



North County Cares

Program Description

North County Cares is a program designed by the Oceanside Chamber of Commerce, the Vista Chamber of Commerce, and the San Diego North Economic Development Council. The purpose of the program to support both families in need and North County restaurants who have borne the brunt of the impacts of necessary social distancing orders.

Your donation in any amount will go toward purchasing gift cards at participating Oceanside and Vista chamber member restaurants. The gift cards will be distributed to Vista Unified School District and other organizations directly feeding those who need it most. The organizations will use the gift cards to provide meals to families in need in our community.

All donations are fully tax-deductible.

Funding

Funding will be sought through corporate donations as well as through grassroots outreach. Grassroot donations will primarily be made through a GoFundMe Campaign which is linked to the Oceanside Chamber Foundation Bank Account. GoFundMe link is as follows...

<https://charity.gofundme.com/o/en/campaign/north-county-heroes>

All GoFundMe fees are paid up front by the donor and the remainder is automatically deposited into the Foundation bank account.

Budget

Budgeted revenue is \$50,000 (combination of corporate contributions and grassroots "GoFundMe" campaign).

Program Expenses will be limited to 3% Administration fee.

Scope of Support

This program is fully scalable and the benefit to local families and restaurants will be driven by the total amount of donations. At our \$50,000 budget we could serve and estimated 1,650 families and bring economic benefit to 30-35 restaurants in Oceanside and Vista. Additional scenarios...

- \$20,000 in total funding – estimated 650 families served and 16-20 restaurants included

- \$75,000 in total funding – estimated 2,500 families served and up to 40 restaurants included.
- \$100,000 in total funding – estimated 3,300 families served. The number of restaurants may not scale above 40, but the economic benefit to the participating restaurants would be greater.

Participating Restaurants

Participating restaurants must be members of either the Vista or Oceanside Chamber of Commerce. Each Chamber is reaching out to engage restaurants in their respective communities. In order to maximize the impact of the program, participating restaurants are asked to provide a 10% discount on gift cards. Specifically, we are asking to purchase \$20 gift cards for \$18. The goal is to purchase gift cards in blocks of ten or more from participating restaurants on a rotating basis.

Distribution of Resources

Gift cards will be distributed to families in need through our partners at the Vista Unified School District (confirmed) and Oceanside Unified School District (pending). For VUSD, their Community Engagement Department will facilitate the distribution.

Oceanside and Vista Chamber representatives will purchase the gift cards and deliver them to the School District representatives.

If additional access to families is needed beyond what the School District(s) can provide, the Chambers will engage one or more of its local non-profit partners to assist in the outreach to families.

For more information or to participate, please contact Rachel Beld via email at rachel@vistachamber.org.