

City of Cupertino
Fiscal Year 2021
Community Funding Grant Application

Have you ever received a City of Cupertino Community Funding Grant in the past?
☒ Yes ☐ No If Yes, when? 2020

SECTION 1: CONTACT INFORMATION

Legal Name of Organization:	Cupertino Historical Society, Inc.		
Web Address:	https://cupertinohistoricalsociety.org/		
Mailing Address:	10185 N. Stelling Road		
City:	Zip: 95014	Phone: 4089731495	
President/Executive Director:	Sharon Blaine	Title: Board President	
Email:	seb@theblaines.net	Telephone Number: 4082576410	
Contact Person:	Jennifer Furlong	Title: Executive Director	
Email Address:	jennifer@cupertinohistoricalsociety.org	Telephone Number: 2707924927	

SECTION 2: NON-PROFIT INFORMATION

501(c)(3)?	<input checked="" type="radio"/> Yes <input type="radio"/> No	Year Established 1955	Federal Tax ID: 94-2694547
Fiscal Sponsor Name:	Wendell Kerr		
Fiscal Sponsor Address:	7954 Sunderland Drive		
City:	CUPERTINO	Zip: 95014	Phone: 4082531806

SECTION 3: ORGANIZATION INFORMATION

Total Organization Budget:	\$95,000	Total # of Board Members:	18
Total # of staff:	1	Total # of Volunteers:	50

Mission Statement:
The mission of the Cupertino Historical Society and Museum is to preserve and share Cupertino's past, strengthen the sense of community, and make Cupertino history available for all.

Brief Description of Organization:
Since 1966, CHSM has served as the only organization whose purpose is to preserve and present Cupertino's history. Our exhibits and programming have brought knowledge of our local history to the community, schools, and other organizations. We aspire to represent Cupertino citizens as we share the ever-evolving story of our city with a broader audience. We are dedicated to preserving the past, as the study and appreciation of history matters. We are trusted stewards, committed to telling an accurate and inclusive story of Cupertino. We are service-oriented, welcoming, and respectful to all. We pursue enduring financial stability and the best use of our resources. The Cupertino Historical Society & Museum embraces partnership and is a strong and active contributor to our community.

Brief Description of Services Provided:
Since the opening of the Quinlan Center and Museum in 1990, our organization has served as the (un)official archive and city museum. We are committed to educational outreach and offer intergenerational learning opportunities. In addition to exhibits and regular museum hours (Wednesday-Saturday 10 am to 4 pm), we provide Open Houses during City and Community Events (such as Diwali, Fall Festival, Cherry Blossom Festival, Quinlan Tree Lighting, etc.); Special Storytime and Projects for the Quinlan Preschool Students; Traveling Trunk Educational Programming at Local Elementary Schools; Cupertino History Talks at Senior Centers, Convalescent Hospitals, and Civic Organizations; Craft Projects for Community Children; Quarterly Speaker Events; Research Services for Scholars; Family Genealogy Research Aid; Public Access to Reference and Family History Libraries; Field Trips; Professional Care and Curation of City Artifacts; Archival Services; and Social Events.

SECTION 4: GRANT REQUESTS

1. Program/Project/Event Name:	Cupertino Historical Museum + Archive Support		
2. Date(s) and/or duration of program/project/event (if applicable):	N/A		
3. Total program/project/event budget:	\$95,000		
4. Requested Amount:	\$20,000	Percent of total program/project/event budget:	21%
5. Program/Project projected income:	\$65,000	Percentage of your organization's projected income:	31%
6. Type of Request:	<input type="checkbox"/> Capital Improvement <input type="checkbox"/> Program Support <input type="checkbox"/> Event <input type="checkbox"/> One-time project <input checked="" type="checkbox"/> Other: On-Going Support		

7. This grant will fund a(n):
☒ Existing program/project/event; established in 1966(year)
☐ New program/project/event

8. Describe the purpose of requested funds and the services that will be provided:
Our organization's purpose is to foster an appreciation for and understanding of our local history. The funds will enable us to continue successful exhibits and educational programming that appeals to citizens and visitors of Cupertino. Due to constricted space, it will be necessary to rent additional storage for our collection. All our photo archives, flat files, reference library, and maps--which were previously stored in the Museum Office attached to the museum--have displaced items previously relegated to the "behind the curtain" area. Because of this displacement and removal of our office, we have subsequently lost exhibit space; as we now store filing cabinets, etc. in areas that were once used for exhibits. One of our additional ongoing expenses is the upkeep and maintenance of the Snyder-Hammond property, the oldest surviving home in Cupertino, which is located at the western-most end of Stevens Creek Boulevard. There are annual preservation maintenance costs at SH House.

9. Please provide a line item breakdown of how the funds will be used in the categories below. If a category is not applicable, put \$0:

a) Admin Staff	\$0
b) Materials/Equipment	\$0
c) Entertainment	\$0
d) Room/Venue Rental	\$0
e) Other Professional Services Design, Production and Installation of Signs along Stevens Creek Trail	\$10,000
f) Other Collections Storage; Maintenance of Snyder Hammond Property; Wildfire Prevention, Liability Insurance, Pest Control, etc.	\$10,000
Total	\$1000,010,000

10. Explain how the request aligns to City mission and values:
Our organization has served as the (un)official archive and vehicle of display of our city's history. We are an apolitical, but civically-minded group dedicated to the preservation and dissemination of Cupertino history and life. Our society and museum promote civic engagement, education, collaboration, community pride, and solidification of local identity. We constantly strive to provide innovative learning opportunities through our exhibitions, outreach programs, and partnerships. We have served as a primary resource for authors and historians conducting research for publications on Cupertino history; among them: Wes Morse, Mary Lou Lyons, the Pala Native American Reservation, and Carrie Zeidman. We are a founding member of BAHABay Area History Alliance, a collaboration between local historical societies, historical homes, and museums. Support for our work directly advances the City's Mission and Values of education, mutual responsibility, innovation, and collaboration.

11. Describe how the program/project/event fills a community need. Who identified this need? What other similar project/program/event exists to serve Cupertino residents? How is your proposed project/program/event unique from similar projects/programs/events or how do you collaborate to avoid duplication?
As previously addressed, we are the only organization dedicated to the preservation and dissemination of Cupertino's history and culture. In 1966, 177 Cupertino residents, with city historian Louis Stockelmeir, founded the nonprofit Cupertino Historical Society. In the late 1980s, the City Council, CHS, and the city manager worked collaboratively to dedicate space within the then-proposed Quinlan Community Center for a Historical Museum, a research library, and an office. We ask to remain a line-item on the City's Budget because of the ongoing services we provide to the city and community of Cupertino, despite no official designation. Our organization, in mission and programming, is unique. There is no duplication of services.

12. Who will be served by this grant?
This line item funding will serve Cupertino citizens, visitors to our city, students, researchers, and businesses. The numbers below are representative of the total number of people served by our programs. We do not restrict our

programming or admission by place of residence; therefore, it is impossible for us to give an accurate count of residents vs nonresidents served. We are using our 2019 figures because they are a more accurate representation of pre-COVID visitorship and engagement.

- a) Number of individuals total: 6,353
- b) Number of Cupertino residents:
- c) Particular community groups:
Aside from our Traveling Trunk Program, which is designed for Elementary-aged students, all of our events and outreach are designed for a general audience.
- d) Will the program/project/event be available to the entire community/public or are there any eligibility criteria?
Yes, all of our program offerings are open to the public; occasionally, we ask people to make reservations in advance, so that we have an estimate for venue size, seating, refreshments, etc.
- e) Will there be a charge or fee for the program/project/event (if applicable)
All of our events are free and open to the public. All events, and museum admission, have a suggested donation price, but a contribution is entirely voluntary.
- f) What outreach methods does your organization use to promote the program/project/event (if applicable)?
We prefer to use low and no-cost advertising for our events and openings. To that end, we have Facebook, Twitter, LinkedIn, NextDoor, and Instagram pages where members of the public can access event listings. We also use VolunteerMatch to recruit volunteers, as well as local high schools and other civic organizations (like Rotary, Key Club, etc.). Our Executive Director sends press releases to all area and community newspapers announcing events and in our quarterly newsletter.

13. Describe how the funds will be used to benefit or impact the Cupertino community:
CHSM benefits the Cupertino community by bringing the unique history of Cupertino to the public. We seek these funds to not only maintain but to expand our exhibits and programming. We hope to install didactic panels along the Steven's Creek Corridor Trail, highlighting various historical sites. We recognize the important role Cupertino's public trails have played for the physical and mental health of citizens during the pandemic, and we wish to enhance that experience with educational panels. We also seek to use the funds to support the maintenance, insurance, and taxes of the Snyder-Hammond House. The Snyder-Hammond House is the oldest extant residence in Cupertino. The funds will also be used to address collections management and storage requirements.

14. Demonstrate that the member implementing and managing the program/project/event have adequate experience:
Our director, Jennifer Furlong, brings over ten years of nonprofit and museum experience to CHSM. Ms. Furlong came to the CHSM from the Campbell Museum and Ainsley House, where she worked in nearly every capacity of those institutions. Before moving to California, Ms. Furlong worked for Glenstone Museum in Potomac, Maryland, and at the Smithsonian Associates in Washington, DC. She earned her undergraduate degree from Centre College (Danville, Kentucky) in 2002, her Master's Degree and is a Ph.D. candidate at the University of Illinois at Urbana-Champaign, where she was president of the graduate student association, won numerous teaching awards, and served on the steering committee of both the Graduate College and School of Art + Design. She also received certificates in Museum Studies, Critical Theory, and Non-Profit Management.

15. How will success of the program/project/event be measured?:
There has been extensive research on the impact museums and other cultural institutions have on their communities. It is difficult to quantify the impact of our programming and museum on the community with hard metrics, as many scholars suggest because the benefits offered by cultural institutions are considered social capital. We measure our success by the number of visitors we serve, attendance at our events, the children we reach with our educational programs, and the feedback we receive from those served. Success, in the manner requested in this question, is not applicable to the types of programs and educational initiatives we offer. For example, can the meaningful discussion provoked and profound connections forged by our Racial Justice Reading Group be quantified? Because the services we offer are broad and range from artifact preservation to the examination of institutional racism, they are not easily measured or quantified.

16. Will more than 75% of the requested funds go towards direct service costs versus administrative costs?
☒ Yes ☐ No

17. Will you collaborate with other organizations to deliver the program/project/event funded by this grant? If so, which organizations?
We work, in collaboration, with the City of Cupertino and various city commissions and departments. Outside of local government, we do a considerable amount of outreach to local businesses, the Cupertino School District, and many youth organizations. We host the Chamber of Commerce, annually, for a business networking social, as well as Rotary International and local Women in Business Groups. At the Cupertino Library (pre-pandemic), we installed the first part of a two-part exhibit on notable women in Cupertino history. Our activities are, overwhelmingly, collaborative in nature and ongoing.

18. If your organization has ever received financial or in-kind support from the City of Cupertino outside of Community Funding Grants, please describe this support:
Since the opening of the Quinlan Center in 1990, we have had the use of the gallery space. From that time until 2017, we also had exclusive use of the attached museum office space. In 2017, the city reappropriated the office space. The Museum office was used for our reference library and artifact lab, donation processing, genealogical research, collections storage, and workspace for our Executive Director. Periodically, We have been allowed to display didactic materials in the hallways of Quinlan. The City and Parks and Recreation Department have been most generous in allowing us the use of rooms in Quinlan with fee waivers and use of other Quinlan facilities with a refundable deposit. We were a line-item on the budget year 2019-2020 for \$20,000. In previous years, we received Community Funding Grants for the following amounts: \$15,000 in 2018, \$15,000 in 2017, \$15,000 in 2016 and \$10,000 in 2015.

19. Does your organization anticipate receiving additional financial or in-kind support from the City of Cupertino outside of Community Funding Grants for this type of program/project/event (e.g. fee waivers)? If so, please describe this anticipated support:
We hope to recover the exclusive use of our office space; as well as, continued use of the gallery within the Quinlan Center. We hope for an extension of fee waivers on the use of Quinlan Facilities.

20. If you are a multi-jurisdictional organization, describe any funding requested from other agencies/organizations in regards to this program/project/event request. Indicate whether the funding was granted, denied, or is still pending:
We are not a multi-jurisdictional organization. Annually, we apply for the Rotary Grant to fund our ongoing Oral History Project, specifically on Cupertino Mayors. We have not received funding from Rotary. Our application for the California Small nonprofit Business COVID-19 Relief Grant Program has been waitlisted, and we will automatically be considered in the second round of funding. We applied for \$5000.

21. How would you fund the program/project/event if you do not receive the requested funding?:
Because of the COVID-19 pandemic, our fundraising was greatly impacted in 2020. If we do not receive line-item consideration from the City of Cupertino, we will need to reevaluate our programming and activities. Fiscal responsibility is one of our core values, as an organization.

SECTION 5: PRIOR FUNDING

1. If you received a Community Funding Grant in prior years, indicate the amounts for each year and describe how those funds were used:

We were a line-item on the budget year 2019-2020 for \$20,000. In previous years, we received Community Funding Grants for the following amounts: \$15,000 in 2018, \$15,000 in 2017, \$15,000 in 2016 and \$10,000 in 2015. We submitted a detailed reporting of how the funds were used—please see these previously submitted reports. In previous years, the funds were used to help with the expenses associated with planning, mounting, and presenting 3-5 museum exhibits, annually. Additionally, in 2015-2017, a portion of the funds was used to fund an 'International Night' celebration. We, traditionally, use a portion of the funding for the maintenance and care, and preservation of Cupertino artifacts, as well as the historical properties we maintain. We were a line-item last year, and so the Community Funding Grant financial breakdown is not applicable to our organization.

2. If you received a Community Funding Grant last year:
a. Please provide a line item breakdown of how the Community Funding Grant was used last year in the categories below. If a category is not applicable, put \$0:

i. Admin Staff	\$0
ii. Materials/Equipment	\$0
iii. Entertainment	\$0
iv. Room/Venue Rental	\$0
v. Other Professional Services	\$0
vi. Other collections care, maintenance, insurance and storage	\$20,000
Total	\$20,000

b. Who was served by the grant last year?
We did not receive our line-item funding (\$20,000) until August 2020. Per the Governor's orders, our museum was closed to the public in March. Because we could not hold our regular fundraising events, due to COVID, we have been operating with an approximate \$30,000 deficit. We used the city's funding for ongoing maintenance,

collections care, insurance, and storage costs of city artifacts rather than the public programs and exhibits proposed in our original application.

i. Number of individuals total: 6,353

ii. Number of Cupertino residents:

iii. Particular community groups
[See Submitted Report and Answers Above](#)

iv. Was the program/project/event available to the entire community/public or are there any eligibility criteria?
[See Submitted Report and Answers Above](#)

v. Was there a charge or fee for the program/project/event (if applicable)?
[See Submitted Report and Answers Above](#)

vi. What outreach methods did your organization use to promote the program/project/event (if applicable)?
[See Submitted Report and Answers Above](#)

c. Was the program/project/event successful? Please indicate how success was measured:
[See Submitted Report and Answers Above](#)

3. Please indicate any additional funding received last year from other sources and provide your financial statement if available:
[See Submitted Report and Answers Above](#)

Attachments: Attach your financial statment, and any other helpful information about your project.
[Supplemental_Financial_Positions_CHSM.pdf](#)

Program Manager Signature	Executive Direct
Date Signed	01/28/2021

Attachment F
Community Funding Grant Line Item Information
Cupertino Historical Society + Museum
Supplemental Financial Information
January 27, 2021
FY21

ORDINARY INCOME	ACTUAL 2020	PROJECTED 2020	DIFFERENCE
2019-2020 ANNUAL FUND DRIVE	\$2690.00	\$2,000.00	+\$690.00
2020-2021 ANNUAL FUND DRIVE	\$2050.00	\$4000.00	-\$1950.00
BONFIRE DONATIONS (T-SHIRT SALES)	\$320.00	None	+\$320.00
BONFIRE T-SHIRT/TOTE BAG INCOME	\$153.00	None	+\$153.00
MEMORIALS	\$100.00	\$300.00	-\$200.00
DONATION BOX	\$0.00	\$100.00	-\$100.00
JULY LETTER TO MEMBERSHIP	\$8334.00	None	+\$8334.00
DONATIONS UNRESTRICTED—OTHER	\$6323.00	\$1000.00	+\$5322.90
INSURANCE REBATE	\$466.00	\$100.00	+366.00
TRANSFER FROM SAVINGS	\$33,100.00	\$43,000.00	-\$9,900.00
TOTAL DONATIONS UNRESTRICTED	\$53,536.00	\$50,500.00	+\$3036.00

FUNDRAISING EVENT INCOME	ACTUAL 2020	PROJECTED 2020	DIFFERENCE
PAUL & EDDIE'S HAPPY HOUR INCOME	\$2196.00	\$3000.00	-\$804.02
EXHIBIT RECEPTION	\$0.00	\$100.00	-\$100.00
EDUCATIONAL EVENTS	\$330.00	\$0	+\$300.00
ANNUAL BBQ (SILENT + LIVE AUCTION SALES)	\$0.00	\$6000.00	-\$6000.00
ANNUAL BBQ TICKET SALES + SPONSORSHIPS	\$0.00	\$27,300.00	-\$27,300.00
TOTAL FUNDRAISING EVENT INCOME	\$2526.00	\$36,400.00	-\$33,874.00

MEMBERSHIP SALES + RENEWALS	ACTUAL 2020	PROJECTED 2020	DIFFERENCE
NEW MEMBERSHIP	\$150.00	\$570.00	-\$420.00
MEMBERSHIP RENEWALS	\$9510.00	\$7500.00	+\$2010.00
BOOK + GIFT SALES	\$410.00	\$550.00	-\$140.00
TOTAL SALES + RENEWALS	\$10,070.00	\$8620.00	+\$1450.00

	ACTUAL 2020	PROJECTED 2020	DIFFERENCE
TOTAL INCOME	\$66,132.00	\$95,520	-\$29,388.00