



Contact Person

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General Overview

Approach

- Part of a broader financial well-being investment strategy

Target Age Groups

- 18-24 years old

Target Populations

- College students
- Immigrant youth
- LGBTQ+ youth
- Opportunity youth (young people, typically aged 16 to 24, who are not engaged in school or employment)
- System-involved youth (e.g.—child welfare, juvenile justice, homelessness, mental health)
- Transition-age foster youth

Geographic Focus

- Communities in Silicon Valley (Santa Clara County, San Mateo County, Southern Alameda County) and state policy

Financial Well-Being Investment/Interest Areas

Direct Services

Educational Programs

Investing in financial education, financial capability, job readiness, or mentorship programs that benefit youth

Employment and Training

Supporting workforce development programs, internships, apprenticeships, and labor market onramps that offer skill-building and employment opportunities

Mental Health and Support Services

Funding mental health services; support services for young parents; education, career, financial and benefits system advising and navigation supports

Housing and Basic Needs

Providing support for housing, food security, and other basic needs for youth

Research and Pilots

Needs Assessments

Supporting research to understand the specific needs and challenges of youth populations in various communities

Data Collection and Analysis

Investing in studies that gather data on youth outcomes and financial well-being

Policy and Advocacy

Advocacy

Supporting efforts to inform local, state, or national policies that improve youth access to education, employment, and financial stability

Awareness Campaigns

Funding campaigns that amplify youth voice, shift narratives, and raise awareness about the needs and opportunities for youth

Leadership Development

Supporting programs that train and empower youth leaders or those working in youth-serving organizations

Systems Change

Investing in initiatives that seek to reform systems (education, criminal justice, child welfare) to create better opportunities for youth

Nonprofit Support

Providing funding to build the capacity of organizations that serve youth, improving their ability to deliver high-quality services and reach more young people

Capacity Building

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Providing funding to build the capacity of organizations that serve youth, improving their ability to deliver high-quality services and reach more young people

Leadership Development

Supporting programs that train and empower youth leaders or those working in youth-serving organizations

Community Engagement

Youth-Led Initiatives

Funding programs that empower youth to design and lead initiatives addressing issues that affect them directly

Family and Community Support

Supporting programs that engage young parents, families, and communities in fostering youth development and financial well-being

Collaboration

Partnerships

Funding collaborations between nonprofits, schools, businesses, and government agencies to maximize impact on youth development and financial well-being

Peer Learning and Exchange

Supporting networks or platforms where youth-serving organizations can share knowledge, resources, and best practices

Stage of Grantmaking

Structuring and Selecting (Implementation Phase)

Deciding on grant structure (e.g., size, duration, geographic or demographic focus), and selecting nonprofit partners

Approximate Level of Investment in The Last 12 Months

\$1,000,000+

