

Grant Application/Cover Page

Name of Organization: Eastside Community Action Network, Inc. (EUCAN)

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Project Title: Generations in Motion

Is this a collaborative project? Yes No

If yes, list names of any partner organizations and the organization's role:

1. Save Our Streets (outreach, mentorship)
2. Samoan Cultural Community (cultural outreach, programming)
3. CSUSM Public Health Graduate Students (program support, data tracking)
4. Oceanside Unified School District (referrals, youth engagement)
5. Community Volunteers/Senior Members (mentorship, assistance)
6. FOU Movement (outreach and mentorship)
7. Neighborhood Services Department (program support)
8. P/R Special Events (program support)
9. Samoan Pastors Association of North County (cultural outreach, programming)
10. Oceanside's Finest (program support)
11. Seau Foundation (to be contacted)

Club 55: Proposal Narrative

Eastside United Community Action Network, Inc., (EUCAN)

Program Name: *Generations in Motion*

1. Organizational Background & Mission (250 words or less)

Eastside United Community Action Network, Inc., (EUCAN), originated minutes away from the Jr. Seau Club 55 Senior Fitness Center location. The original purpose of caring for all families, parents & children, and their well-being has never changed. However, the challenges today facing many families, in contrast to a decade ago, are different. The homeless crisis puts many elderly persons on the streets, including retired veterans, as well as entire families with young children. Housing, gas, groceries, and utilities have increased as well. Monthly free food distributions at multiple community center sites are commonplace in order to meet basic needs.

Our organization is a community-based, grassroots collaborative dedicated to improving health, wellness, and life outcomes, emphasizing support for underserved/low-income residents in Oceanside. Our mission is to promote physical health, social connection, and intergenerational engagement by providing safe, inclusive, and accessible programs that strengthen both individual well-being and community relationships

Club 55 will be a destination point for a multi-generational program aimed at serving the needs of Senior members, as well as junior members, by incorporating wrap around services identified through EUCAN's collaborative partners. Many senior members are retired public and private individuals who may welcome the opportunity to share their experiences and expertise with aspiring young fitness center members. We believe that wellness goes beyond physical fitness to include emotional health, mentorship, and purpose-driven engagement.

2. Experience with Senior & Fitness Programming (250 words or less)

Although EUCAN is new, immediate support will come from local groups willing to keep the well-deserved legacy of Oceanside's own hometown sport icon and only NFL Hall of Fame recipient. Volunteer groups such Save Our Streets and Oceanside Samoan Cultural Committee, will assist in implementing Youth and Senior Fitness Programs, as well as promoting Club 55 at the many community and cultural activities, these volunteer groups sponsor and host on a year-round basis. We feel strongly, with the current atmosphere of multi-cultural pride evident in our grassroots sports, educational, health, and faith-based communities, the focus of support for the Junior Seau Club 55 Fitness Center, will continue for years to come.

Overall, our EUCAN team and partners have extensive experience implementing senior-focused and community fitness programs, including structured exercise classes, wellness education, and facility-based programming. We have supported operations and programming connected to the Jr. Seau Fitness Center and similar community-based initiatives. Our experience includes designing age-appropriate fitness programs that prioritize mobility, balance, strength training, mind-body connections, and heart health.

Additionally, we have facilitated intergenerational programs that connect seniors with youth through mentorship, tutoring, and community engagement activities. These programs have successfully increased participation, reduced isolation among seniors, and provided meaningful leadership roles for older adults.

3. Proposed Programming (150 words or less)

We propose a comprehensive senior fitness and wellness program for adults ages 62+ that includes:

- Daily supervised open gym access
- Structured classes (low-impact aerobics, strength training, stretching, balance/fall prevention)
- Wellness workshops (nutrition, chronic disease management, mental health)

Key components are evidence-based senior fitness practices, including fall prevention, functional movement, and low-impact resistance training. Programs are delivered under trained supervision to ensure safety and accessibility, with built-in injury prevention through proper instruction, modifications, and progressive training.

In addition, the program will incorporate intergenerational engagement opportunities, where seniors can mentor youth, participate in community discussions, and attend guest speaker sessions. Space can be used for social gatherings, light activity, and rest areas with refreshments, promoting both physical and social well-being.

All our programs are inclusive, culturally responsive, and adaptable to varying ability levels. Based on participant need, some exercise classes/programming may be held in Spanish and Samoan languages.

4. Marketing Plan (250 words or less)

Our marketing strategy will focus on both retention of current members and recruitment of new participants through multiple strategies:

- **Community Outreach:** Partnerships with local organizations (Save Our Streets, schools, cultural groups, faith-based organizations, PIC Health) to promote the program through trusted networks.
- **Flyers & Bilingual Materials:** Distribution at community centers, libraries, clinics, and housing sites, ensuring accessibility for diverse populations.
- **Word-of-Mouth:** Encouraging current members to recruit peers, supported by testimonials and referral incentives.
- **Social Media and Internet:** Use of email lists, social media, and community websites to share program schedules and success stories.

Special emphasis will be placed on reaching isolated seniors, low-income residents, and those unfamiliar with fitness programs. Messaging will highlight affordability, safety, social connection, and the unique opportunity for seniors to engage in intergenerational mentorship and community leadership.

5. Program Goals, Objectives & Timeline

Year	Goals	Objectives	Activities	Outcomes
1	Stabilize and enhance exercise program operations	Increase membership by 10-15%; create consistent daily programming	Daily supervised gym hours; low-impact fitness classes; balance and fall prevention training; outreach and enrollment efforts; light social/mentorship gatherings	1. Improved participant mobility and strength 2. Increased membership 3. Consistent program participation
2	Expand participation and partnerships	Increase membership by additional 15%; strengthen community partnerships; grow programming	Add new classes based on participant feedback (strength, flexibility, wellness workshops); host intergenerational events; guest speakers and mentorship sessions; expand programming and partner-led activities	1. Co-create new classes 2. Increased social engagement 3. Develop stronger community partnerships 4. Higher retention rates
3	Sustain and improve programming	Evaluate and refine programming	Ongoing classes and fitness programming; program evaluation surveys; expand volunteer/mentor roles; fundraising and partnership development;	1. Evaluate program 2. Improved behavioral and health outcomes 3. Ensure/plan strategies for long-term program stability

6. Unique Approach & Benefits (150 words or less)

Our program is unique in its integration of **fitness, social wellness, and intergenerational activities**. While traditional senior fitness programs focus solely on exercise, our approach creates a holistic environment where seniors are both participants and leaders.

The inclusion of intergenerational activities, social gatherings, and culturally relevant activities support social-emotional health of seniors, which helps to improve their overall health and retention in the program. Seniors have opportunities to rest, engage with peers, and participate in discussions with guest speakers and mentors.

Importantly, the program aligns with Junior Seau's vision by bringing seniors and youth together, fostering mentorship, life skills development, and positive relationships. This community-centered model benefits both older adults and at-risk youth, strengthening the broader Oceanside community.

7. Sustainability Plan (150 words or less)

Sustainability will be achieved through a combination of diversified funding, community partnerships, and efficient program planning and coordination. Revenue sources will include membership fees, grants, sponsorships, and fundraising events. Partnerships with local organizations will provide in-kind support, volunteers, and shared programming resources.

We will also build a strong volunteer base, including retired professionals, to support programming and mentorship activities. Ongoing evaluation and reporting will ensure program effectiveness and help secure future funding opportunities. By maintaining strong community engagement and demonstrating measurable outcomes, the program will remain viable and impactful beyond the initial contract period.

8. Collaborative Partners

Partner	Role
Save Our Streets (SOS)	Outreach, mentorship programs, youth engagement
Parks & Recreation Dept.	Facility coordination, outdoor programming
Samoa Cultural Community	Cultural programming and outreach
Local Volunteers/Senior Members	Mentorship, program support

CSUSM Public Health Students	Coordinate students through supervised internships and volunteer roles; fitness program assistance, participant engagement, and health education; evaluation support.
Oceanside Unified School District (OUSD)	Referrals, youth participation, educational support
City of Oceanside	Oversight, funding, facility use agreement
FOU Movement	Outreach and mentorship
Neighborhood Services Department	Program support
P/R Special Events	Program support
Samoan Pastors Association of North County	Cultural outreach, programming
Oceanside's Finest	Program support
Seau Foundation	(to be contacted)