

Commission on Community Investment and Infrastructure

Personal Services Contract with Scholarship America for BVHP Legacy Foundation Academic Scholarship and Living Stipend Fund Administration

October 19, 2021



Action

- Authorize a PSC with Scholarship America for Scholarship Application and Management Services, on behalf of the BVHP Legacy Foundation, for the Lennar Bayview Scholarship Fund and College Living Stipend Fund for a contract term of five academic years (to expire no later than January 31, 2027) and a total amount not-to-exceed \$547,500.

Presentation Overview

- Community Benefits Overview
- Legacy Foundation Overview
- Strategic Plan Overview
- Lennar Bayview Scholarship Fund & College Living Stipends Fund
- Legacy Foundation Awards to Date

Phase 1 Community Benefits

CP/HPS Phase 1 DDA

- **Community Benefits Fund**
- **Community Facilities Parcels**
- Construction Assistance Program
- Community Builder Program
- International African Marketplace
- Local Community Priority Leasing Program
- Cultural/Historic Recognition Program
- Business Incubator Space program
- Home Buyers Assistance Program
- Job Training & Employment Assistance
- Small Business Assistance Program
- Reporting

* Legacy Foundation responsible for advising OCII on Community Benefits Fund and Community Facilities Parcels

Legacy Foundation Purpose

The Legacy Foundation Community Benefits Fund is to be reinvested in the BVHP Community to:

- Benefit low- and moderate income families
- Meet other community development needs:
 - social services
 - affordable housing
 - education
 - the arts
 - public safety

* The LF is responsible for administering the Phase 1 CB fund contribution and a portion of the Phase 2 contributions.

Legacy Foundation (LF) Mission

➤ Mission and Core Values

The Legacy Foundation is committed to building, strengthening, and maintaining the Bayview Hunter's Point community.

➤ Mission

The Legacy Foundation's fundamental mission is to alleviate the impact of poverty in San Francisco's Bayview Hunters Point community.

➤ Core Values



Transparency

Integrity

Respect

Accountability

Collaboration

Community

Strategic Plan



LEGACY FOUNDATION FOR BAYVIEW HUNTERS POINT 2017-2022 STRATEGIC PLAN

The Strategic Plan contains descriptions of investment goals and strategies that will guide the work of the Legacy Foundation during its first five years. The Strategic Plan's direction is supported by interviews with City agencies, community-based organizations, local philanthropies, research and strategic planning sessions conducted over a ten-year span, with emphasis on planning sessions from August 2014 through March 2015.

Legacy Foundation 5 Year Strategic Plan

Adopted by Commission February 7, 2017

Strategic Priorities

- 1) Neighborhood Building
- 2) Education & Workforce
- 3) Homeownership

Phase 1 Funds

ITEM	PHASE 1 FUNDS - PROGRAMS	TOTAL BUDGET	AWARDED TO DATE	REMAINING TO AWARD
NEIGHBORHOOD BUILDING				
1.	Community Dialogues	\$ 24,000		\$ 24,000
2.	Recognition of Community Heroes	\$ 15,000		\$ 15,000
	Neighborhood Building Subtotal:	\$ 39,000		\$ 39,000
EDUCATION & WORKFORCE				
1.	College Readiness/Career Skill Building	\$ 400,000		\$ 400,000
2.	Scholarship Administration	\$ 22,500		\$ 22,500
3.	College Living Expense Stipends	\$ 50,000		\$ 50,000
4.	Construction/Contractor Assistance	\$ 250,000		\$ 250,000
5.	Hacker Hub – Computer Tech Center	\$ 25,000	(\$25,000)	-
	Education & Workforce Subtotal:	\$ 747,500		\$ 722,500
HOMEOWNERSHIP				
1.	Homeownership Assistance Grants	\$ 180,000	(\$180,000)	\$ 180,000
	Homeownership Subtotal:	\$ 180,000		\$ 180,000
ADMINISTRATION				
1.	Strategic Planning and Admin Services	\$ 33,500	(\$33,500)	-
	Administration Subtotal:	\$ 33,500		-
PHASE 1 FUNDS TOTAL		\$ 1,000,000	(\$238,500)	\$941,500

Phase 2 Funds

ITEM	PHASE 2 FUNDS - PROGRAMS	TOTAL BUDGET	AWARDED TO DATE	REMAINING TO AWARD
EDUCATION & WORKFORCE				
1.	Legacy Bayview Lennar Scholarship	\$475,000		\$475,000
2.	Legacy Will Bass Memorial Travel Abroad Scholarship	\$25,000		\$25,000
PHASE 2 FUNDS TOTAL		\$500,000		\$500,000

LF Scholarship Budget

Estimated Annual Budget: Scholarship/Living Stipend Funds				
Year 1-5	Projected Management Fees (with 84 applicants)	Projected Scholarship Awards*	Projected Living Stipend	Total
<i>Total Use of Funds</i>	\$40,000	\$457,500	\$50,000	\$547,500

*Please note: The Contract requires an annual budget and reconciliation of expenditures. Therefore, scholarship/living stipend awards in subsequent years may be more than the projected amount should award amounts from the immediate prior year be less than projected. The disbursement of scholarship awards in the fifth and final year will be adjusted upwards should projected management fees be less than projected with the intent that all scholarship funds will be disbursed upon expiration of the contract.

LF Education Goals

- Mobilize, through scholarship funds, educational support to make post-secondary education possible for all Bayview Hunters Point students.
- Be a leader in providing scholarships and other financial support to students residing in the BVHP community, to make the completion of education beyond high school a reality.
- Reducing the financial barriers that would otherwise prevent or inhibit qualified students from attending college is a major focus of the Foundation.

Lennar BVHP Scholarship

- Scholarships and educational support to make postsecondary education possible for:
 - BVHP students
 - Up to the age of 30
 - Diploma, Certificate, Degree
 - college, university, community college, technical or trade school
 - Income limit (can not exceed 100% HUD AMI)

Annual Scholarship Distribution

Estimated **annual** distribution for awards and stipends will be approximately \$101,500

- Academic Scholarships - \$91,500
- Living Stipends - \$10,000

Academic Scholarship Awards Levels

- Tuition Award = \$1,000 - \$2,700/year (diploma or certificate programs with 2.5 GPA or passing grades if academic program does not use letter grades or GPA)
- Prestigious Award = \$5,000/year (reserved for students enrolled in 4-year & graduate programs with minimum 3.5 GPA)
- Students renewing applications must have a minimum 2.5 GPA (or “passing” grades if academic program does not use letter grades or GPA)

College Living Stipend Awards Levels

- \$500/year scholarships for certificate and two-year programs
- \$1,000/ year scholarships for four-year and graduate programs

Request for Proposals (RFP)

- RFP Released - April 7, 2021
- RFP Panel meeting and recommendation of Scholarship America – May 19, 2021
- Legacy Foundation vote unanimously to recommend OCII enter contract with Scholarship America – May 27, 2021

Outreach

100% College Prep
College Track
Shipyard and Bayview CAC
Urban Ed Academy
BVHP Boys & Girls Club
BVHP YMCA
Operation Genesis
B MAGIC
RAFIKI
YCD

Supervisor Shamann Walton's
Office
Andrea Baker Consulting
SFUSD/ BVHP High Schools
HOPE SF
FivePoint
SF Faith Based Coalition (a
501c3 comprised of faith-based
organization in BVHP)
SF Chapter of Delta Sigma
Theta Sorority

Scholarship Schedule

November 2021	Personal Service Contract signed.
November 2021	Scholarship America begins website design
January 2022	Application website launched and program opens for application submission
April 2022 or when all funds are allocated ; whichever occurs first	Deadline for application submission
Early August 2022	Scholarship America disburses awards
Fall 2022	Establish 2nd Program year budget and calendar year

LF Awards to Date

- \$25,000 to the Urban Ed Academy
 - Funds Bayview Hunters Point Hacker Hub
 - Technology instruction and resource center for students living or attending school in Bayview

- \$180,000 to MOHCD
 - Homeownership Down Payment Assistance

Questions/Comments

Thank you.