

**CITY OF SAN MARCOS HUMAN SERVICES GRANT
FY 2026-2027 APPLICATION**

I. SUMMARY INFORMATION

Please spell out organization name and program name completely, without acronyms.

Applicant Organization: Hays Helping Hands (formerly Nosotros La Gente)

Contact Name, Title: Joe Castillo, President

Telephone: (512) 757-0829

Contact E-Mail Address: joecastillo62@gmail.com Website: _____

Mailing Address: 1951 Hunter Rd Apt 3202 San Marcos, TX 78666

Do you have a location in San Marcos where people can walk in and ask questions about the program? If so, what is the address? _____

Who is authorized to execute program documents? (Name, Title) Joe Castillo, President

Program Name: Shoe and Coats Program

Amount of Funds Requested: \$10,000

What percentage of the cost of this program is requested as funding through this application? 50%

II. SHORT ESSAY QUESTIONS

All questions must be answered. Please type your answers. Application evaluations will be based on, but not necessarily limited to the criteria stated in each section.

OVERVIEW

1. Summarize the program for which funding is being requested, the services it provides, and the clients it serves.

The mission of Hays Helping Hands (formerly Nosotros La Gente) is to serve our community by providing essential needs that positively impact lives. The requested funds combined with the funds the organization is able to raise will be used to purchase shoes and/or coats for school children in need in our community. The organization uses the federal poverty guidelines to determine eligibility. Shoes and/or coats are distributed multiple times during the fall months each year. Shoes and/or coats are distributed to children enrolled in the San Marcos CISD, Henry Bush, A Washington, the Texas Preparatory School, and the Ki Charter Academy. The organization relies on school counselor's, parent liaisons, and Communities in Schools to identify the children who need shoes and/or a coat.

COMMUNITY NEED AND JUSTIFICATION –20 POINTS

Evaluation: documentation and justification of the need for the program in the City of San Marcos.

1. Describe in detail the need for this program in San Marcos.

For over 20 years, Hays Helping Hands (formerly Nosotros La Gente) has been able to provide shoes (coats were added in 2021) to school children in need. To date, Hays Helping Hands has been able to provide over 23,000 pairs of shoes (over 600 coats) to the children in our community. Children in need are identified by the SMCISD parent liaison's, school counselor's or Community in Schools.

2. Has the need for this program been increasing in recent years?

Yes, the need for this program has been increasing each year. The shoes and coats program ensures that those children in need have adequate footwear and outerwear throughout the school year, especially during the winter months. Due to the increasing cost for shoes and coats, we have had to limit the number of shoes/coats allocated to each campus.

IMPLEMENTATION –15 POINTS

Evaluation:

- *The application demonstrates that resources needed to manage the proposed program are available and ready.*
- *Applicant has clearly defined objectives focusing on results and measurable outcomes vs. only program activities descriptions and numbers served.*
- *Past performance of programs funded by Human Services Grants has met expectations.*

1. Are all resources in place to be able to implement this program? If not, what is missing?

The only resource the organization is missing is a major fundraiser. Prior to the pandemic the organization hosted an annual turkey dinner fundraiser. Proceeds from that fundraiser were used to fund client requests. The organization continues to search for other fundraising opportunities. Either by applying for community grants, hosting fundraisers at local restaurants or hosting plate sales.

2. What specific, measurable outcomes or results do you hope to achieve with this program?

That the organization can satisfy each request it receives for shoes and/or a coat.

3. If funding is not available at the requested amount, what is the minimum Human Services Grant funding needed to be able to run this program? \$9,000.

IMPACT AND COST EFFECTIVENESS –20 POINTS

Evaluation:

- *impact on the identified need*
- *implementation costs compared to impact*
- *use of available resources (financial, staff, volunteer)*
- *impact compared to other applicants*

1. Programs can provide value by deeply impacting the lives of a few, with effects that may ripple through generations, or by providing smaller but meaningful impact to a larger group. Describe in detail the impact this program will have on the identified need and on San Marcos residents.

Every school year San Marcos residents (with school aged children) with tight budgets are asked to purchase school supplies. School supplies include Pencils, Ballpoint pens, Markers/crayons/colored pencils, Highlighters, Erasers, Notebooks, Index cards, Loose-leaf binder paper, Graph paper, Folders, Binders, Clear tape, Glue stick, Water bottle, Lunchbox, Backpack, Pencil case/pouch, Gym bag, Elastic book covers (or repurpose paper grocery bags to cover books for a low-cost option), Computer and/or tablet, Printer (don't forget ink cartridges!), Calculator, Pencil sharpener, Scissors, Ruler, Clothing/shoes (School uniforms or dress-code-adherent attire, Gym clothes, Shoes and/or athletic-style sneakers, Socks and underwear, Winter coat, Winter hat, Gloves or mittens. The shoes and coats program meets the need for shoes (athletic style sneakers) and the need for a winter coat.

2. Briefly describe other funding sources, volunteers, or in-kind donations that will be used with this program.

The organization plans to send letters to potential donors. Grant applications will be submitted to Wal-Mart and other businesses that offer community grants. The organization will also be looking at hosting fundraisers at local restaurants, and hosting plate sales.

3. How many total annual unduplicated direct clients is this program expected to serve? 1,200 What percentage will be San Marcos residents? 95% of this number will be San Marcos residents. This program will also serve SMCISD students who are not San Marcos residents.

4. Please list the agencies with which you partner to provide this program's services.

- San Marcos CISD
- Community in Schools
- Ki Charter Academy
- CM Allen KAD
- A Washington
- Head Start
- Henry Bush
- Southside Community Center

COMMUNITY SUPPORT – 15 POINTS

Evaluation:

- *A minimum of three letters of reference that indicate strong local support for the program and the agency's ability to implement it as described in the application. Letters must be in support of the specific program requesting funding, not the agency as a whole. Letters will preferably be from San Marcos residents as well as direct clients of the program.*
- *Evidence that volunteers play a vital role in the program or agency's operation.*
- *Evidence that board members are actively involved in and supportive of the agency*

1. What actions do Board members take to support the programs of the agency?

Board members sell tickets, pass out fliers promoting fundraisers. Board members perform fundraiser prep work.

2. Briefly describe the number and role of volunteers in the program or agency's operation.

The organization has approximately 50 volunteers. The volunteers help sell tickets for fundraisers, help with fundraiser prep work. Volunteers also help with the distribution of shoes and/or coats.

COUNCIL PRIORITIES - 20 POINTS

1. How long has this program served San Marcos residents? (10 points if at least 2 years)

The Shoe and Coats program has served San Marcos residents for 30 years.

2. In what ways does your agency actively conduct outreach to engage San Marcos residents in its programs and services? The organization sponsors a booth/table at community events (i.e. Hispanic Heritage Exhibition Walk, SMCISD back to school events, fall festivals) to let the community know what services the organization provides and speaks to the members of local service clubs (i.e. Bluebonnet Lion's Club). How will San Marcos residents access those services? (up to 10 points) For families with children enrolled in San Marcos CISD: Parents may contact the parent liaison or school counselor at their child's campus. The school will coordinate directly with Hays Helping Hands to arrange the purchase of the shoes or coats needed. For San Marcos residents whose children do not attend San Marcos CISD: Families may reach out to Hays Helping Hands directly to request assistance.

RISK - 10 POINTS

1. How many years' experience does the agency have in implementing a program of this size and complexity? (5 points if more than 5 years) 30 years.
2. What percentage of the program's funding is non-City? (5 points if at least 50%) 10%

III. FUNDING RESTRICTIONS

By signing this application, I certify the following to be true:

1. All Human Services Grant funding will be spent on San Marcos residents, except for school-based programs, in which case it may be spent within the San Marcos Consolidated Independent School District boundary.
2. Funding requested is not more than 50% of the total funding for the agency.
3. Funding will not be used to fund more than 20% of a full-time position.
4. Agency has been in existence for at least 2 years. (This can include serving communities other than San Marcos.)

SUBMITTAL APPROVED BY:

Joe Castillo
Signature

March 2, 2026
Date

Joe Castillo
Printed Name

President
Title

NOSOTROS LA GENTE
SHOES-COATS PROGRAM
BUDGET FY 2026
January 1, 2026-December 31, 2026

AMOUNT BUDGETED

ANTICIPATED REVENUES

INTERGOVERNMENTAL FUNDS

CITY OF SAN MARCOS	<u>\$8,000.00</u>	53.69%
HAYS COUNTY	<u>\$0.00</u>	0.00%
TOTAL INTERGOVERNMENTAL FUNDS	<u>\$8,000.00</u>	53.69%

NON GOVERNMENTAL FUNDS

DONATIONS/CONTRIBUTIONS	<u>\$3,000.00</u>	20.13%
FUND RAISING ACTIVITIES	<u>\$3,700.00</u>	24.83%
INTEREST	<u>\$200.00</u>	1.34%
OTHER	<u>\$0.00</u>	0.00%
TOTAL NON GOVERNMENTAL FUNDS	<u>\$6,900.00</u>	46.31%
TOTAL REVENUES	<u>\$14,900.00</u>	153.69%

ANTICIPATED EXPENSES

PERSONAL SERVICES

SALARIES/FRINGE BENEFITS	<u>\$0.00</u>	0.00%
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CONTRACTUAL SERVICES

RENTAL OF FACILITIES	<u>\$0.00</u>	0.00%
RENTAL OF EQUIPMENT	<u>\$0.00</u>	0.00%
MAINTENANCE & REPAIR	<u>\$0.00</u>	0.00%
UTILITIES	<u>\$0.00</u>	0.00%
TELEPHONE/INTERNET	<u>\$0.00</u>	0.00%

MATERIALS & SUPPLIES

MEETING/OFFICE EXPENSES	<u>\$0.00</u>	0.00%
POSTAGE	<u>\$300.00</u>	2.01%

OTHER COSTS

SHOE PROGRAM	<u>\$7,050.00</u>	47.32%
COATS PROGRAM	<u>\$7,050.00</u>	47.32%
LIABILITY INSURANCE	<u>\$500.00</u>	3.36%
OTHER	<u>\$0.00</u>	0.00%
TOTAL EXPENSES	<u>\$14,900.00</u>	96.64%

NOSOTROS LA GENTE
SHOES-COATS PROGRAM
BUDGET FY 2027
October 1, 2026-September 30, 2027

AMOUNT BUDGETED

ANTICIPATED REVENUES

INTERGOVERNMENTAL FUNDS

CITY OF SAN MARCOS	<u>\$10,000.00</u>	59.17%
HAYS COUNTY	<u>\$0.00</u>	0.00%
TOTAL INTERGOVERNMENTAL FUNDS	<u>\$10,000.00</u>	59.17%

NON GOVERNMENTAL FUNDS

DONATIONS/CONTRIBUTIONS	<u>\$3,000.00</u>	17.75%
FUND RAISING ACTIVITIES	<u>\$3,700.00</u>	21.89%
INTEREST	<u>\$200.00</u>	1.18%
OTHER	<u>\$0.00</u>	0.00%
TOTAL NON GOVERNMENTAL FUNDS	<u>\$6,900.00</u>	40.83%
TOTAL REVENUES	<u>\$16,900.00</u>	159.17%

ANTICIPATED EXPENSES

PERSONAL SERVICES

SALARIES/FRINGE BENEFITS	<u>\$0.00</u>	0.00%
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CONTRACTUAL SERVICES

RENTAL OF FACILITIES	<u>\$0.00</u>	0.00%
RENTAL OF EQUIPMENT	<u>\$0.00</u>	0.00%
MAINTENANCE & REPAIR	<u>\$0.00</u>	0.00%
UTILITIES	<u>\$0.00</u>	0.00%
TELEPHONE/INTERNET	<u>\$0.00</u>	0.00%

MATERIALS & SUPPLIES

MEETING/OFFICE EXPENSES	<u>\$0.00</u>	0.00%
POSTAGE	<u>\$300.00</u>	1.78%

OTHER COSTS

SHOE PROGRAM	<u>\$8,050.00</u>	47.63%
COATS PROGRAM	<u>\$8,050.00</u>	47.63%
LIABILITY INSURANCE	<u>\$500.00</u>	2.96%
OTHER	<u>\$0.00</u>	0.00%
TOTAL EXPENSES	<u>\$16,900.00</u>	97.04%

2027 Budget Table Shoes-Coats
Budget 2026/2027

Program Activity	City General Funds
Purchase of Shoes and Coats for school children in need.	
Project Total	\$10,000.00

Hays Helping Hands (formerly Nosotros La Gente)
Board of Directors

2025-2026

Name	Position	City of Residence
Joe Castillo	President	San Marcos
Sylvia Boasi	Treasurer	Maxwell
Maggie Moreno	Secretary	San Marcos
Renelle Cruz	Board Member	San Marcos
Agnes Delgado	Board Member	San Marcos
Melissa Donaldson	Board Member	San Marcos
Mary Earls	Board Member	San Marcos
Barbara Montana	Board Member	San Marcos
Mario Moreno	Board Member	San Marcos
Diana Romero	Board Member	San Marcos
Barbara Saucedo	Board Member	San Marcos

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2025

Open to Public Inspection

A For the 2025 Calendar year, or tax year beginning 2025-01-01 and ending 2025-12-31

B Check if available

 Terminated for Business Gross receipts are normally \$50,000 or lessC Name of Organization: NOSOTROS LA GENTE1951 Hunter Rd Apt 3202,San Marcos, TX, US, 78666

D Employee Identification

Number 74-2797505

E Website:

F Name of Principal Officer: Joseph Castillo1951 Hunter Rd Apt 3202,San Marcos, TX, US, 78666

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

NON-DISCRIMINATION POLICY

I hereby certify that:

Hays Helping Hands (formerly Nosotros La Gente) does not discriminate against any individual or individuals concerning race, color, creed, religion, or national origin.

Joe Castillo

Joe Castillo, President
Hays Helping Hands



San Marcos Consolidated Independent School District

1331 Hwy. 123 | San Marcos, Texas 78666 | [REDACTED] | P.O. Box 1087

April 8, 2025

To Whom It May Concern:

As Superintendent of Schools of the San Marcos CISD, I would like to express our appreciation for the work done in the community by *Nosotros la Gente*. Since 1996, they have provided assistance in medical, transportation, and social services to the school children of San Marcos CISD.

The providing of thousands of pairs of shoes to local children is, perhaps, their most outstanding service to the public school students. We sincerely thank them and look forward to working with *Nosotros la Gente* in the future.

Respectfully,

A handwritten signature in black ink, appearing to read 'M. A. Cardona', with a long horizontal flourish extending to the right.

Michael A. Cardona
Superintendent of Schools
San Marcos CISD



Naiha Campos-Beierman
Housing Program Manager
Southside Community Center
518 S. Guadalupe Street
San Marcos, TX 78666

To Whom It May Concern,

It is with great respect and heartfelt appreciation that I write this letter of support for *Nosotros La Gente* and the incredible contributions they have made—not only to the San Marcos community at large—but specifically to Southside Community Center and the individuals and families we serve.

For over 25 years, *Nosotros La Gente* has exemplified what it means to lead with heart, purpose, and deep community roots. Their unwavering commitment to serving underserved families, celebrating cultural heritage, and creating access to essential resources has made them a vital partner in the shared mission of community uplift and housing stability.

At Southside Community Center, we have been fortunate to witness firsthand the impact of *Nosotros La Gente*'s support. Whether through providing emergency supplies, mobilizing volunteers, showing up for our events, or simply being a consistent presence for those in need, their partnership enhances our capacity to serve with dignity and compassion. *Nosotros La Gente* works specifically with Southside Community Center by assisting us in providing rental and utility financial assistance for our clients. They bring a spirit of solidarity and cultural care that strengthens every initiative we undertake together.

What makes *Nosotros La Gente* unique is not only their decades-long service but their deeply relational approach. Their team leads with humility, trust, and respect—core values that mirror our own at Southside. They understand the lived experiences of the people we serve and show up as true neighbors and allies, time and time again.

We are proud to stand beside them, grateful for all they have poured into this community and hopeful for the work we will continue to do together. Their legacy is one of love in action—and we are better, stronger, and more united because of it.

With deepest appreciation and full support,

Naiha Campos-Beierman and the Southside Team



San Marcos Consolidated Independent School District

P.O. Box 1087 | San Marcos, Texas 78666 | [REDACTED] | FAX 512.393.6787

January 7, 2025

Diana Romero, Miller Middle School Parent Liaison

[REDACTED]
San Marcos, Tx 78666

Dear Human Services Advisory Board (HSAB):

I have been at Miller for three years as the Parent Liaison and I can say that I love my job. As I was a single mom for years, it took me a long time to achieve my goals in order to provide better for my kids. My parents were supportive in giving me advice and taught me how to build myself up in going to school and working two jobs to provide better for myself and my kids. I am grateful to God for his blessings. I have worked my way up to make more money, accepted a job that is professional and I am able to give back by working with students and families with resources and so much more. The NLG program not only provides the district students with free shoes and coats, they also help families with financial assistance. When the families call me or see me on campus, they tell me how they are grateful for our support to help them when in need. These programs were not around back in my day, so for them I am grateful to be a puzzle piece in providing the most important piece to our families.

In conclusion for this letter, I am asking for your support for Nos Otros La Gente (NLG) to continue in support of the shoe and coat program and the proposed grant request to the City of San Marcos Human Services Advisory Board. Providing the grant funding to NLG will provide the opportunity to address a real need for our children and families within our community. SMCISD students experience trauma associated with families not having enough funds to purchase a good pair of shoes for school and a warm jacket in the winter time. Through the support of Nosotros La Gente that barrier is removed for many families in need.

Respectfully, we trust in you to provide this program to be considered for approval and we look forward to this partnership for all our students in need at SMCISD.

Sincerely, Mrs. Diana Romero , Miller Middle School Parent Liaison

Hays Helping Hands
Board of Directors
Attendance

Board Member	10/9/2025	1/21/2026	2/18/2026
Joe Castillo	X	X	X
Sylvia Boasi	X	X	X
Maggie Moreno			X
Renell Cruz			
Agnes Delgado	X		X
Melissa Donaldson	X	X	X
Mary Earls			
Barbara Montana		X	X
Mario Moreno			X
Diana Romero			
Barbara Saucedo		X	X

Hays Helping Hands (formerly Nosotros La Gente)
Board of Directors
Membership Criteria

1. Passion for the Mission. What attracts the potential board member to the organization? Why do they care? Do they have a personal connection to the organization?
2. Expertise and Ability. What expertise does the potential board member bring to the organization?
3. Philanthropic History. Has the potential board member provided past financial support to the organization?
4. Reputation. Does the potential board member have a positive reputation in the community?
5. Willingness to Advocate for the Organization. Is the potential board member comfortable promoting the organization to family, friends and colleagues?
6. Ability to Work in Groups and to Lead. Is the potential board member able to both work in a group and to lead?
7. Connection to Resources. What connections does the potential board member have to government, donors, and foundations? Are they willing to use these connections to benefit the organization?
8. Time. Does the potential board member have the time to be an effective board member?
9. Diversity.

Hays Helping Hands
Request for Assistance
(512) 757-0829

Date & Time: _____

Type of Assistance Requested (Select Only One)

Funeral Rent Utility Medical Shoes/Clothing

Name (Last, First) _____ DOB: _____

Spouse (Last, First) _____ DOB: _____

Address: _____

City/State/Zip: _____

D.L.: _____ SSN (Last Four): _____

Phone: _____ Email Address: _____

Marital Status:

Married Divorced Separated Single Common Law Widower Widow

Household Size: _____ Number of Adults: _____ Number of Children: _____

Name: _____ Age: _____

Name: _____ Age: _____

Name: _____ Age: _____

Name: _____ Age: _____

Name: _____ Age: _____

Name: _____ Age: _____

Name: _____ Age: _____

Employed by: _____ Income: _____

Spouse Employer: _____ Income: _____

Food Stamps: _____ AFDC: _____ WIC: _____

Medicaid: _____ Medicare: _____ Medical Insurance: _____

Other Source of Income: _____

Amount Requested: _____

Hays Helping Hands
Guidelines for Emergency Assistance
Funeral—Rent—Utility—Medical
Last Revised: 02/19/2026

- The applicant must be a Hays County Resident or a resident of the City of San Marcos.
- Applicants must complete an application for assistance.
- Hays Helping Hands does not offer continuous assistance.
- Assistance Payment will NOT be made directly to the applicant. Payments will be made to the provider of the service.
- For Funeral Assistance provide the name of the funeral service provider.
- For Utility Assistance provide a copy of your utility bill.
- For Rent Assistance provide a copy of your lease agreement.
- For Medical Assistance provide the name of the medical service provider.
- Applicants must wait six (6) months before submitting a new request.



HUMAN SERVICES ADVISORY BOARD GRANT QUARTERLY PERFORMANCE REPORT

Agency Name: Hays Helping Hands (formerly Nosotros La Gente)

Program Name: Shoe and Coats Program

Program Year: 2025

Reporting Period: (check one)

- January through March (due April 30)
- April through June (due July 31)
- July through September (due October 31)
- October through December (due January 31)

Submit report to: cgriffith@sanmarcostx.gov

PROGRAM STATUS

Please provide a written description of actions taken this period and how they helped achieve your program goals.

During this reporting period, Hays Helping Hands continued its commitment to ensuring that San Marcos children have access to essential clothing items that support their comfort, dignity, and readiness for school. Community support remained a vital part of this effort. A total of \$2,915.94 in donations was received from local residents, partners, and supporters. While these contributions were meaningful, the organization continues to seek additional fundraising opportunities to meet the growing needs of families in our community.

Program expenditures during this period totaled \$9,234.36, which provided 44 pairs of shoes and 71 coats to children in need. These items were distributed through our established partnerships with San Marcos CISD parent liaisons and school counselors, as well as through direct requests from San Marcos residents whose children do not attend the district. This collaborative approach ensures that families can access assistance through trusted community touchpoints while maintaining a streamlined and equitable referral process.

A significant improvement to the program was implemented this year. In previous years, school staff selected shoes and coats on behalf of students based on available information. This year, Hays Helping Hands introduced a more child-centered model that allowed students to choose their own shoes. This change not only improved fit and comfort but also supported student confidence and personal expression. Feedback from families and school staff indicates that this shift created a more positive and empowering experience for the children served.

Overall, the Shoe and Coats Program continues to address a critical need for San Marcos families, particularly those experiencing financial hardship. By combining community donations, strong

partnerships, and a more personalized approach to service delivery, Hays Helping Hands is strengthening its impact and ensuring that children have the essential items they need to thrive.

PROGRAM BENEFICIARIES

For the program that received HSAB funding, please report either number of unduplicated individuals served or number of unduplicated households served.

Check one: Unduplicated Individuals Unduplicated Households

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Year to Date
Total Served	1	0	44	500	545
San Marcos Residents Served	1	0	44	500	545
% San Marcos Residents	100%	0	100%	100%	100%

PROGRAM EXPENDITURES

For the final report of the year, please provide a bulleted list that briefly summarizes how the HSAB funding was spent.

- On 2/25/2025, 1 pair of shoes and 1 coat was purchased at a cost of \$36.96.
- On 8/6/2025, 44 pairs of shoes were purchased at a cost of \$746.34.
- On 12/11/2025, 39 pairs of shoes were purchased at a cost of \$721.30.
- On 12/13/2025, 294 pairs of shoes were purchased at a cost of \$5,999.28.
- On 12/17/2025, 12 pairs of shoes were purchased at a cost of \$210.80.
- On 12/18/2025, 33 pairs of shoes were purchased at a cost of \$511.48.
- On 12/22/2025, 51 pairs of shoes and 71 coats were purchased at a cost of \$1,791.50.

Certification:

I certify that to the best of my knowledge and belief the information reported in this Quarterly Performance Report is factual and accurate.

Joe Castillo
Signature

January 31, 2026
Date

Joe Castillo
Printed name

President
Title