

Print

Community and Economic Development Grant Application FY2025-26 - Submission #2615

Date Submitted: 11/21/2025

Name of Applicant Organization*

Neskowin Valley School

Mailing Address*

10005 Slab Creek Rd

City*

Neskowin

State*

OR

Zip Code*

97149

Person Completing the Application

Name*

Emily Bailey

Email Address*

emily@neskowinvalleyschool.com

Phone Number*

5184784017

Name of Your Project*

NVS Connecting Families to Care

Total Project Budget*

1890

This includes all anticipated sources of funding

Amount Requested from this Program*

1701

(max \$15k for STANDARD, \$50k for IMPACT)

Location of Project Activities*

Lincoln City

Where in Lincoln County is your project happening?

Pool of Funds Applying to*

- STANDARD (\$15K Max)
- IMPACT (\$50K Max)

Project Description*

In our community today, many families rely on the school day to ensure their children are safe and cared for while parents are at work. When holiday breaks or summer vacation arrive, families, especially those in small, rural communities like Lincoln County, often struggle to find dependable, affordable childcare. The shortage of options frequently forces parents and guardians to miss work or reduce their hours simply to ensure their children are in a safe environment.

Neskowin Valley School offers a meaningful solution. Our school break camps and summer day camps provide children with engaging, educational, and reliable care while giving working families the consistency they need to remain in the workforce. To reach more families who could benefit from these programs, NVS is seeking support to expand our advertising and outreach efforts in Lincoln City. This funding will help ensure that more families are aware of these opportunities that exist and can access the stability and enrichment their children deserve.

This investment strengthens both community and economic stability. When families have reliable childcare, they can stay in the workforce, avoid reducing their hours, and maintain a consistent income. Improved awareness and enrollment in our programs reduces the strain on employers caused by absenteeism and creates greater economic security for families throughout the region. Furthermore, the outcomes directly support job retention and creation. Increased enrollment stabilizes the seasonal and part-time positions required to run these camps each year, providing local employment opportunities for high school and college students, educators, and community members. Finally, we will use a local print shop when possible for our advertising materials to support local businesses. By expanding awareness and participation, this project strengthens both our childcare infrastructure and the local workforce that depends on it.

We will measure success through increased enrollment and inquiries compared to previous years, along with higher engagement with our advertising materials and website pages. Success will also be evaluated by family feedback, showing that access to our camps supported their ability to maintain regular work hours during school breaks.

What is the project and what will it do for community and/or economic development? What tangible items or results will the project deliver? How will the success of this project be judged? **IMPORTANT:** This fund is not intended for staff or operations. Please describe the economic impact of the project and how it creates or retains jobs in the community.

Funding*

We currently have a small marketing and advertising budget, which limits the reach of our outreach efforts. These additional funds will allow us to expand our marketing to reach more families and ensure that those who could most benefit from our programs are aware of them. Using geo-targeted digital ads focused on Lincoln County, alongside mailed postcards and community posters, we can connect with families across the area and provide access to our Summer Day Camp and School Break Camps. Additionally, we will dedicate a portion of a recent gift to our Summer Day Camp program to cover 10 percent of the project’s advertising expenses, further leveraging community support to maximize our outreach impact.

If applicable, please describe the status of other funding sources you have applied for or intend to apply for, and indicate whether those funds have been awarded. Also, list any other funds for which you have applied but were not funded - how much did you ask for, from whom, and why was the application not funded?

Collaboration*

We will use local service when possible, such as Quality Printing in Lincoln City and the USPS, to support our community members and boost the local economy. Additionally, our social media advisor and designer are both locals to the Oregon coast.

If applicable, please list who you are collaborating with and why.

Viability*

The success of this project will be measured by clear, trackable increases in engagement and participation. We will monitor year-over-year enrollment growth in both our school break camps and our Summer Day Camp, as well as increases in inquiries, website visits, and responses generated through the advertising campaign. Higher visibility and stronger outreach should result in more families discovering and accessing these programs, which will be reflected in fuller rosters and greater demand. We will also gather feedback from families to understand how participation supported their ability to maintain consistent work hours during school breaks.

Beyond enrollment numbers, success will also be demonstrated through the project’s economic impact. Increased participation stabilizes and sustains the seasonal and part-time positions required to operate our camps each year, helping us retain local jobs and potentially expand them as demand grows.

We anticipate that the increase in participants in our Summer Day Camp and school break camps will translate into an increase in attendance at fundraisers throughout the year and an increase in donors to our organization. These funds will be used to continue advertising efforts in the future.

How will the success of this project be judged? State success measures and timeline. Will this project need ongoing funding? How will this be secured?

Desired Start Date*

3/15/2026

Desired End Date*

12/31/2026

Budget Documents*

Lincoln County Community and Economic Development Grant Budget Sheet
2025 (NVS).pdf

Please submit as a PDF file - project budget only (not organizational budget)

Letter(s) of Support

No file chosen

At least one letter of support is required for an IMPACT application.

Name of Chief Executive*

Gina Smith

Title*

Head of School

Chief Executive Email*

info@neskowinvalleyschool.com

Tax ID Number*

23-7207991

Type of Applicant Organization*

501(c)(3) Nonprofit

NVS Connecting Families to Care Project Budget Sheet

Organization:	Neskowin Valley School
Project title:	Connecting Families to Care
Start date:	March 15, 2026
End date:	December 31, 2026

Supplies	TOTAL	
Social Media Ads	Facebook and Instagram campaigns targeting parents in Lincoln County for Summer Day Camp and 3-6 school break camps. (cost figured at 14 days of ad veiwing for 7 camps at \$5 a day)	\$ 490.00
Google Ads	Paid search ads for keywords like "summer camp Lincoln City" and "school break childcare"	\$ 500.00
Flyers	500 flyers for schools, community centers, and local businesses from May - December	\$ 200.00
Postcards	4" x 6" full-color, double-sided postcards sent in April and August; total quantity: 1,000. Included prep.	\$ 450.00
USPS EDDM Postage	Bulk mailing through USPS Every Door Direct Mail service, delivering to all households in targeted Lincoln City, Otis, Neostu, Gleneden Beach, and Depoe Bay (sent in April and August)	\$ 250.00
DETAILED BUDGET TOTALS		TOTAL
Subtoal		\$ 1,890.00
10% from donaton		\$ (189.00)
REQUEST		\$ 1,701.00