

Title	Healing Heels presents ReadThaRoom Festival	03/20/2025
	by Jayda Irene in 2025 Cultural Arts and Arts Programming RFP	id. 50027088
	3053 Freeport Blvd suite 402 Sacramento, California 95818 USA United States 5104231041 jaydairene121@gmail.com	

Original Submission	03/20/2025
----------------------------	------------

Score	n/a
Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.	
Enter the name of your public art proposal	Healing Heels presents ReadThaRoom Festival
Are you a non-profit or government agency?	Yes
Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate. FinalLetter_92-0545987_HEALINGHEELED_02092023_00.pdf	
If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?	Yes, a 501(c)(3) tax exempt sponsor has agreed to receive the funds on our behalf.

Please upload Fiscal
Sponsorship
Agreement/MOU
(only for fiscally
sponsored
organizations)

Please provide the
name of the non-
profit organization or
public agency
submitting this
proposal:

Healing Heels

Please provide the
name of the primary
point of contact:

Jayda
Irene

Please provide the
daytime phone
number for the
primary point of
contact:

+15104231041

Please provide the
E-mail for the primary
point of contact:

jaydairene121@gmail.com

Please provide the
name of the
secondary point of
contact:

Ali
Evans

Please provide the
daytime phone
number for the
secondary point of
contact:

+17076413377

Please provide the
E-mail for the
secondary point of
contact:

alitherevelation@gmail.com

Please provide the
address for the
organization or public
entity submitting this
proposal:

3053 Freeport Blvd suite 402
Sacramento
California
95818
US
38.54911
-121.488933

Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Alameda Point Central Alameda
If you selected "Other," please explain:	
Organization Details	
Please provide your organization's mission statement:	Healing Heels is a professional training and coaching organization that blends education, entrepreneurship, and the performing arts to promote mental health, self-esteem, and confidence-building.
Please provide a brief organization history:	<p>Healing Heels is a professional training and coaching organization that blends education, entrepreneurship, and the performing arts to promote mental health, self-esteem, and confidence-building. Founded from a deeply personal journey of healing and self-discovery, Healing Heels was inspired by the sudden loss of the founder's best friend—a turning point that ignited a passion for wellness, community, and artistic expression.</p> <p>Since its inception, Healing Heels has provided dance classes, workshops, wellness education programs, and live entertainment performances that foster healing through movement and creativity. Our work has expanded beyond Sacramento, with recent mental health advocacy initiatives in Hawaii, and we are committed to broadening cultural awareness and bringing together diverse communities through the arts.</p> <p>Transitions Production: Our Annual Showcase</p> <p>At the heart of our mission is Transitions, our annual movement-based storytelling performance that explores themes of mental, physical, and emotional well-being. More than just a production, Transitions serves as a fundraiser, helping sustain our nonprofit's ability to offer free and low-cost arts programming to underserved communities.</p> <p>Each year, Transitions spotlights critical mental health topics, incorporating community engagement and education. We also partner with local organizations to provide audiences with resources for therapy, counseling, and substance abuse support.</p> <p>For 2025, our focus will be on Suicide Prevention Awareness and Seasonal Depression, using dance and storytelling to amplify these important conversations. Past productions have featured powerful segments like "Top Anx," a visual exploration of anxiety and its physical manifestations.</p> <p>To learn more about Healing Heels and experience the impact of our work, visit our website or watch past performances. Healingheelsofficial.com</p>

Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

Healing Heels is a dynamic arts intervention organization dedicated to empowering youth through dance, music production, songwriting/poetry, videography, and DJing. We specialize in arts-based prevention, using creative expression as a tool for mental health awareness, substance-use prevention, and community healing. Our programs serve K-12 schools, community centers, and aspiring pre-professional artists, with a strong presence in Sacramento and an ambitious plan to expand into the Bay Area.

Artistic Programs & Activities

We offer a wide range of high-quality arts education and engagement opportunities, including:

In-School & After-School Programs – Hands-on arts workshops in dance, music production, poetry, videography, and DJing, designed to inspire and uplift youth.

School Assemblies & Residencies – Engaging performances and extended learning programs that bring professional artists directly into schools.

Summer Camps & Intensives – Immersive arts experiences where youth develop technical skills, collaborate on projects, and build confidence.

Pre-Professional & Professional Productions – Annual performance opportunities for ages 4 & up, providing mentorship, stage experience, and career development in the arts.

Key Accomplishments

In just a few years, Healing Heels has secured major funding, built strategic partnerships, and expanded our impact across Northern California:

Awarded a \$10,000 grant from the City of Sacramento via the National Endowment for the Arts (NEA) in our first year, allowing us to produce our inaugural mental health awareness production, *Transitions*.

Secured a contract with the Sacramento County Office of Education, granting us access to serve every school district in the county through arts programming.

Selected as a recipient of the California Arts Council Creative Youth Development Grant, enabling us to produce our annual showcase in June 2025, further expanding opportunities for young artists.

With a proven track record of success and a deep commitment to using the arts as a vehicle for healing and empowerment, Healing Heels is poised for significant growth. Our goal is to bring our transformative programs to the Bay Area, expanding our reach and impact for youth and families in need.

Please provide a description of the communities your organization is rooted in, engages and/or serves:

Healing Heels is deeply committed to engaging and uplifting historically underserved communities, particularly those in the lower quartiles of the California Healthy Places Index (HPI) across Sacramento. We focus on zip codes 95818, 95820, 95822, 95842, 95838, and 95673, where access to arts education and community enrichment opportunities is often limited. Our mission is to eliminate barriers to creative expression, foster healing through movement, and create safe, inclusive spaces for intergenerational connection.

Community Engagement & Outreach

To ensure our work reaches those most in need, we employ a multi-faceted engagement strategy rooted in accessibility, cultural relevance, and community collaboration:

Free & Low-Cost Arts Programming – We provide dance, music production, songwriting, and poetry workshops in local schools, community centers, and partner organizations, ensuring financial limitations are never a barrier to participation.

Culturally Responsive Programming – Our team includes artists and cultural practitioners from diverse backgrounds, reflecting the communities we serve. We engage local artists as mentors, fostering a sense of ownership and representation within our programs.

Collaborative Partnerships – We work alongside organizations such as the Sacramento County Office of Education, Twin Rivers Unified School District, Elk Grove Unified School District, and Always Knocking Inc., leveraging existing networks to expand our impact.

Grassroots Outreach – We actively promote our programs through schools, churches, neighborhood associations, and social media, ensuring broad community awareness and participation.

Expanding Impact to Alameda

With this grant, Healing Heels will have the opportunity to bring our transformative programming to the city of Alameda. As a Bay Area native, born and raised, this expansion is a dream come true—allowing us to share the same joy, healing, and community engagement we have cultivated in Sacramento.

In Alameda, we will:

Partner with local restaurants and businesses to provide free meals and resources for youth and families attending our event.

Collaborate with established Bay Area organizations such as the College of Alameda, Marti's Place, East Oakland Youth Development Center, and Monkey King to strengthen our outreach and impact.

Engage local dance groups and performers, ensuring the event reflects the rich artistic culture of the Bay Area while fostering opportunities for emerging artists.

Healing Heels is dedicated to empowering historically underserved communities through the arts, and with this grant, we will bring a full day of joy, creativity, and resources to Alameda—creating a lasting impact for families, youth, and community members.

Which artistic discipline(s) best fits your Organization:	Dance Spoken Word / Oral Tradition Multi-disciplinary Film Music
---	--

If you selected "Other," please explain:
--

Project Details

When will the project be developed/presented? Please indicate if there are public performance dates already known.	ReadThaRoom Festival will take place on August 2, 2025, at Radium Runway. This community-driven event will feature free food, snacks, and live entertainment, creating a joyful and inclusive experience for attendees of all ages. In preparation for the 2025-2026 school year, we will also distribute free backpacks and school supplies to support local youth. As a public, all-ages event, ReadThaRoom is designed to bring families together for a day of celebration, music, and community support. Planning and outreach efforts will take place in the months leading up to the festival to ensure broad participation and engagement.
--	---

If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:	We plan to host ReadThaRoom Festival at Radium Runway on August 2, 2025. To meet venue requirements, we are prepared to secure the necessary insurance policies, including a \$2 million per occurrence / \$4 million aggregate General Liability policy, \$1 million Liquor Liability policy, and an Auto Liability policy if vehicles will be present on the taxiway. We are currently working through the permit and approval process to ensure compliance with all venue regulations and city requirements. Our team is in communication with venue representatives and local authorities to finalize logistics and secure all necessary approvals for a safe and successful event.
--	---

Is there an online/virtual component to the project:	To Be Determined
--	------------------

Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:

Healing Heels Presents: ReadThaRoom – A Free Community Festival

Healing Heels is excited to bring ReadThaRoom, an all-ages pop-up concert and festival, to the Bay Area. As a Sacramento-based nonprofit, we are committed to using the arts as a vehicle for community engagement and enrichment. Winning this grant would allow us to bring this vibrant event to our hometown, celebrating music, creativity, and togetherness.

Our vision for ReadThaRoom is to create a safe, fun, and inclusive space where families can enjoy live performances from local artists and musicians while coming together as a community. We are already in the process of partnering with caterers to provide free meals, as well as organizing jump houses, interactive games, and activities for youth to enjoy before the school year begins.

In the weeks leading up to the event, we aim to host a backpack and school supply drive, ensuring that children in our community have access to the resources they need for a successful academic year. Attendees will be able to pick up free backpacks and supplies at the festival, further reinforcing our mission of community support and empowerment.

Commitment to Accessibility & Inclusion

If awarded this grant, we will use the funds to ensure that ReadThaRoom is accessible to all. Our showcases are always held at ADA-compliant venues, featuring ramps, accessible restrooms, and designated seating for individuals with disabilities. To further enhance accessibility, we plan to:

Partner with Sacramento State to hire ASL interpreters for deaf and hard-of-hearing attendees.

Provide closed captioning on all video content to support individuals with hearing impairments.

Continue investing in inclusive resources to ensure our future events remain accessible to everyone.

By removing barriers to participation, we hope to create a welcoming environment where all individuals—regardless of ability, background, or financial status—can experience the joy of music, movement, and community connection.

This festival is free and open to all, and we look forward to creating a lasting impact in the Bay Area through the power of the arts.

Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:

Organizing ReadThaRoom requires a collaborative and strategic approach to ensure a seamless and impactful event. Our planning process includes:

- Securing a Venue & Permits – We identify accessible, family-friendly locations and work with city officials to obtain necessary permits.
- Booking Local Artists & Performers – We reach out to musicians, spoken word artists, and dance performers to curate a diverse lineup that reflects the vibrancy of our community.
- Coordinating Vendors & Activities – We partner with local businesses, food caterers, and activity providers to offer free meals, jump houses, and interactive games for families.
- School Supply Drive Organization – We collaborate with community organizations, schools, and local businesses to host a backpack and school supply donation drive leading up to the event.
- Accessibility Planning – We ensure the venue has ADA-compliant accommodations and secure ASL interpreters, captioning services, and other necessary resources for an inclusive experience.
- Logistics & Safety Measures – We coordinate event security, medical support, and volunteer staffing to create a safe and welcoming environment.

To maximize attendance and community engagement, we implement a multi-channel marketing and outreach plan:

- Social Media Campaigns – We leverage Instagram, Facebook, and TikTok to promote the festival with engaging visuals, artist spotlights, and countdowns.
- Community Partnerships – We collaborate with local schools, youth programs, and cultural organizations to spread the word through their networks.
- Flyers & Posters – We distribute physical promotional materials in high-traffic areas such as libraries, community centers, and coffee shops.
- Local Media Outreach – We engage with radio stations, newspapers, and bloggers to secure press coverage and interviews.
- Word-of-Mouth & Grassroots Efforts – Our team connects with local influencers, business owners, and faith-based organizations to encourage personal invitations.
- Pre-Event Engagement Activities – We organize small pop-up performances or school visits to generate buzz and excitement for the festival.

By combining strategic planning, community-driven outreach, and inclusive marketing, we ensure ReadThaRoom is a well-attended and impactful event that resonates with families and youth.

We follow this same exact process for our Healing Heels events, which include productions, workshops, and classes for the community and families.

Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical Information, as appropriate.

Jayda Irene, born and raised in Oakland, CA, is a versatile artist with over 12 years of teaching experience in dance and production. Her expertise lies in urban dance, and she is dedicated to promoting diversity, inclusion, and equity in the arts. Jayda aims to inspire Black children and adults to pursue their dreams of becoming professional artists. She was selected as a Seeding Creativity Artist by the City of Sacramento and NEA and directs Healing Heels, a nonprofit that produced its first live show in August 2023, now being support by the California Arts Council to produced their next show focusing suicide awareness and seasonal depression. Represented by RAE Agency, she holds a B.S. in Criminal Justice with a minor in Sociology and Dance from Sacramento State. Jayda is also the current Miss Black Sacramento Queen 2024-25. (Lead Organizer, planner, and curator)

Ali Evans Jr. is a professional dancer, choreographer, and entrepreneur, born in the Bay Area and raised in Sacramento, California. As a signed model with Models Incorporation, Ali has worked on several creative projects, bringing his unique energy and style to each one. His talent and dedication have also led him to teach choreography at numerous dance studios throughout Davis, Sacramento, and Roseville, inspiring the next generation of dancers. Ali has performed in musical theater productions, most notably starring in *In the Heights* at the Woodland Opera Theater House, where he showcased his skills in both acting and dance. In addition to his work in theater, Ali is a professional dancer with Earth Circus, a renowned production company known for its captivating performances. .

Jadell Lee is a professional dance educator, published author, and TEDx speaker. He has served as an adjunct professor at Seton Hill University and guest lecturer at Southern Utah University. Lee has worked with American Idol finalist LaPorsha Renae and Dance Moms' Sarah Georgiana. Featured in Yahoo and Thrive Global, he advocates for mental health. Jadell is the CEO of Elevate Convention and holds a B.A. in Dance from the University of California, Riverside. He is dedicated to mentoring and developing both students and dance educators. (Help with talent recruitment for the day of the event)

Radium Runway: Radium envisions a performance venue and gathering place featuring artists from our vibrant community and celebrated performers from around the globe, presenting music, dance, opera, theater, and literary arts. (Venue to host us for the festival)

Is there an intended audience for this project? If yes, how will you engage them?

ReadThaRoom is an intergenerational, all-ages festival designed to bring together families, youth, and community members for a day of music, joy, and connection. Our goal is to create an inclusive space where people of all backgrounds can enjoy live entertainment, interactive games, jump houses, and free food in a welcoming and safe environment. To effectively engage our audience, we will: Curate Entertainment for All Ages – Our lineup will feature diverse performances, including live music, spoken word, and dance, appealing to children, teens, adults, and seniors alike. Offer Family-Friendly Activities – From jump houses and carnival-style games to community resource booths, we will ensure there's something for everyone to enjoy. Ensure Accessibility & Safety – Volunteers will be stationed throughout the event to assist attendees, and security personnel will be present to create a safe and comfortable experience for all families. Leverage Community Partnerships – We will collaborate with local schools, youth organizations, senior centers, and faith-based groups to spread the word and encourage attendance. Utilize Multi-Channel Marketing – A mix of social media outreach, local radio promotions, printed flyers, and word-of-mouth engagement will ensure we reach a wide and diverse audience. By prioritizing inclusivity, accessibility, and community-driven outreach, ReadThaRoom will serve as a vibrant gathering space where multiple generations can come together to celebrate music, culture, and connection.

You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

[DSC02851.jpg](#)

[COA_Grant.pdf](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.

Photo 1: Healing Heels company class 2025- These dancers are currently going through our performing arts program and were eager to help us bring this festival to life. They make up only half of the performers but they spend the most time together getting ready for " Transitions: a Journey of Healing and Empowerment:" Video 1: ReadThaRoom segment produced by Creative Director, Jayda Irene, featuring Josh PExperiencing Josh P in action feels like witnessing faith come alive through music. At just 20 years old, the Sacramento-born rapper, singer-songwriter, and producer is making a significant impact. Drawing inspiration from Pharrell, Justin Timberlake, and Israel Houghton, Josh combines smooth melodies, authentic lyrics, and infectious beats to craft a sound uniquely his own. His debut EP, *Young & Restless*, showcases his bold vision and marks the start of an exciting journey. The project captures Josh’s heart for ministry, offering a fresh perspective on faith, creativity, and resilience. Whether through a soulful melody or a thought-provoking verse, Josh P’s music resonates deeply, inspiring listeners with its authenticity and purpose. His work is a testament to the transformative power of faith and creativity. Video 2: Is just a snippet of our Healing Heels "Mind your Mind" Assembly tour. We always get the youth up and moving during our assemblies to remind them how much movement is beneficial to the brain and the body. The students dance to My power by Beyonce to remind them to never let anyone take their power or dim their light. We will make sure this segment is included for all youth that come to the festival.

Budget and Financial Details

Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

[2025_Cultural_Arts_Project_Budget_Template.xlsx](#)

If you do not have a Budget Template budget template, you can download the example template below.

Please also provide an organizational chart showing personnel (2 page maximum).

[Healing_Heels_Organizational_Chart_Graph.png](#)

Demographic Survey (Optional)

2025 City of Alameda Cultural Art and Arts Programming

Project Budget Template

Appliant Name:

Jayda Irene

Applicant email:

jaydairene121@gmail.com

Applicant phone:

(510)423-1041

Project Title:

ReadThaRoom Festival

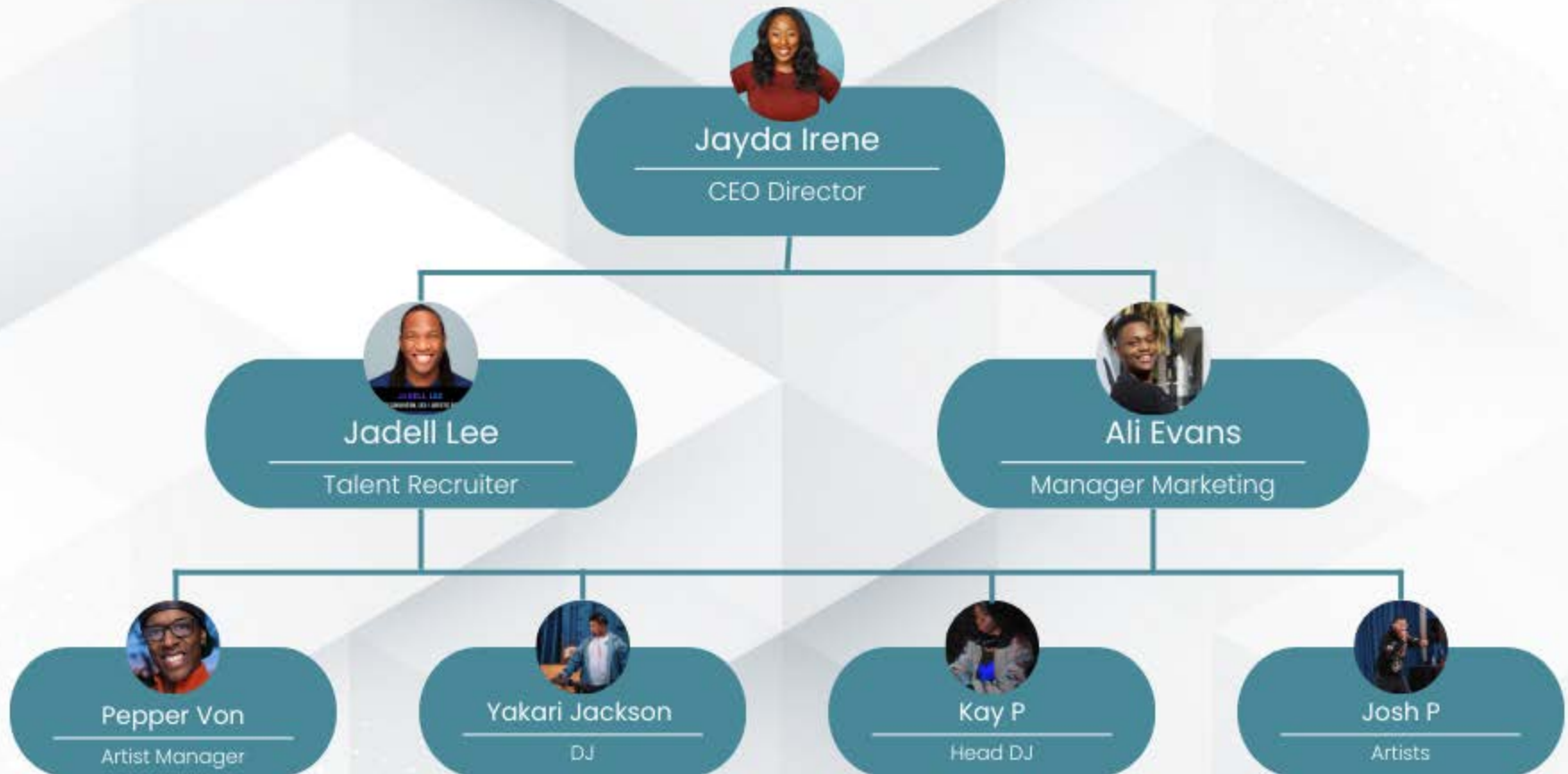
If entering in Excel only use the fields in blue:

The fields in yellow will sum-up the amounts in the blue fields automatically.

		(submit with	(submit with			
Income		Projected	Actual	Directions	Notes	
("Other" lines as needed, leave blank if not applicable)						
	Individual Donations	US\$ 500,00			note historic contributions levels or anticipated campaigns	
	Foundations & Government	US\$ -			enter anticipated & note % pending and % secured	
	Other	US\$ -				
	Contributed subtotal	US\$ 500				
	Commissions	US\$ -				
	Other	US\$ -				
	Earned subtotal	US\$ -			note formula for projecting earned income, i.e. # of tickets x cost of admission x #	
	In-Kind	US\$ 600			est. \$ value of contributions of goods, services, or volunteer labor	
	Total Project Income	US\$ 1.100	\$ -			
Expenses						
("Other" lines as needed, leave blank if not applicable)						
	Facilities	US\$ 1.800,00			note rehearsal/performance venue, office space costs	
	Artistic Personnel	US\$ 3.000,00			note form of compensation, i.e. stipend, hourly rate, and if compensation is differ	
	Presentation/Production Staff	US\$ 3.000,00			i.e., tech crew, house staff, etc.	
	Materials & Equipment	US\$ 850,00			production and presentation artistic elements	
	Marketing/Communications	US\$ 850,00				
	Administrative Fees	US\$ 300,00			fiscal sponsor fee, payment processing, insurance, etc.	
	Administrative Personnel/Indirect Costs	US\$ 200,00			note percentage of staff time allocated for project	
	Other:	US\$ -				
	Other:	US\$ -				
	Other:	US\$ -				
	Total Production Expense	US\$ 10.000	\$ -			



ORGANIZATIONAL CHART





Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

HEALING HEELED
5990 14TH AVE
SACRAMENTO, CA 95820

Date:
02/16/2023
Employer ID number:
92-0545987
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
January 28, 2023
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053444004793

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Video 1: Josh P segment (ReadThaRoom)

<https://www.youtube.com/watch?v=1nisqvZHC2g>

Video 2: Healing Heels Assembly Tour

<https://www.youtube.com/watch?v=bV5uPNIsoF8>

Photo 1: Healing Heels Company dancers (volunteers)



A WORLD WITHOUT PEACE
Without peace,
you will have no love in your heart.
Your soul will be empty.
Peace is love.
Peace comes from within you.
You can't see it, but you can feel it.
Trel Scott, Grade 3
Redden Elementary School

THE PEACE PAVILION
Dedicated to
CARL R. OTTO
1946 - 2007
"Honesty, Integrity
and Compassion for
Others"