



2008/2009 Education Initiative: Early Literacy & Reading for Young Children

Request for Proposals
November 16, 2007 RFP Distribution
(Grant Period is March 14, 2008 through June 15, 2009)

Vision: Increase early literacy and reading for young children (K5 through Grade 3), which includes family and community partnerships.

Qualified nonprofit health and human services agencies with 501 (c)(3) status and in good financial standing within the Metropolitan Milwaukee Area are welcome to apply. **Proposals submitted by United Way-funded agencies not in full compliance with standard administrative and financial requirements will not be considered for this grant.**

IMPORTANT: All submissions for this Request for Proposals must be **evidence based** in order to be considered for funding. For the purpose of this request, evidence-based programming includes techniques, strategies, and methods that have been researched, practiced/tested, tracked, and that promote self-sufficiency, social, and academic success. Programs must provide documentation that attests to the program's effectiveness of the methods or models used.

TIMELINE FOR APPLICATION PROCESS

- 📖 **Friday, November 16, 2007:** Requests for Proposals for the Education and Employment Initiatives will be distributed via mail, e-mail, and will be available in PDF format, as well on our website at www.unitedwaymilwaukee.org. If you want a copy emailed to you directly, please make that request via email to lbarbieri@unitedwaymilwaukee.org, or call Lynda Barbieri at 414.263.8126.
- 📖 **Technical Assistance Sessions for prospective applicants of both Initiatives will be held in United Way of Greater Milwaukee's East Room at, 225 W. Vine Street.** *(Please be sure to have a representative of your organization attend. There have been some changes to this Request for Proposals and Application.)* **Contact Lynda Barbieri to reserve your place.** Space is limited. Please, only two people per proposal. Thank you.
 - **Tuesday, December 4, 2008 from 2:30 to 4:00 p.m.**
 - **Wednesday, December 5, 2008, from 9:00 to 10:30 a.m.**
- 📖 **Monday, January 7, 2008 (4:00 p.m.):** Education and Employment Initiative Proposals and requested attachments are due by 4:00 p.m., January 7, 2007. The completed application, narrative, and budget must be submitted via e-mail to Lynda Barbieri at lbarbieri@unitedwaymilwaukee.org. The signed original, copies, and attachments must be received at the United Way offices by 4:00 p.m., as well.
- 📖 **January-February 2008:** Final grant decisions approved and applicants notified. Members of the Education Initiative Advisory Committee will review the proposals and make funding recommendations to the Community Impact Division, with final approval from the United Way of Greater Milwaukee's Executive Committee.
- 📖 **March 2008: First check distribution**

Lynda L. Barbieri, Grant Assistant
United Way of Greater Milwaukee
225 West Vine Street -- Milwaukee, WI 53212
Phone: 414.263.8126 e-mail: lbarbieri@unitedwaymilwaukee.org FAX: 414.263.8128



2008/2009 GRANT APPLICATION
Education Initiative: Early Literacy and Reading for Young Children

AGENCY OVERVIEW		
Contact for this proposal (<i>Name & Title</i>):		
Phone & Fax:	Email:	
Date Submitted:		
Total Proposed Program Budget:	Total Grant Request:	
Program Name:		
Organization Name:		
Address:		
City, State, Zip:		
Phone:	Fax:	
Email:	Web Address:	
Chief Staff Officer (<i>Name & Title</i>):		
Phone:	Email:	
Board Chairperson (<i>Name & Title</i>):		
Mailing Address:		
Year organization was established:	Dates of Fiscal Year:	
Total Number of Paid Staff	Full-Time:	Part-Time:
Organization's total operating budget:		
Does the organization have federal tax-exempt status? Yes ___ No ___		
If no, provide name and contact information of nonprofit agency serving as fiscal agent:		
Has the governing board approved a policy that states the organization does not discriminate based on age, race, religion, gender, sexual orientation or national origin? Yes ___ No ___		
When did the governing board authorize this request for funding (<i>provide date</i>):		

This form must be submitted via hard copy and e-mail to ibarbieri@unitedwaymilwaukee.org.

The electronic copy, original application and six copies are due in the United Way of Greater Milwaukee office, 225 W. Vine Street Milwaukee, WI 53212, no later than 4:00 pm, Monday, January 7, 2008. The completed application must be e-mailed to Lynda Barbieri at lbarbieri@unitedwaymilwaukee.org.

OVERVIEW

UNITED WAY OF GREATER MILWAUKEE'S EDUCATION INITIATIVE

Even as we partner with the community to break the cycle of poverty, the number of people who live at or below the poverty level continues to grow. United Way's continuous support of safety-net programs helps to build stronger families and safe, viable neighborhoods. Beyond addressing those issues, United Way begins a fourth year in its efforts to help alleviate serious barriers to economic security by supporting education, a key component of breaking the cycle of poverty. The Education Initiative is a focused approach to help impact Early Literacy and Education for Young Children, and to provide an opportunity to help increase the likelihood of success for some of our most vulnerable community members.

United Way remains at the center of collaborative partnerships with other key community organizations and agencies, whose objective is to go beyond meeting basic needs and to impact the core causes underlying the cycle of poverty. Our focus is on community impact, community-wide education initiatives, job training/retention, and asset building for low-income individuals. Community impact is positive change in a community over time, which is measurable, sustainable, and meets current and emerging needs. For nearly 100 years, United Way of Greater Milwaukee has been committed to improving lives in our community by assuring provision of a safety net of quality services to those who need them.

Education remains a primary stepping stone to economic self-sufficiency. The lack of education limits the ability of children and youth to become healthy, productive adults. A solid education helps children reach academic, social, and creative levels that enable them to grow into interested, involved young adults. Educated adults are far more likely to attain economic self-sufficiency, be better able to provide a stable home environment, have children who develop positive life skills, as well as achieve academic success. **For the fourth cycle, United Way of Greater Milwaukee's Board of Directors has designated \$500,000 to the Education Initiative to address early childhood literacy.**

Early Literacy and Reading for Young Children

Education is a key component to a secure future. Statistics show that high school graduates have much higher earning power than non-graduates. Those with college degrees earn significantly more than high school graduates. Boosting earnings over time influences a family's ability to amass financial resources, which in turn, makes it possible to build stability through home ownership and to, in turn, finance further education for the next generation of children.

Unfortunately, many students continue to leave Milwaukee area schools without the basic skills they need to continue their education or find stable employment. Research shows that Early Literacy, or the ability to read and comprehend, is basic to academic achievement. Milwaukee lags far behind Wisconsin State averages. Students who fall behind early are unlikely to ever catch up to grade level standards. Studies show that the combined efforts of families, schools, and community-based organizations have been instrumental in educational success over time.

To help bridge the gap between research and practice, only programs based upon evidence-based principles and practices will be considered for funding. For the purpose of this request, evidence-based programming includes techniques, strategies, and methods that have been researched, practiced/tested and tracked, which promote self-sufficiency and social and academic success. Organizations must offer documentation attesting to the program effectiveness of the methods or models used. Please refer to the Basic Criteria section for details.

PROGRAM OUTCOMES

Collectively, programs funded through United Way's Education Initiative will work towards the selected vision, "*Increase literacy and reading for young children (K5, First, Second, and Third Grade; ages 6-8), which includes family and community partnerships.*" Awardees will be expected to work with identified partners in tracking indicators and developing strategies for success. Applicants will provide examples of demonstrated leadership ability and capacity to implement or expand the program. United Way of Greater Milwaukee will provide technical sessions on outcome measurement, networking opportunities, and relevant trainings. **Awardees will strive to achieve this outcome and report on all three indicators listed below:**

Outcome: Children enter First, Second, and Third Grade reading at or above the Proficient Reading Level (Based on On the Mark, SAGE, etc. Please see reference list.)

Indicator #1: Child—Number (#) and percent (%) of children entering First, Second, and Third Grades reading at or above the Proficient Reading Level (If applicant is not a SAGE School, please indicate the evaluation criteria and how costs will be covered).

Indicator # 2: Family— Number (#) and percent (%) (parents/adults) who engage in at least one literacy activity each week over the course of the program enrollment.

Indicator # 3: Community— Number (#) and percent (%) of barriers to learning to read are addressed and reduced.

BASIC CRITERIA

1. Applicants must ensure that the four components listed below are integrated into the applicant's program design and implementation plan.
 - a. Integrate education, family support, and community involvement.
 - b. Demonstrate program/agency leadership capacity that would allow for program implementation or expansion.
 - c. Address how children who reside in urban areas and experience barriers to learning will succeed by participating in your program. (*Barriers to learning may include these or others: Poverty, Alcohol & Other Drug Abuse, Mental Illness, LDHD, lack of family involvement, language, culture, other children in the family, family members with physical or mental disabilities, and social issues*).
 - d. Must have components of pre-school education programs as outlined in MPS Learning Targets Work and other pertinent resources/research. (*See references on the following page.*)
2. Only programs that focus on **early literacy and reading for young children** and are evidence based will be considered for funding. For the purpose of this request, evidence-based programming includes techniques, strategies, and methods that have been researched, practiced/tested and tracked, and promote self-sufficiency, social, and academic success. Organizations must provide documentation that attests to the program's effectiveness of the methods or models used. Listed below are some examples of resources. Organizations are encouraged to present evidence-based programs and strategies that may not be listed in these links and resources for equal consideration. (Please refer to Learning Targets--Milwaukee Public Schools website <http://www.milwaukee.k12.wi.us/pages/MPS> and SAGE-- www.dpi.state.wi.us.

The objective of the SAGE (Student Achievement Guarantee in Education) Program is to improve student achievement through the implementation of four school improvement strategies: class sizes no more than 15:1 in grades K-3; increased collaboration between schools and their communities; implementation of a rigorous curriculum focusing on academic achievement and improving professional development and staff evaluation practices. ***If the school participating in the partnership is not a SAGE school, please provide the guidelines, model and assessment tool to be used in this project.***

Following is a list of references and websites that may be helpful to applicants:

- 2006 WisKids Count Data Book
 - Educare
 - Education News Organization
 - Head Start Programs
 - HIPPPY (Home Instruction for Parents of Pre-School Children)
 - KidsFirst: The Governor's Plan to Invest in Wisconsin's Future, Gov. Jim Doyle, Spring 2006
 - *Milwaukee Even Start*
 - *Milwaukee Public Schools Report to the Community*
 - *State of the Children's Report, START SMART MILWAUKEE!*, 2006
 - www.Childstats.gov
 - www.earlyliteracy.com
 - www.childtrendsdatabook.org
 - MSN Search: EARLYLITERACY
 - www.milwaukee.k12.wi.us (*Learning Targets Work! and On the Mark*)
 - SAGE: www.dpi.state.wi.us
 - Economic Policy Institute: http://www.epinet.org/content.csf/issueguides_livingwage_livingwagefaq
 - Peabody Picture Vocabulary Test (PPVT) (<http://www.agsnet.com/assessments/technical/ppvt.asp>)
3. Provide models and lessons learned, as well as evidence of children entering the First, Second, and Third Grades reading at or above the Proficient Reading Level (Wisconsin Reading Standard). Results and lessons learned will be documented and shared with the community as possible learning tools.
 4. Host six-month site visits and submit six-month and grant-end program reports, on time, to United Way's Grant Assistant for review by the Education Initiative Advisory and Strong Families Community Impact Advisory Committee volunteers. Additionally, committing and sharing program lessons learned with grant recipients and others in a year-end forum, or other periodic information-sharing venues, to maximize collective learning opportunities for the early childhood literacy and education community will be required.
 5. Participate in technical assistance/networking opportunities hosted by the United Way of Greater Milwaukee.

AWARDEE RESPONSIBILITIES

Proposals must be in the United Way of Greater Milwaukee offices, 225 W. Vine Street Milwaukee, WI 53212, no later than 4:00 pm, Monday, January 7, 2008. Awardees of the Education Initiative Early Literacy and Reading for Young Children grants will:

1. participate in an on-site visit from members of the Education Initiative Advisory and Strong Families Advisory Committees and a United Way staff person around the eight-month mark of the grant period for review of the program's progress. All partners must be present.
2. submit the required 15-Month Program-End Report within 30 days of the grant completion. Specifics will be provided in advance of that date.
3. commit to sharing program lessons learned with other grant recipients in a grant-end forum to maximize the collective learning opportunities for programs addressing Early Literacy and Reading for Young Children.
4. acknowledge United Way of Greater Milwaukee's support through the Education Initiative in publications and at appropriate events.
5. participate in technical assistance/networking opportunities hosted by United Way of Greater Milwaukee.
6. report outcome information in the prescribed format, as requested.
7. provide evidence of regularly scheduled partnership meetings.

GENERAL INFORMATION

1. **Grant Period: March 14, 2008 through June 15, 2009.**
2. Application materials must be submitted (e-mail and hard copies) by 4:00 PM, Monday, January 7, 2008. **Additional information will not be accepted from applicants after the deadline unless requested by United Way.**
3. The Education Initiative has \$500,000 available. **Monthly disbursements will begin in March 2008.**
4. Funds cannot be used for individuals, endowments, capital projects, debt reduction, fundraising events, supplanting, or programs that support religious activities.

GENERAL INSTRUCTIONS

United Way of Greater Milwaukee's Education Advisory Committee volunteers are interested in reviewing well-written reports that have been proofed for accuracy and clarity. Be sure to follow these instructions carefully:

1. Type and single-space proposal narratives on white 8.5 x 11 paper (**Ariel 12- point font**).
2. Proposal narratives are limited to 5 pages. Proposal narratives longer than 5 pages will be rejected.
3. Provide all of the information in the order listed with complete answers.
4. Narrative pages must be numbered.
5. Submit **one (1) original** and **six (6) copies** of your proposal to United Way. Also, submit an emailed copy of the application to lbarbieri@unitedwaymilwaukee.org .
6. Do not bind or staple. Use paperclips to secure pages.
7. Extraneous materials (video tapes, brochures, etc.) will not be considered or returned.
8. **The application MUST be signed by an officer of the organization's board of directors. Proposals without a board officer's signature will be rejected.**

ATTACHMENTS

To help United Way of Greater Milwaukee understand the organization and the program for which funding is requested, submit the following attachments with the completed application:
One (1) original of your entire proposal.

One (1) Summary of the proposal (not included in the application) On one separate sheet of paper provide a concise one-page description summarizing the proposed program that includes: community and/or issue area to be addressed by the program, program strategies, program participant demographics, and communities being served.

One (1) complete list of the organization's Board of Directors

One (1) copy of the organization's most recent annual report or IRS Form 990**

One (1) copy of the IRS federal tax exemption [501 (c) (3)] letter**

One (1) original and six (6) copies: Completed Proposed Budget Worksheet

One (1) documentation demonstrating the effectiveness, through study/ research, of proposed programs

One (1) partnership structure (separate page)

****Unless the documents are already on file with United Way**

Contact: Lynda Barbieri at United Way - 414-263-8126 or lbarbieri@unitedwaymilwaukee.org.

NARRATIVE

Provide the following information in narrative form in the order presented below (5 pages maximum). Applicants must receive a minimum score of 75 points out of the 100 available in the following areas to be considered for funding. **(Pages must be numbered. Be sure to proof and verify your report.)**

1. Organizational Information (5 points)

Provide a brief description of the partnerships/organization's mission, goals and capacity to carry out the proposed program, as well as the organization's commitment to Early Childhood Literacy and Reading.

2. Partnership description (15 points)

What linkages/collaborations will be used to enhance the program? Consider the following variables and discuss each briefly in your answer:

- a. Partnership's commitment and ability to work together for an extended time.
- b. Partnership is relationship based and/or voluntary. Explain how it evolved.
- c. Partnerships' ability to negotiate difficult decisions (provide examples).
- d. Partnership's ability to garner other financial support.

3. Program Description (40 points)

- a. Explain the significance/scope of the program.
- b. Identify the specific barrier(s) to literacy that this program will address.
- c. Describe the best practices that are connected with the child, family, and their community within the proposed program.
- d. Identify the strategies and methodologies used to achieve the proposed outcome. How will you know if the proposed outcome has been achieved and how will this information be used to make changes, if needed?
- e. Describe to what extent program participants (e.g. parents and community representative) are involved in program planning, design, and/or implementation.
- f. Describe the program's clients or target population, including projected total number of clients, gender, age, race, ethnicity, disability, geographic characteristics, and household income.
- g. Describe the ways in which this program brings innovative strategies to early childhood literacy and reading programming to children, their families, and their community representatives.
- h. Describe ways in which your program increases the capacity of schools, families, community-based organizations and the community to understand, promote and respond appropriately to the development and implementation of literacy programs for young children.
- i. Describe what the organization/partnership foresees as the long-term community benefits of the program's activities for Early Literacy and Reading for Young Children.
- j. Describe in what way (s) this program will impact the greater Milwaukee community over time.
- k. Describe the partnership's vision of success.

4. **Evidence Based Program Model (20 points)** *For the purpose of this request, evidence-based programming includes techniques, strategies, and methods that have been researched, practiced/tested and tracked, which promote self-sufficiency and social and academic success.*
 - a. Describe the evidence that supports the effectiveness of the proposed program.
 - b. Describe where and when this program has been successfully implemented.
 - c. Describe the results of the program for children, families, and their community.
 - d. Provide detailed information about the research / study methods used in evaluating the program, including data collection.
 - e. Provide resource / reference information – to include publication information and websites.

5. **Planning and Implementation Phase (10 points)**

First-time applicants: describe the planning components required for the implementation, expansion or continuation of this program and how they will be achieved.

Returning applicants: update program progress.

6. **Funding Consideration (10 points)**
 - a. Estimate the total cost of the program and include a budget justification.
 - b. Provide a detailed program budget using the enclosed format.
 - c. Specify the amount requested from United Way's Education Initiative and how these funds will be used.
 - d. Specify the amount, if any, and describe leveraged, pooled, or matched funding associated with the proposed program, including sources of funding.
 - e. Describe plans for ensuring continued funding after the grant period. How will this program continue beyond the grant period?



2008-2009 Education Initiative: Early Literacy and Reading for Young Children Request for Proposals

Our Vision: Increase early literacy and reading for young children (K5, First, Second, and Third Grades; ages 6-8), which includes family and community partnerships.

Glossary of Terms

1. Evidence Based

All programs must be **evidence based** (*For the purpose of this request, evidence-based programming includes techniques, strategies, and methods that have been researched, practiced/tested and tracked, which promote self-sufficiency and social and academic success.*) Organizations must provide, in their proposal, documentation demonstrating the effectiveness of identified program models.

2. Peabody Picture Vocabulary Test) (PPVT)

The PPVT is an individually administered, norm-referenced, wide-range measure of listening comprehension for spoken words in standard English and a screening test of verbal ability for ages 2- 1/2 through 90+ years. The PPVT-III was concerned with the Expressive Vocabulary Test (EVT), a companion assessment of expressive vocabulary. PPVT is widely used in Wisconsin Schools.

<http://www.agsnet.com/assessments/technical/ppvt.asp>

3. SAGE (Student Achievement Guarantee in Education Program)

The objective of the SAGE Program is to improve student achievement through the implementation of four school improvement strategies: class sizes no more than 15:1 in grades K-3; increased collaboration between schools and their communities; implementation of a rigorous curriculum focusing on academic achievement; and improving professional development and staff evaluation practices.

United Way of Greater Milwaukee

Early Education Initiative: *Early Literacy & Reading for Young Children*

Employment Initiative: *Job Training & Retention*

PROPOSED PROGRAM BUDGET WORKSHEET

Agency Name:	
Program Name	
Projected Program Revenue	
United Way of Greater Milwaukee Allocation	\$
Funds from other United Ways	
Own Fund Raising Efforts	
Government	
In-Kind Support	
Program Service Fees	
All other sources of Program income	
TOTAL PROGRAM REVENUE	
Projected Program Expenses	
Salaries	\$
Benefits	
Professional Fees	
Supplies; printing, publications	
Travel	
Telephone, postage, shipping	
Occupancy	
Major Property & Equipment Acquisition	
Other Expenses	
TOTAL PROGRAM EXPENSES	
Please provide a budget narrative (use reverse side of sheet if necessary):	

This form must be submitted via hard copy and e-mail to lbarbieri@unitedwaymilwaukee.org.