



DATE: December 18, 2007

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director 

SUBJECT: **Progress Report and Interim Funding Actions for Proposed YMCA Santa Ana Facility and Related Programs**

SUMMARY:

Physical fitness, health and nutrition are priority areas for the Children and Families Commission of Orange County and were the topic of the Commission workshop in October 2007. In November 2007 the Commission approved a multi-year funding partnership with the YMCA to support health and nutrition projects at a joint use aquatics complex at the new YMCA facility and Segrestrom High School in Santa Ana, in an amount up to \$8 million (including \$1.5 million matching funds). The following is a progress report on the partnership and recommendations to develop endowment funds at the Orange County Community Foundation to support the health and fitness programs at the joint aquatics facility, and the health and nutrition programs at the YMCA Santa Ana facility.

Progress Report

Following the Commission's November 2007 action, agreements have been developed with The Olin Group and the YMCA of Orange County for fund development and joint use planning, respectively.

Fund Development

The Olin Group has focused on foundation and corporate funding opportunities and is pursuing grant opportunities to support the Santa Ana YMCA project. The Olin Group efforts are in addition to the YMCA's Capital Campaign that includes a steering committee and a fundraising specialist pursuing individual donors and family foundations. The Olin Group efforts are being coordinated with the YMCA Capital Campaign Steering Committee to avoid duplicate funding requests. The use of state bond grants to match funding commitments remains an option that is being separately pursued by Townsend Public Affairs, Inc., a firm under contract to both the County of Orange and the City of Santa Ana.

A series of meetings and events are also planned to create awareness of this important project and the opportunity to impact a variety of issues ranging from childhood obesity to juvenile delinquency in the community. There has been interest expressed by Commission and YMCA Board representatives and supporters in participating in these sessions, and the Commission will take an active role in these upcoming events. The White House Writers Group, the

Commission's strategic affairs communications firm, has also suggested events and speakers to help showcase this project and will develop detailed plans over the next several weeks.

Joint Use Plan for the YMCA/Segrestrom High School Aquatics Facility

A working group including representatives from the Commission, YMCA, and the Santa Ana Unified School District are developing the joint use facility featuring aquatics and physical fitness components. An ideal joint use aquatics facility will feature both an Olympic size swimming pool and a warm-up pool that is compatible with swim lessons and pool safety training. The YMCA will develop the joint use plan that will be presented to the Commission prior to additional funding approval within the funding plan limits approved in November 2007.

Health and Nutrition Programs

Patricia Riba, M.D. and YMCA representatives are developing a detailed program plan for health and nutrition services based on Dr. Riba's successful *Children's Health Club* program. These services can include, but are not limited to health screenings and weight treatment programs targeted at younger children at risk of becoming obese. Dr. Riba is the expert advisor on the development and implementation of program services for the completed project.

Immediate Actions

The following items are recommended for immediate Commission action to continue the positive momentum of the project:

Project Endowment Funds

Initiate the establishment of two separate Agency Endowment Funds, initially at \$1 million each at the Orange County Community Foundation (OCCF). The endowment funds will be extremely valuable to the current capital campaign and will address on-going services for the health, nutrition and fitness programs will be supported. The two Agency Endowment Funds will be restricted to program services directly benefiting the health and fitness program as defined by the plan developed by Dr. Riba, and the health and fitness programs, including the aquatics facility as defined by the joint use plan. The transfer of funds will be consistent with the OCCF standard Agency Endowment Agreement (Attachment 1) and will require regular progress reports including outcome data.

Planning for Health and Nutrition Services

The Commission contracts with several organizations specializing in children's health. A separate agreement with an existing organization already under contract (Coalition of Community Clinics, AAP or Community Care Centers), for an amount not to exceed \$50,000 will be developed to fund Dr. Riba's time and expertise to develop the Health and Nutrition Programs Services plan. A direct contract with a medical professional may be more cumbersome than utilizing an existing medical organization due to liability coverage and other issues.

Next Steps

The YMCA is a priority project and work will continue to formalize three Commission work groups to guide the development of the joint use plan between the YMCA and Segrestrom High School; develop programs to support the Commission's objectives of child safety and physical

fitness; and develop strategic funding opportunities. The Commission will provide assistance to the YMCA to develop a comprehensive program plan for the joint use of the facilities. The plan will include strategies to encourage use by the surrounding community members and develop revenue generating activities. Partial start-up funding for planning and early implementation activities may also be necessary to develop high quality programs and will be reviewed in conjunction with the February 2008 Commission meeting. In addition, we would return with a formal action to approve final terms and authorize execution of any necessary agreements for the endowment funds.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Healthy Children goal. When implemented, this funding request is for the amount of \$2,000,000 of the total project budget of \$8 million (\$1.5 million matching funds) approved by your Commission in November, 2007. Funding for this item is included in the FY2007-2008 Budget and will be transferred to the Fitness/Nutrition budget category as part of the mid-year budget adjustment.

PRIOR COMMISSION ACTIONS:

1. November 2007 – Approved a funding partnership with the YMCA and the Santa Ana Unified School District for one-time funding support for a joint use aquatics complex, and health and fitness programs.
2. October 2007 – YMCA project was presented as an emerging opportunity at the Commission’s *Childhood Obesity Prevention & Nutrition* workshop.

RECOMMENDED ACTION:

1. Receive progress report on the YMCA Santa Ana Facility
2. Approve the establishment of two project endowment funds and authorize the Executive Director to negotiate and enter into separate agreements with the Orange County Community Foundation, to establish Agency Endowment Funds for the YMCA Santa Ana facility to support Health and Nutrition program services in an initial amount not to exceed \$1,000,000, and Health and Fitness program services in an initial amount not to exceed \$1,000,000, and to return to the February meeting for approval of final documents.
3. Approve the terms and conditions for the Agency Endowment Funds for the YMCA Santa Ana Project as outlined in Attachment 1.
4. Authorize Executive Director to obtain immediate assistance on developing the health and nutrition program services plan using existing Commission or County selected consultants in an amount within the Executive Director’s administrative authority.
5. Return at the February 2008 meeting with a progress report on the YMCA Santa Ana Project.

ATTACHMENTS:

1. YMCA Santa Ana Agency Endowment Fund Initial Terms & Conditions.

Contact: Kelly Pijl

**YMCA Santa Ana Project
Agency Endowment Fund Terms & Conditions**

General Terms

- The Orange County Community Foundation will initially hold \$1 million each in two separate Agency Endowment Fund accounts for program services related to the YMCA Santa Ana project.
- Funds will be transferred as specified in respective Agency Endowment Fund agreements to support program services upon completion of the following requirements:
- Implementing agreements with the YMCA will be required to provide for ongoing outcome reporting.

Health & Nutrition Program Funds

- Commission approval of a comprehensive program plan to implement health and nutrition services at the YMCA Santa Ana facility.
- Approval by Commission that the proposed health and nutrition program plan is consistent with successful *Children's Health Club* program developed by Dr. Riba.

Health & Fitness Program Funds

- Commission approval of a joint use plan for the aquatics complex and associated facilities at the YMCA Santa Ana facility and Segerstrom High School/Santa Ana Unified School District.
- Approval by the Commission's working group of a comprehensive health and fitness plan to include pool safety, swim lessons, and physical fitness activities for young children and families.