

CONSENT AGENDA
ITEM NO. 34

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
SAN ANTONIO METROPOLITAN HEALTH DISTRICT**

TO: Mayor and City Council

FROM: Fernando A. Guerra, M.D., M.P.H., Director of Health

THROUGH: Terry M. Brechtel, City Manager

COPIES: Frances A. Gonzalez, Assistant City Manager; Finance Department; Project; File

SUBJECT: ORDINANCE TO ACCEPT FUNDS FROM THE TARGET CORPORATION FOR THE LOCAL REACH OUT AND READ PROGRAM

DATE: January 29, 2004

SUMMARY AND RECOMMENDATIONS

This ordinance authorizes the City Manager to accept a grant award totaling \$3,500.00 from the Target Corporation to assist in the support of the ongoing Reach Out and Read Program in the San Antonio Metropolitan Health District (SAMHD) for the period October 1, 2003 through September 30, 2008. This ordinance will also establish a fund and adopt the program budget.

Staff recommends approval.

BACKGROUND INFORMATION

Reach Out and Read (ROR) is a national program that utilizes the health care setting to promote literacy-building activities within families. Pediatricians are trained through the ROR program in the theories of early literacy development and learn specific strategies to promote literacy in children. During well-child visits, they provide parents with "anticipatory guidance" about the importance of reading aloud. Our physicians also give children a new book to take home at every check up from six months through five years of age. By incorporating advice for parents, free books, and waiting room reading demonstrations into each pediatric clinic visit, the local Reach Out and Read program gives parents the tools and techniques they need to help their children succeed.

In July of 1998 the Reach Out and Read National Center established the SAMHD, Bureau of Family Health Services (841) account, for the local SAMHD ROR Program. The local program started with only one clinic located in the eastside of San Antonio. It was so well received that in May of 1999, with the help of a grant from the San Antonio Area Foundation, SAMHD expanded the program to three additional child health clinic sites. These four sites, located in the

four geographic sectors of the city, now distribute over 3,000 books annually. Over 95% of this grant will be used to purchase books to be distributed throughout these child health clinic sites. SAMHD has the largest local ROR program in San Antonio.

POLICY ANALYSIS

Acceptance of this grant follows past City policy of fostering the development and maintenance of cooperative relationships with community programs that increase awareness, access and participation of residents in health programs.

FISCAL IMPACT

This grant award provides \$3,500.00 to support the ongoing Reach Out and Read Pediatric Clinic Program in the SAMHD. Acceptance of this grant will place no demands on the City General Fund.

COORDINATION

The Finance Department has approved the proposed program budget.

SUPPLEMENTARY COMMENTS

Provisions of the Ethics Ordinance do not apply.

Attachments: Attachment I: Program Budget
Attachment II: Target Corporation Grant Award Letter

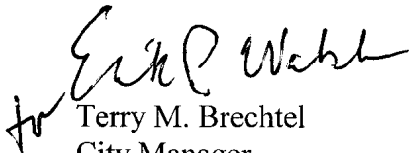


Fernando A. Guerra, MD, MPH
Director of Health



Frances A. Gonzalez
Assistant City Manager

APPROVED:



Terry M. Brechtel
City Manager

ATTACHMENT I
Reach Out and Read Program
Fund and Project No. 26-012xxx
Budget for Period: 10/01/03 - 09/30/08

INDEX	<u>ESTIMATED REVENUES</u>	OBJECT CODE	CURRENT BUDGET
	Target Corporation	00-008	\$ 3,500
	Total Estimated Revenues		<u>\$ 3,500</u>
	<u>APPROPRIATIONS</u>		
	Office Supplies	03-210	125
	Tools, Apparatus, and Accessories	03-232	<u>3,375</u>
	Total Appropriations		<u>\$ 3,500</u>

Fund Only Index: xxxxxx
Organization Code: 36-01-22

Target Stores
District Office D-327
814 Arion Parkway, Suite 401
San Antonio, Texas 78216
210-482-2506
Fax: 210-404-9184

ATTACHMENT II



November 11, 2003

Ms. Michele Maxwell, RN PNP
San Antonio Metropolitan Health District
332 West Commerce
San Antonio, TX 78205

Dear Ms. Maxwell:

Target Stores is pleased to inform San Antonio Metropolitan Health District that a grant has been approved in the amount of \$3,500 for support of the Reach Out and Read. The Target Corporation family of giving programs, comprised of Target, Marshall Field's and Mervyn's, is proud to support nonprofit organizations such as yours that make our communities a better place to live and work.

Target Corporation is committed to giving back to the communities in which we operate stores. This year, we will give over \$2 million a week to nonprofit organizations nationwide.

We would appreciate being identified as Target Stores in any announcements or recognition of this grant. We hope this grant will further the important work you do and wish you success in your worthwhile efforts.

Sincerely,

A handwritten signature in black ink, appearing to read "Shelley Besson", written in a cursive style.

Shelley Besson
District 327 Team Leader

Encl. check
charitable contribution receipt

