunteer Appreciation		2,163	2,163	3,500
<b>Total Fundraising</b>	<b>0</b>	<b>2,163</b>	<b>2,163</b>	<b>5,900</b>
<b>Insurance</b>				
Directors and officers insurance	1,510	1,510	0	
Liability insurance	2,400	2,400	0	
<b>Total Insurance</b>	<b>3,910</b>	<b>3,910</b>	<b>0</b>	<b>4,296</b>
<b>Office expenses</b>				
Dues and Subscriptions	894	514	-380	520
Food and Drink		48	48	50
Merchant account fees	256	267	11	270
Office supplies	150	1,491	1,341	925
Recruitment		1,446	1,446	5,000
Shipping & postage	460	538	78	1,140
Software & apps	4,482	8,124	3,642	6,000
Website	7,200	6,760	-440	7,250
<b>Total Office expenses</b>	<b>13,442</b>	<b>19,186</b>	<b>5,744</b>	<b>21,155</b>
<b>Payroll expenses</b>				
FICA tax	13,548	9,518	-4,030	22,014
Salaries & wages	148,108	108,222	-39,886	240,660
Unemployment Oregon		898	898	0
Workers' Comp Insurance	2,730	2,730	0	3,595
<b>Total Payroll expenses</b>	<b>164,386</b>	<b>121,368</b>	<b>-43,018</b>	<b>266,269</b>
<b>Program Expenses</b>				
<b>Furnishings</b>				
Purchased Furnishings	15,732	10,968	-4,764	11,587
Purchased Starter Kits		2,895	2,895	3,058
<b>Total Furnishings</b>	<b>15,732</b>	<b>13,863</b>	<b>-1,869</b>	<b>14,645</b>
<b>Meals</b>				
Purchased Meals	2,000	2,342	342	2,300
<b>Total Meals</b>	<b>2,000</b>	<b>2,342</b>	<b>342</b>	<b>2,300</b>
Mileage		8	8	40
<b>Moving Services</b>				
Purchased Moving Services	17,530	25,128	7,598	26,528
<b>Total Moving Services</b>	<b>17,530</b>	<b>25,128</b>	<b>7,598</b>	<b>26,528</b>
Purchased Beds	38,250	31,738	-6,512	34,023
Supplies for Welcomings		1,995	1,995	2,107
<b>Total Program Expenses</b>	<b>73,512</b>	<b>75,074</b>	<b>1,562</b>	<b>79,643</b>
PTO Accrual Expense		2,249	2,249	6,042
Storage	9,788	6,752	-3,036	10,128
<b>Total Expenditures</b>	<b>267,353</b>	<b>236,601</b>	<b>-30,752</b>	<b>396,033</b>
<b>Net Operating Revenue</b>	<b>10,147</b>	<b>46,836</b>	<b>36,689</b>	<b>-183</b>
<b>Net Revenue</b>	<b>10,147</b>	<b>46,836</b>	<b>36,689</b>	<b>-183</b>

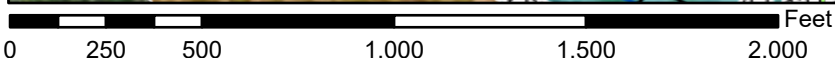
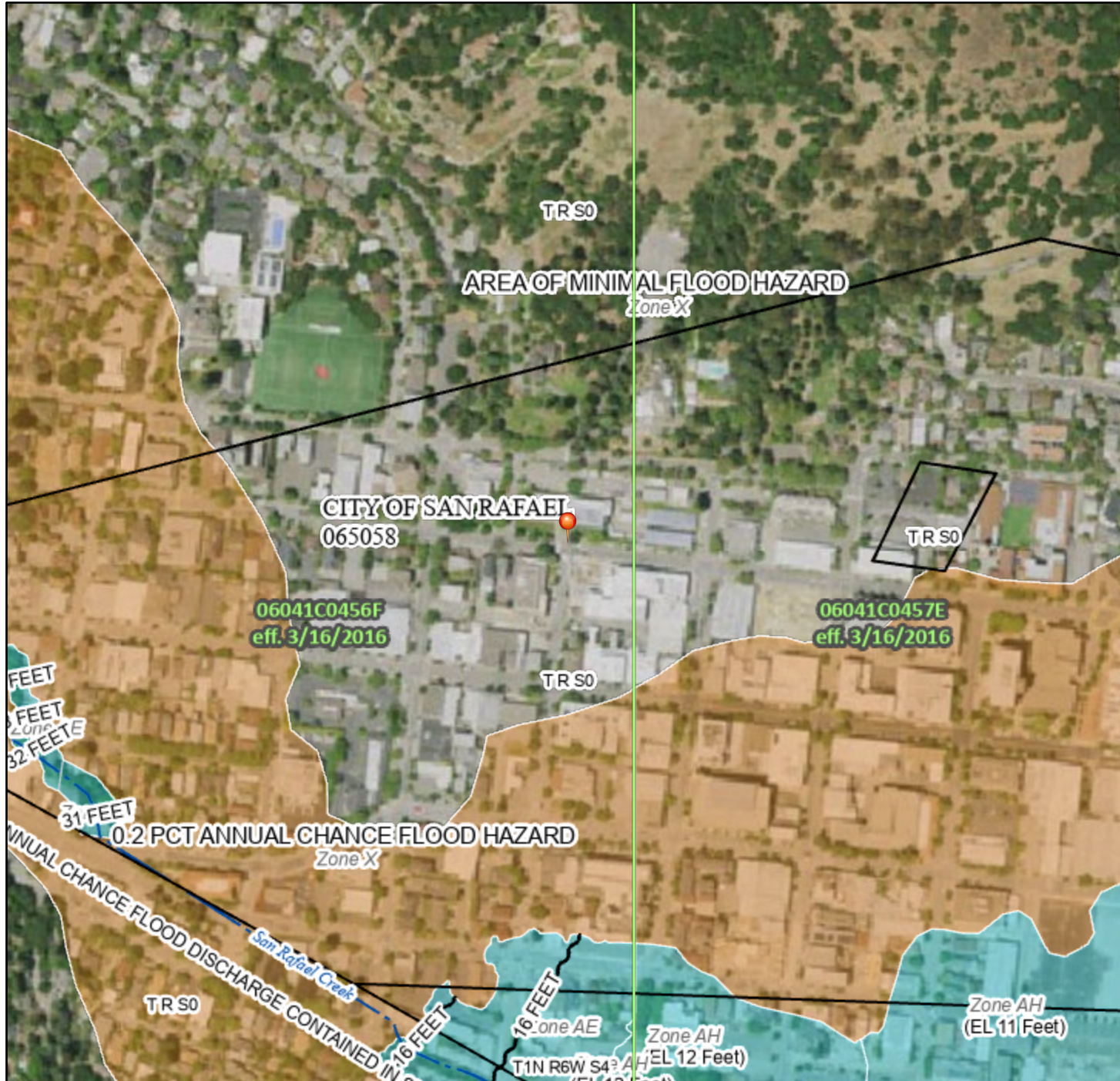
Starting Cash Balance	113,457
Ending Cash Balance	113,273

Professional movers	\$1,300.00
Brand new mattresses, box springs and frames.	\$2,000.00
Starter Kit. This includes a portable table, chairs, lamps and bed	\$850.00
Items not donated.	<u>\$850.00</u>
cost per home	\$5,000.00
x 4 homes	\$20,000.00

# National Flood Hazard Layer FIRMette



122°32'13"W 37°58'43"N



1:6,000 122°31'36"W 37°58'14"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) Zone A, V, A99
		With BFE or Depth Zone AE, AO, AH, VE, AR
		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 Zone X
		Future Conditions 1% Annual Chance Flood Hazard Zone X
		Area with Reduced Flood Risk due to Levee. See Notes. Zone X
		Area with Flood Risk due to Levee Zone D

OTHER AREAS		NO SCREEN Area of Minimal Flood Hazard Zone X
		Effective LOMRs
GENERAL STRUCTURES		Area of Undetermined Flood Hazard Zone D
		Channel, Culvert, or Storm Sewer
		Levee, Dike, or Floodwall

OTHER AREAS		20.2 Cross Sections with 1% Annual Chance Water Surface Elevation
		17.5 Cross Sections with 1% Annual Chance Water Surface Elevation
GENERAL STRUCTURES		Coastal Transect
		Base Flood Elevation Line (BFE)
OTHER FEATURES		Limit of Study
		Jurisdiction Boundary
OTHER FEATURES		Coastal Transect Baseline
		Profile Baseline
OTHER FEATURES		Hydrographic Feature

OTHER AREAS		Digital Data Available
		No Digital Data Available
MAP PANELS		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 2/14/2025 at 6:57 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.