

Outside Agency Funding Program

January 9, 2025 Study Session

Outside Agency Funding Program

The Outside Agency Funding Committee aims to support charities benefiting Palm Desert residents, with a preference for nonprofits addressing health and human services for underserved populations. Primary focus is on direct support to residents, followed by indirect support improving residents' quality of life.

Outside Agency Funding Objectives and Priorities

OBJECTIVES

- Enhancing living conditions for Palm Desert residents.
- Assistance to low and moderate-income households and special population groups such as the elderly in meeting basic needs.
- Enabling residents to increase or improve their capacity to successfully handle issues long-term without continued public assistance.

PRIORITIES (IN ORDER)

- Programs addressing basic needs like food and shelter.
- Programs improving health, self-sufficiency, and care for vulnerable populations.
- Programs enhancing community livability, including arts, education, and job training.

Outside Agency Funding Guidelines

GUIDELINES

- Applications must be complete and provide organization details, the number of impacted individuals, alignment with community needs, project feasibility, and financial stability.
- Re-granting of funds is not permitted.
- Demonstrate other funding sources and nonprofit status.
- Funding is for July 1–June 30 and may not be used for capital purchases or employee salaries without approval.
- Organizations must be established for at least five years and provide direct benefits to Palm Desert residents.
- Funds cannot be used for political or discriminatory activities, and programs must be open to the general public.
- Religious organizations may apply, but funds must be used for secular purposes.
- School organizations (PTO) may be awarded funding to support student programs, particularly in STEM and college prep, but not for routine educational costs.

Community Event Sponsorship Funding



The City of Palm Desert also grants cash and in-kind sponsorships to qualified applicants to help **support events that benefit our community.**



For consistency, the application period for event sponsorships is aligned with Outside Agency Funding, and the Outside Agency Committee is responsible for recommending event sponsorship fund allocations to applicants each year.



Community event sponsorship applications are evaluated based on the proposed event's impact on the community.



Attention is paid to events that promote Palm Desert as a place to visit or live, celebrate the heritage of the City and its surroundings, and enrich the character and quality of life of its residents and visitors.



Applicants are restricted to one funding source each fiscal year. If Outside Agency funds are awarded, then the applicant is not eligible for a community event sponsorship or CDBG funding.

Outside Agency/Community Event Sponsorship Timeline for FY 2025-26 Awards



Application Period: January 10 – April 30



Application Review by OA Committee: May 29, 2025



Recommendation to City Council: June 26, 2025



Applicants notified with awards: July 1, 2025

Outside Agency/Community Event Sponsorship Budget for FY 2025-26 Awards

Outside Agency Budgets

Program	Amount	Details
PD Elementary Schools	\$33,555	Educational trips, read-a-thon, books
PD Middle School	19,000	KARE program & writers' wkshp
PD High School	10,000	Plagiarism detection software
Non-Profits	162,445	30 entities offering services to PD Residents
Partnerships	306,000	YMCA childcare, youth in govt, and the Living Desert
TOTAL	\$521,000	

Community Events Budgets

Event	Amount	Details
PD Chamber	\$27,500	Business Awards, Public Safety Lunch, State of the City
PD Chamber	50,000	Golf Cart Parade
LocaliQ	25,000	Celebrate CV
Friends of the Desert Mountains	18,000	Wildflower Festival
Pickering Events	5,000	Date Festival
Non-Profits	60,500	Various annual events
TOTAL	\$186,000	

Other Funding Requests

Throughout the year, the City may receive funding requests that do not completely fit in either program category and staff requests guidance on the following multi-year event and/or program funding requests:



Desert X



The Living Desert, The
McCallum Theatre,
Eisenhower Hospital



Fashion Week



Food & Wine

Questions?