

Title	<b>Alameda Food Bank Forever Home Mural</b>	03/20/2025
	by <b>Ali Savage</b> in <b>2025 Cultural Arts and Arts Programming RFP</b>	id. 50027034
	677 West Ranger Ave Alameda, California 94501 United States (510) 523-5850 ali@alamedafoodbank.org	

<b>Original Submission</b>	03/20/2025
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Score	n/a
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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	Alameda Food Bank Forever Home Mural
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Are you a non-profit or government agency?	Yes
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Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate.

[Alameda\\_Food\\_Bank\\_\\_IRS\\_501\\_\\_Grant\\_Application\\_2025\\_1.pdf](#)

If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?	No
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Please upload Fiscal Sponsorship Agreement/MOU (only for fiscally sponsored organizations)

Only nonprofit organizations, government agencies or fiscally sponsored organizations are eligible at this time. If you continue to complete this form, your organization will not be considered.

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

Alameda Food Bank

Please provide the name of the primary point of contact:

Teale  
Harden

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

+18058352944

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

director@alamedafoodbank.org

Please provide the name of the secondary point of contact:

Ali  
Savage

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

+19254512977

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

ali@alamedafoodbank.org



Please provide the address for the organization or public entity submitting this proposal:	650 W Ranger Ave, Suite D Alameda CA 94501 US 37.7838861 -122.2988289
Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Alameda Point
If you selected "Other," please explain:	
Organization Details	
Please provide your organization's mission statement:	Alameda Food Bank is a non-profit organization that offers assistance to the Alameda community by providing nourishing food in a compassionate and respectful manner with the support of dedicated volunteers and local partners. We do this by operating a food distribution center that allows individuals in need to obtain the food they need to feed themselves and their families. We also set up mobile pantries at Alameda Housing Authority facilities and donate food to Alameda organizations serving the unhoused. Our staff and volunteers strive to make the experience convenient and comfortable for all those who seek our help. Our generous community donates funds and food to help us meet the needs of our clients.

Please provide a brief organization history:

The Alameda Food Bank was founded in 1977 by a group of concerned local citizens who saw the importance of a source of free food in the community for those in need. AFB initially operated out of a closet in the back room of a church for a few days each month, serving an average of 35 individuals per month.

In recent years the increased demand necessitated a relocation to our new facility on Alameda Point. Currently, we facilitate approximately 4,500 shopping trips a month, benefiting 7,447 individuals annually out of our Island Community Market.

At the Market, clients can select food items that best suit their family's cultural, dietary, and lifestyle needs. We prioritize providing fresh produce alongside shelf-stable items, protein, bread, and deli products.

Throughout our history, the community's acceptance and support of our mission has been evident in the generous donations we receive and the commitment of our volunteers. Though started on a shoestring, Alameda Food Bank is now recognized as one of Alameda's primary social service organizations.

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

Our mission is to nourish the community, and we believe that public art helps us meet this goal by creating a welcoming environment while providing meaningful art to be enjoyed by AFB clients, volunteers and the public.

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

Alameda Food Bank currently serves nearly 10% of Alameda's population. In addition to our Island Community Market, AFB collaborates with local organizations offering a variety of programs. We work in partnership with Village of Love and Dignity Village, helping to support our unhoused neighbors. We serve children through partnerships with Alameda Unified School District, Community Closets and Alameda Collaborative for Children, Youth and their Families by providing snacks and helping promote positive youth development.

Additionally, we're connected with other agencies like Alameda Point Collaborative, Alameda Family Services, and Meals on Wheels, sharing referrals and ensuring those in need are aware of our services.

Our new facility will build on these relationships and ensure the Alameda Food Bank will be a central hub for connecting our neighbors in need with a vital support network.

Which artistic discipline(s) best fits your Organization:

Visual Art

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.	The mural will be completed by Fall 2025 and will be enjoyed by the community at large for years to come.
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:	The mural will be an integral part of our new Alameda Food Bank facility at 677 W Ranger Avenue. The 45' x 13' east-facing public art mural will be prominently visible from Pan Am Way, offering all passing by an opportunity to appreciate it. Our project plans, which included a reference to a future mural, have been approved by the City of Alameda Planning Board.
Is there an online/virtual component to the project:	No

<p>Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:</p>	<p>While we were given an exemption to the Public Art requirement as part of our building permit process, we understand that public art enriches communities by fostering cultural expression, enhancing public spaces, promoting inclusivity, and sparking meaningful dialogue that strengthens social connections</p> <p>The vibrant 45' x 13' public art mural will celebrate fresh produce, community, and the power of collective support. This large-scale artwork will be installed on the exterior of our facility, serving as both a visual representation of AFB's mission and a welcoming beacon for those in our community needing support.</p> <p>The mural will showcase vibrant, lush depictions of fresh fruits and vegetables, symbolizing nourishment. It will also incorporate wayfinding and branding elements, helping to identify the building while integrating artistic features that guide community members to the parking lot and entrance. The artwork will be designed by a local Bay Area artist, ensuring cultural and geographic relevance, and created in collaboration with community input.</p> <p>In the wake of ongoing economic challenges, food insecurity remains a pressing issue. This mural will serve as a symbol of resilience and hope, reinforcing that no one in our community should go hungry. By investing in public art, we are not only enriching our cityscape but also ensuring that the values of compassion, dignity, and solidarity remain at the heart of Alameda's future.</p>
<p>Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:</p>	<p>The planning process for the AFB mural is a collaborative effort involving local artists, our client base, and food bank leadership in determining what the mural will include and represent.</p> <p>Our aim is to showcase the completed mural as a key element in branding both the building and Alameda Food Bank. We have consulted with multiple artists for their input and engaged with City staff to review the proposal. Additionally, we highlighted the mural during our planning board presentation and conducted on-site meetings with members of the planning board and historical advisory board, receiving overwhelmingly positive feedback.</p>
<p>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.</p>	<p>We are currently interviewing Bay Area mural artists to select the right fit for this project. At the same time, we are collaborating with our construction team to ensure the exterior wall is properly prepared for the mural installation.</p> <p>Additionally, we will encourage the involvement of our Community Advisory Board Members. The Community Advisory Board, or CAB, is a group of Alameda Food Bank members and clients who gather to discuss and share their opinions on the services provided by AFB, our facilities and community impact. By involving them in the mural review and installation process we will ensure that the art is reflective of our shared values, experiences, and aspirations.</p>

Is there an intended audience for this project? If yes, how will you engage them?	This mural is designed to inspire and bring joy to the entire community. It will engage a diverse audience—from the young children attending Small Size, Big Mind Preschool across the street to the seniors and families who rely on our services, as well as our dedicated volunteers and neighbors at Village of Love. Visitors to nearby businesses like Almanac Brewing, Firebrand, Bladium Sports and Fitness Club, and Saltbreaker will also experience its impact. Additionally, the mural will face the new RESAHP project where we anticipate many potential clients residing. As a large-scale public artwork, the mural will serve as a vibrant and meaningful landmark for all who pass through our neighborhood. With this grant, AFB will be able to bring this vision to life, creating an enduring artistic tribute to the power of food and community.
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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).

- [240625\\_Alameda\\_Food\\_Bank\\_EGD.pdf](#)
- [A3.2\\_with\\_AFB\\_Logo.pdf](#)
- [Potential\\_Artist\\_-\\_Anjelica\\_Colliard\\_-\\_Alameda\\_Food\\_Bank.pdf](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.	Included is an overall rendering of the new building (with "Welcome Neighbors" as a placeholder for where the mural will appear), a concept package of what the mural could potentially look like and include, and a deck from one of the artists we are considering for the project.
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### Budget and Financial Details

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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:

- [AFB\\_2025\\_Cultural\\_Arts\\_Project\\_Budget\\_.pdf](#)

If you do not have a budget template, you can download the example template below.	Budget Template
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Please also provide an organizational chart showing personnel (2 page maximum).

- [AFB\\_Org\\_Chart.pdf](#)

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### Demographic Survey (Optional)

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## 2025 City of Alameda Cultural Art and Arts Programming

### Project Budget Template

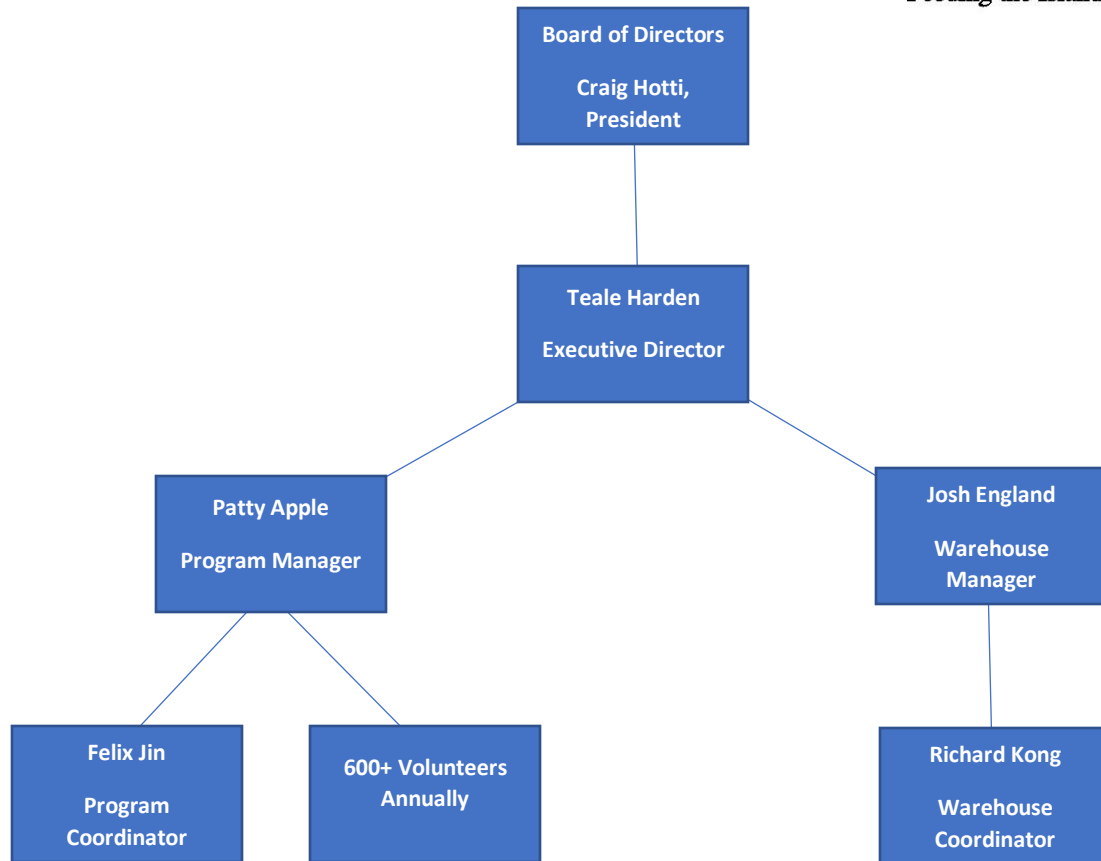
**Appliant Name:** Alameda Food Bank  
**Applicant email:** [director@alamedafoodbank.org](mailto:director@alamedafoodbank.org)  
**Applicant phone:** (510) 523-5850

**Project Title:** Alameda Food Bank Forever Home Mural

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		
<b>Income</b>		<b>Projected</b>	<b>Actual</b>	<b>Directions</b>	<b>Notes</b>
("Other" lines as needed, leave blank if not applicable)					
Individual Donations		\$ 10,000.00			note historic contributions levels or anticipated campaigns
Foundations & Government		\$ 20,000.00			Two grants at \$10K each
Other		\$ 7,000.00		7,000	Reserves
	<b>Contributed subtotal</b>	\$ 37,000			
Commissions		\$ -			
Other		\$ -			
	<b>Earned subtotal</b>	\$ -			note formula for projecting earned income, i.e. # of tickets x cost of admission x # of events, % of house, etc.
In-Kind		\$ -			est. \$ value of contributions of goods, services, or volunteer labor
<b>Total Project Income</b>		<b>\$ 37,000</b>	<b>\$ -</b>		
<b>Expenses</b>					
("Other" lines as needed, leave blank if not applicable)					
<b>Facilities</b>		\$ -			N/A as building is owned by AFB
<b>Artistic Personnel</b>		\$29,250			Hourly Rate of \$50 x 585sq ft
<b>Initial Renderings</b>		\$2,000			
<b>Materials &amp; Equipment</b>		\$2,000			Painting supplies for artist
<b>Marketing/Communications</b>		\$ -			
<b>Administrative Fees</b>		\$ -			fiscal sponsor fee, payment processing, insurance, etc.
<b>Administrative Personnel/Indirect Costs</b>		\$ -			note percentage of staff time allocated for project
<b>Other:</b>		\$ 3,500.00			10% contingency
<b>Other:</b>		\$ -			
<b>Other:</b>		\$ -			
<b>Total Production Expense</b>		<b>\$ 36,750</b>	<b>\$ -</b>		





## GOOGLE ARTIST IN RESIDENCE TASMAN CAMPUS MURALS

Three murals painted at Google's Tasman campus library room in San Jose in August, 2022, creating an immersive experience.





## AVOCADO BRANDS RETAIL MURAL CORTE MADERA

Exterior mural painted for Avocado Brands retail location in Corte Madera in April 2022 featuring native California plants.





# FARMERS' MARKETS BRAND ASSETS

A variety of fruit and veggie themed works created during my time working as Creative Director at California Farmers' Markets Association.



# FARMERS' MARKETS VAN DESIGN

Playful market van branding designed during my time as Creative Director at California Farmers' Markets Association.

VAN DESIGN






# TARGET PRIDE DESIGNS

Multiple designs created as a featured artist for Target's 2023 Pride campaign.






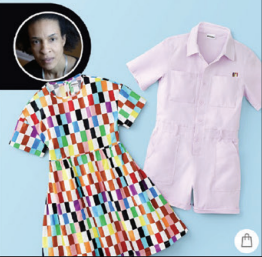
CategoriesDealsWhat's NewPickup & DeliveryWhat can we help you find?


Sign in

Community Created





**Alice Butts**  
A graphic designer who's living the dream of designing for community-centered projects.






**Anjelica Colliard**  
Their mixed-media drawings of fantastical botanicals and characters remind us of our sense of wonder.



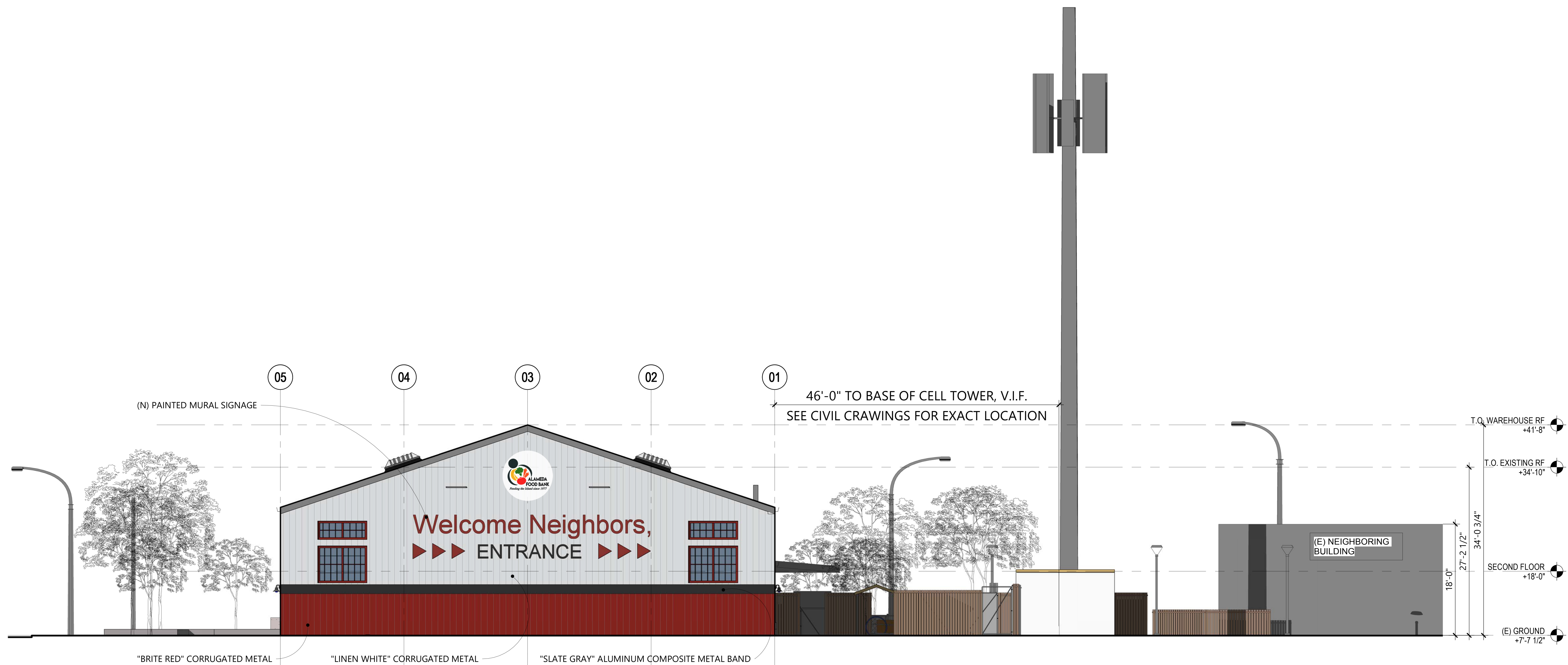


**Bird and Marc**  
These illustrators run Camp Musteloid, where they strive to bring their love of nature into their creations.









EXTERIOR ELEVATION - EAST - PROPOSED

SCALE  
1/8" = 1'-0"

2

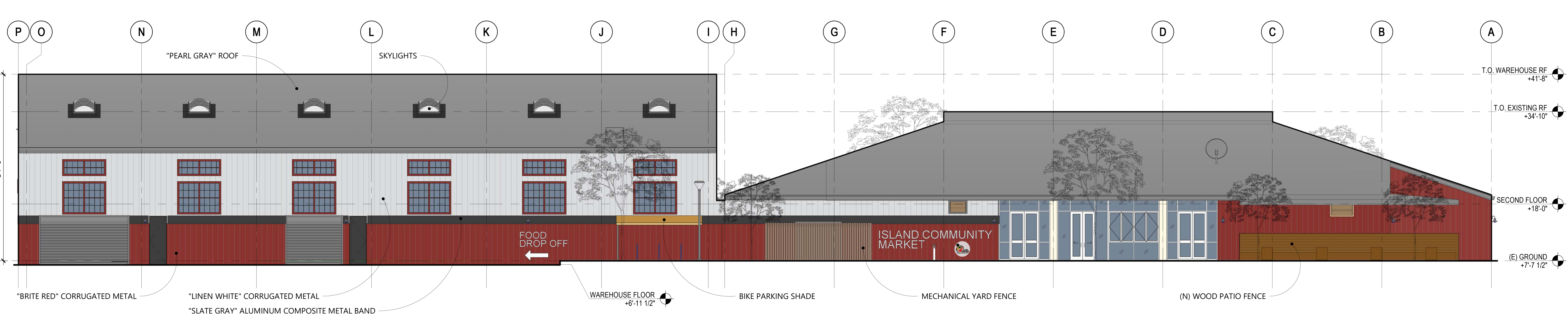


ALAMEDA FOOD BANK

677 W RANGER AVENUE, ALAMEDA, CA

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No.	Date	Issue
06	10 2024	REV. PLANNING SUBMITTAL



EXTERIOR ELEVATION - NORTH - PROPOSED

SCALE  
1/8" = 1'-0"

1

Project	58581
Scale	1/8" = 1'-0"
Drawing Title	PROPOSED EXTERIOR ELEVATIONS - NORTH & EAST

Drawing No.

A3.2



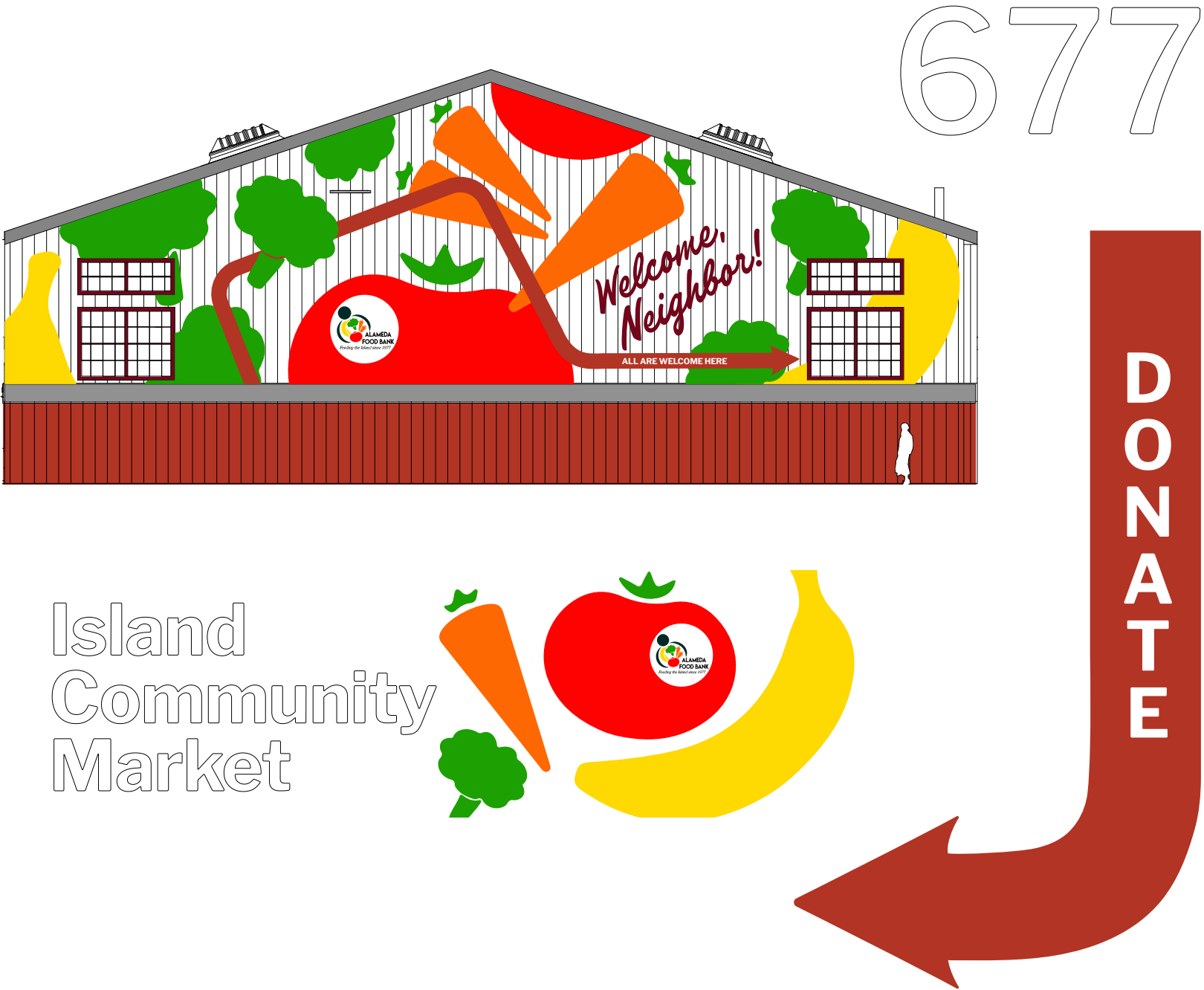
# Concept Package

As individuals approach the food bank, they are greeted by a visual language that speaks volumes. The signage, adorned with vibrant colors and welcoming fonts, features oversized foods and friendly graphics— These elements, simple yet profound, serve in guiding those in need toward the embrace of the food bank’s character.

The incorporation of hand-drawn elements within the realm of a food bank’s aesthetics serves as a poignant tribute to its people-forward nature. By infusing the signage or materials with these personal and imperfect touches, the food bank reaffirms its focus on the individuals it serves, fostering a deep sense of connection and authenticity.



Inspiration



**Internal Revenue Service**

**Date:** November 16, 2005

ALAMEDA EMERGENCY FOOD  
% DEBBORAH S KNOWLES  
PO BOX 2167  
ALAMEDA CA 94501-0214 671

**Department of the Treasury**  
**P. O. Box 2508**  
**Cincinnati, OH 45201**

**Person to Contact:**  
John C. Crawford 31-08343  
Customer Service Representative  
**Toll Free Telephone Number:**  
877-829-5500  
**Federal Identification Number:**  
94-2878910

Dear Sir or Madam:

This is in response to your request of November 16, 2005, regarding your organization's tax-exempt status.

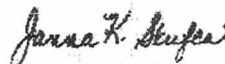
In May 1983 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE  
Customer Account Services