

City of Riverside Human Relations Commission

Application for Sponsorship

An application for sponsorship is required for all organizations requesting funding or in-kind services for the purpose of supporting local festivals, special events, community projects or programs, including operational support. Applications will be reviewed by the Human Relations Commission. Please review the attached procedure for sponsorship.

Organization Data				<i>For Office Use Only</i>	
Organization Name: Blum Initiative on Global & Regional Poverty		Web Site www.blum.ucr.edu	Address:	Registered Federal Tax-Exempt ID No. UCR Foundation: 23-7433570	
<p>Organization's Mission Statement (include number of years organization has been established) Established at the UC Riverside School of Public Policy in 2015, the Blum Initiative on Global and Regional Poverty is a non-partisan research center dedicated to advancing our understanding of the causes and consequences of poverty through research, teaching, and service. We are particularly committed to conducting social scientific research that supports evidence-based solutions to poverty in developed economies – especially Inland Southern California.</p> <p>Established at the UC Riverside School of Public Policy in 2015, the Blum Initiative developed diverse programming to stimulate campus research on poverty, provide students hands on opportunities to work with anti-poverty organizations, develop a robust network of scholars, and bring top poverty scholars to UC Riverside. We are one of eleven Blum poverty centers and partner with our 9 sister UC-campuses, regional organizations, and other academic institutions internationally. In 2018, we pivoted toward community-engaged research and published a regional poverty report, authored multiple op-eds translating our research for public audiences (NYT and SF Chronicle), partnered with Riverside County agencies to conduct research that will beget evidence-based solutions to poverty, and convened a regional poverty summit. Today, we have active relationships with nearly 100 agencies and non-profits who work in the anti-poverty space in Riverside and San Bernardino counties and continue to build our regional impact.</p>					
Affiliated with a "parent" organization? Yes X No <i>If yes, name parent organization:</i> UC Riverside School of Public Policy					
Contact Person and Title: Justine Ross, Associate Director				E-mail Address: justine.ross@ucr.edu	
900 University Avenue 4111 Interdisciplinary South	Riverside	CA	92521	Daytime Phone No. 951-827-1254	Fax Number N/A

Sponsorship Request

Funding <i>If yes, specify amount requested:</i> \$1,300.00 to cover the balance for two nights' rental of the Fox Theatre (non-profit rate) for the Our Kids Screening + Panel Q&A (total cost at least \$6,300.00)
In Kind Services <i>If yes, select type of in-kind service requested and estimate approximate value in dollars:</i>
List type of recognition the Human Relations Commission will receive for the noted funding/in-kind services requested i.e. name/logo listing, banner, ad, etc.: The Riverside Human Relations Commission's logo will be printed on the program for the documentary screening, displayed on an easel at the screening, and be included on a printed material (e.g. program or other handout) for the day portion of the event.
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> We do not currently have a defined role for a commissioner; however, we are open to a discussion of potential HRC commissioner involvement in the Our Kids Solutions Forum's 2-day conference, dinners, and/or screenings as there may be a mutually beneficial opportunity.
Has the City of Riverside sponsored your organization in the past? Yes No X <i>If yes, list department(s):</i>

Event Data

Event Title The Our Kids Solutions Forum (Note: Attendance, audience, and cost information supplied below applies only to the evening docu-series screenings and panel Q&A portion of the event, NOT the day conference.)	Event Date June 19th-June 21st	6/19: 5pm-8pm 6/20: 8am-9pm 6/21: 8am-1pm	UCR (conference) 900 University Avenue, Riverside CA 92521 AND Fox Theatre (screenings) 3801 Mission Inn Avenue, Riverside CA 92501
Will the event be held in the City of Riverside? Yes X No <i>If no, specify reason:</i>			
Is this an annual event? Yes No X <i>If yes, indicate the number of years even has taken place:</i>			
Expected attendance: 500+ Expected no. of Riverside residents: 400+ Attendance at last year's event: N/A			
Is the event open to the public? Yes X No Is there a cost for this event? There is no cost to participants. If so, how much? Describe target audience: The target audience includes attendees of the Our Kids Solutions Forum conference (educators, non-profit directors, policy makers, and other stakeholders working in the "opportunity gap" space), participants showcased in the Our Kids documentary, and the Riverside public. The event is suitable for all ages and, apart from general promotion to the greater-Riverside community, we will extend invitations to local students in an attempt to bring them into our solutions conversation.			

City of Riverside Human Relations Commission Supplement to Application for Sponsorship

Detail the purpose or objective of local festival, special event, community project or specific program for which the Human Relations Commission funding or in-kind services are requested:

NOTE: We appreciate the Human Relation Commission's generous sponsorship of this event as awarded at your April 2019 meeting. In our initial application, as presented to the Commission by former mayor Ronald Loveridge, we requested support \$6,300.00 to cover the rental of the Fox Theatre for a screening of the Our Kids docu-series and panel Q&A. At the time, the Commission's budget allowed for a \$5,000.00 sponsorship; however, we were recently advised by the City that there are additional funds available and a re-application could be considered to cover the remaining balance. Thus, the information provided on this application is the same as our initial application. We are happy to answer your questions at the commission meeting. Thank you for your further consideration.

In the culmination of his life's work on the critical role of social capital, Harvard Professor Robert Putnam argues a child's life opportunities are increasingly defined – and in many cases, limited – by the socioeconomic status of their parents. He labels this growing disparity in American's life chances the "opportunity gap".

The Our Kids Solutions Forum is the companion event to the upcoming PBS documentary Our Kids, a four part docu-series based on Dr. Putnam's book by the same name, which focuses on community-driven solutions to America's growing opportunity gap. The Forum will bring together the 8 best practice communities (including Riverside) featured in the docu-series before an audience of educators, non-profits, and elected officials from across the United States to discuss scalable, bottom-up solutions to the opportunity gap in their own neighborhoods.

There are three distinct parts of the Our Kids Solutions Forum: a daytime conference, evening docu-series screenings, and dinners.

We are requesting sponsoring by the Human Relations Commission in support of the two-night docu-series and panel Q&A event. Each evening screening and panel Q&A will present a total of 4 cities' programming aimed at closing the opportunity gap and last 2 hours. As well, Dr. Putnam will participate in the Q&A panel immediately following the first night's screening (6/19/19).

The Human Relations Commission's support will not only facilitate the screenings, but also allow us to keep this event cost-free and open to the Riverside public. We believe this is an important event for Riverside that can energize the

community around anti-poverty, grassroots programming and allow Riverside to shine as a “best practice” community recognized alongside seven other cities across the United States.

Describe the overall contribution of the festival, special event, community project or program to the community in relation to the goals and objectives of the Human Relations Commission:

Apropos of Dr. Putnam’s lifelong commitment to social capital, this event is designed to focus as much on creative solutions to the opportunity gap as it is to capacity-building by fostering a network of diverse stakeholders who are devoted to catalyzing change in their own neighborhoods and will develop the common knowledge, language, and resources to do so.

The production company that developed the Our Kids docu-series will film the entire forum – including the panel Q&A at the Fox Theatre, after the docu-series screening – and edit the footage into a one-hour package that will be optioned to PBS’ syndicate arm NETA. As well, the production company has committed to developing a video resource library with long-versions of the Forum’s presentations, breakouts, panels, and keynote, which will be available online at www.ourkidsseries.org.

We have designed this event with our eye on providing key players the social and informational resources they need to develop or scale up successful programming in their own neighborhoods and we believe making these resources public is integral to effectuating our intention.

At its core, the Our Kids Solutions Forum advocates on behalf of community-based solutions to remedy the diminished life opportunities of children born into low(er) socioeconomic circumstances. In our interpretation, this squarely aligns with the Human Relations Commission’s mission of promoting equality of opportunity and equal access to services and programs in Riverside. We believe the foci of the Our Kids project – early childhood development and parenting, “on ramps” for youths who may be disenfranchised from the existing system, breaking the cycle of intergenerational opportunity barriers, and cradle-to-career interventions – provides an opportunity for the Human Relations Commission to support a diverse range of activities that cumulatively speak to your organization’s mission statement. As well, if you perceive other areas of opportunity for involvement (e.g. having a commissioner attend or participate in a panel, etc.) we are open to a discussion about other collaborations.

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program? Please state your objectives in terms of concrete numbers and percentages where possible. For example: increased number of participants from X to X in the 2003 parade; provide X number of at-risk youth crisis intervention services; increase customer satisfaction of event from X% to X%.

Because this is not a recurring event, we do not have traditional metrics of success; however, we consider the event a success if we:

- Bring together a diverse group of attendees – both geographically (across Southern California) and professionally – who may not otherwise have the opportunity to collaborate on this topic
- Bring in an additional 150+ members of the general public to participate in the Our Kids docu-series screening
- Develop a resource library, in collaboration with Media Policy Center (production company responsible for developing/producing the docu-series), that will exist in perpetuity at www.ourkidsseries.org and provide instructive content to communities and stakeholders across the United States interested in increasing equality of life chances by narrowing the opportunity gap for “our kids”.

ADDITIONAL RESOURCES + INFORMATION ABOUT THE OUR KIDS PROJECT

7 Minute Our Kids Docu-Series Trailer (April release): <https://vimeo.com/311962483>

Our Kids: The American Dream in Crisis: <http://robertdputnam.com/about-our-kids/>

(The Our Kids Solutions Forum is a joint venture, co-hosted by UC Riverside, the City of Riverside, Riverside Unified School District, and the Riverside County Office of Education.)