

A. Organization Information

Case Id: 30116

Name: Friendly Center - 2027

Address: 147 West Rose Avenue, Orange, CA 92867,

A. Organization Information

Please provide the following information.

A.1. Applicant/Organization Name:

Friendly Center

A.2. Executive Director:

Kenia Cueto PhD.

A.3. Phone:

7147715300

A.4. Email:

Kenia@friendlycenter.org

A.5. Funding Request:

\$25,000.00

A.6. Address:

147 West Rose Avenue, Orange, CA 92867 Orange, CA 92867

A.7. Mailing Address (if different from Business address):

2200 W. Orangewood Suite 240 Orange , CA 92868

A.8. Tax ID#

[REDACTED]

A.9. DUNS#:

[REDACTED]

PROJECT/PROGRAM

A.10. Project/Program Name:

Friendly Mart

A.11. Project/Program Address:

147 West Rose Avenue, Orange, CA 92867 Orange, CA 92867

A.12. Additional project address locations?

No

A.13. Project/Program Manager:

Jessica Ruelas

A.14. Project/Program Manager Phone:

(714) 771-5300

A.15. Project/Program Manager Email:

jessica@friendlycenter.org

FISCAL MANAGER

A.16. Fiscal Manager:

Amarjit Kaur

A.17. Fiscal Manager Phone:

(714) 771-5300

A.18. Fiscal Manager Email:

amarjit@friendlycenter.org

GRANT CONTACT

A.19. Grant Application Contact:

Jessica Ruelas

A.20. Grant Contact Phone:

(714) 771-5300

A.21. Grant Contact Email:

jessica@friendlycenter.org

AUTHORIZED SIGNERS ON AGREEMENT

A.22. Name:

Jessica Ruelas

A.23. Title:

Director of Community and Family Services

A.24. Email:

jessica@friendlycenter.org

If secondary signer:

A.25. Name:

Kenia Cueto PhD.

A.26. Title:

President/ CEO

A.27. Email:

kenia@friendlycenter.org

QUARTERLY AND ANNUAL REPORTING CONTACT

A.28. Name:

Jessica Ruelas

A.29. Title:

Director of Community and Family Services

A.30. Email:

jessica@friendlycenter.org

B. Description

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B. Description

Please provide the following information.

ORGANIZATION DESCRIPTION

B.1. Provide a brief general description of your organization's goals and/or mission statement:

Friendly Center is a 501(c)(3) nonprofit dedicated to empowering individuals and families to break the cycle of poverty and achieve lasting self-sufficiency. Serving Orange County, we provide free programs and services focused on three core pillars: Basic Needs & Food Assistance, Family Support, and Education & Workforce Development. Our Basic Needs & Food Assistance program is central to our mission, delivering critical food resources to residents of all ages facing food insecurity. By meeting these essential needs, we help families move beyond crisis toward long-term stability and a stronger community.

PROJECT/PROGRAM DESCRIPTION and PURPOSE

B.2. Provide a description of the specific project or program being proposed, clearly stating what the project intends to provide or accomplish, and the specific activities for which funds will be used.

Friendly Center's Community Programs address food insecurity and basic needs in Orange County through ongoing food distributions and emergency assistance. Friendly Mart now operates weekly, offering fresh produce and shelf-stable items in a market-style setting where families receive an average of 20 lbs of food per visit. Emergency Assistance provides non-perishable food and hygiene products, for individuals and families facing urgent needs. A \$25,000 CDBG 2026–2027 grant will complete funding for a Food Program Assistant, a critical role that ensures efficient program operations and uninterrupted access to food and resources. Operating from the Community Resource Center at Killefer Park, these programs serve as a vital safety net for low-income residents facing economic hardship. The \$25,000 CDBG funding request outlined in this proposal will enable Friendly Center to serve 1050 unduplicated individuals in Orange during the 2025-2026 program year. Specifically, this funding will complete the necessary support for the Food Program Assistant position, a vital role in ensuring the smooth operation of our Community Programs. With this funding, Community Programs will continue to offer a dependable food resource to Orange families, allowing them to access nutritious food as often as needed throughout the year. This support will directly contribute to reducing food insecurity, particularly among children and families, and ensure that residents have the resources they need to thrive.

C. Objective

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C. Objective

Please provide the following information.

NATIONAL OBJECTIVE

C.1. Check the National Objective Subcategory that your project meets the national objective of **Benefiting Low- and Moderate Income (LMI) Persons**:

National Objective Subcategories:

- Low Moderate Limited Clientele (LMC) – 51% of the beneficiaries of an activity have to be LMI
- Low Moderate Area Benefit (LMA) – area where at least 51% of the residents are LMI persons
- Low Moderate Income Housing Activities (LMH) - rental units and rehab units

C.2. **PROJECT SCHEDULE: Please estimate project completion timeline.**

Friendly Centers Community programs are year-round programs, therefore there is no completion date.

D. Demographics

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D. Demographics

Please provide the following information.

RACE/ETHNICITY

D.1. Estimate the number of clients for each Race/Ethnic categories your project will serve:

Race/Ethnicity	Estimate number of clients that will be served from/in each Race/Ethnic category:	If Previously Funded: Number of clients served from/in each Race/Ethnic category:
White		450
Black/African American		20
Asian		20
American Indian/Alaskan Native		5
Native American/Other Pacific Islander		5
American Indian/Alaskan Native & White		5
Asian & White		5
Black/African American & White		5
American Indian/Alaska Native & Black/African American		5
Other Multi-Racial		500
TOTAL	0	1,020

INCOME REQUIREMENTS

All funded projects and activities must meet the CDBG national objective of benefiting low to moderate income persons which is defined as “under 80% Area Median Income (AMI)”, (see current chart below). The AMI is subject to change based on HUD’s annual calculations and must be adjusted and adhered to throughout the life of the grant and subsequent affordability period.

FY 2025 Income Limits	1 Person	2 Persons	3 Persons	4 Persons	5 Persons	6 Persons	7 Persons	8 Persons
Extremely Low (30%) Income Limits	\$35,550	\$40,600	\$45,700	\$50,750	\$54,850	\$58,900	\$62,950	\$67,000
Very	\$59,250	\$67,700	\$76,150	\$84,600	\$91,400	\$98,150	\$104,950	\$111,700

Low (50%) Income Limits								
Low (80%) Income Limits	\$94,750	\$108,300	\$121,850	\$135,350	\$146,200	\$157,050	\$167,850	\$178,700

D.2. Please identify if your project will track income eligibility by household or by area:

Household

INCOME ELIGIBILITY:

- Eligible clients under this Contract shall be Extremely Low, Very Low, and/or Low-income individuals and/or families of all ethnic groups. Subrecipients shall document each participant's eligibility on intake sheets, or other such forms as to thoroughly document the client's household income.
- Agencies and organizations receiving CDBG funding must be able to document that the individuals, or households, or the area the project serves meets the HUD minimum 51% low to moderate-income requirement.
 - **Extremely low-income** which is defined as household income that is 30% or lower of the HUD median income for Orange County,
 - **Very low-income** which is defined as household income that exceeds 30% but does not exceed 50% of the HUD median income for Orange County, and
 - **Low income** is defined as household income at or below 80% of the median income for Orange County.

E. Measurements & Outcomes

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E. Measurements & Outcomes

Please provide the following information.

E.1. CONSOLIDATED PLAN ACTIVITY: (check one)

Affordable Housing (Create or Maintain)	<input type="checkbox"/>
Homelessness (Activities to end homelessness)	<input type="checkbox"/>
Community Development (Public Services or Public Facilities)	<input checked="" type="checkbox"/>

E.2. PERFORMANCE MEASUREMENT: The U.S. Department of Housing and Urban Development (HUD) requires a performance measurement system to better capture data for the activities that are undertaken with CDBG funding. For each proposed activity, an objective, an outcome, and performance indicator must be identified.

A. Primary Objectives: Check One

- Create Suitable Living Environment** – this objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment.
- Provide Decent Affordable Housing** – this activity focuses on housing programs where the purpose of the program is to meet individual family or community needs and not programs where housing is an element of a larger effort.
- Create Economic Opportunities** – this objective applies to the types of activities related to economic development, commercial revitalization, or job creation.

B. Primary Outcome: Check One

- Availability/Accessibility** – Activity that makes services, infrastructure and/or shelter available and accessible.
- Affordability** – Activity that provides affordability in the creation of affordable housing, transportation, or daycare.
- Sustainability** – Activity which promotes livable or viable communities or neighborhoods by providing services or by removing slums or blighted areas.

E.3. SPECIFIC OUTCOME INDICATORS: Number of Unduplicated Persons/Households to be assisted by this Program:
1050 Persons

Of the Total Persons Assisted, how many will:

Have new or continued access to this service or benefit:	1050
Have improved access to this service or benefit:	

Receive a service or benefit that is no longer substandard:	
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Of the Total Persons Assisted, the number of:

Homeless Persons Given Overnight Shelter:	
Beds Created in Overnight Shelter or Other Emergency Housing:	

F. Budget

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F. Budget

Please provide the following information.

F.1. Total budget must match the amount of funding being requested:

DIRECT COSTS:

BUDGET CATEGORY	PROPOSED AMOUNT OF CDBG FUNDS	PROPOSED AMOUNTS OF OTHER	TOTAL PROGRAM COSTS
Personnel Salaries	\$25,000.00	\$8,035.00	\$48,035.00
Supplies	\$0.00	\$651,506.00	\$651,506.00
Construction	\$0.00	\$0.00	\$0.00
Supplies/Other	\$0.00	\$0.00	\$0.00
TOTAL	\$25,000.00	\$659,541.00	\$699,541.00

F.2. OTHER SOURCES OF FUNDS (if applicable): Include all potential or anticipated funding sources, other local, State, or Federal Grants, conventional bank loans, tax credits, etc. Indicate the status of commitment of funding source, i.e. secured, committed or application pending with anticipated dates of final funding decisions. (click Add Row)

Type of Contribution	Source of Contribution	Estimated Amount	Status
		\$0.00	

G. Audit & Performance

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G. Audit & Performance

Please provide the following information.

AUDIT INFORMATION

G.1. Please provide the date of the most recent audit of your organization. Describe any findings or concerns which may have been cited in the audit or in any accompanying management letter particularly any pertaining to the use of CDBG funds. Also, describe any action taken to correct identified findings or concerns.

Friendly Center's most recent audit, conducted for the 2024 fiscal year (January–December). The audit found no issues or concerns related to the misuse of funds, including any CDBG funds. This demonstrates our commitment to financial integrity and responsible stewardship of resources.

G.2. PAST PERFORMANCE:

A. Funding Expenditure Status. Enter dollar amounts

FY Year	Amount Awarded	Remaining
2025-26	\$14,658.00	\$7,329.00
2024-25	\$16,854.85	\$0.15
2023-24	\$15,166.00	\$0.00
TOTAL	\$46,678.85	\$7,329.15

B. Goals - If your agency was funded previously, were the stated goals met, and if not explain why and what your agency is doing to ensure these goals are met in the future:

Friendly Center has successfully met all goals in the past CDBG grants.

H. Required Documents

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Please provide the following information.

Articles of Incorporation

Articles of Incorporation FC_26.pdf

Board Minutes-Recent Board of Director's Meeting Minutes

Board Meeting 2025.pdf

Bylaws

***No files uploaded*

Census Tract Table

***No files uploaded*

Low/Moderate Area Map

***No files uploaded*

Organizational Chart

Organization Chart 2026.pdf

Recent Audited Financial Statements

Audited FS 2024 - FINAL.pdf

Service Area Map

***No files uploaded*

Tax status-IRS 501(c)(3) Letter

Tax Status- IRS 501(c)(3)_26.pdf

Timeline of Expenditures *Required

Timeline of Expenditures.pdf

Timeline of Program/Project Milestones *Required

Project Milestones.pdf

Other Documentation

CDBG_SelfCertificationForm_2025-2026 Orange.docx

Certification

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Certification

I hereby certify that all information contained herein and attached hereto is accurate to best of my knowledge:

Signature:

Jessica Ruelas

Electronically signed by jessica@friendlycenter.org on 1/16/2026 5:00 PM

Title:

Director Of Programs