

LOI Form

Organization Information

A Word version you can use to draft your request is available for download.

The rubric that will be used to score your LOI is available for download.

Project Name*

Please give your proposal a short, descriptive title. This is how your request will appear throughout the PCF grant portal.

BookWorks-The Joy of Reading

Amount Requested*

The minimum grant request for this process is \$50,000.

The maximum grant request for this process is \$325,000.

If you request the full \$325,000, your organization should be able to demonstrate a *significant* impact to be made from these funds.

Please be sure that your grant request is proportional to your annual operating budget. If you have any questions about how much funding to request, please contact Jocelyn Howard at jhoward@pinellascf.org.

\$60,000.00

Annual Operating Budget*

Please provide the amount of your annual operating budget, (expenditures only) for your entire organization.

\$62,440,645.00

Grant Start Date*

PCF expects to issue a contract to approved organizations in September 2023. If awarded with a contract issuance date of September 1, 2023, when would your organization begin to spend funds?

10/01/2023

Grant End Date*

PCF expects the grant period to be between 12 and 24 months for this process. Given this range, when would your organization expect to finish expending funds if awarded?

06/30/2025

Mission Statement*

Please write your organization's mission statement below. This should be no longer than one or two sentences.

The mission of Goodwill-Suncoast is to transform lives through lifelong learning and the power of work. Goodwill works to accomplish its mission by offering employment and training services, promoting self-sufficiency, and contributing to community conservation through recycling.

Is your organization headquartered in Clearwater?

Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.

No

Programming Background*

Please describe the program that this grant would support.

Example

Peer Counseling Services Inc. offers after-school support groups for middle schoolers and high schoolers. Below, Peer Counseling Services Inc. would describe what its programming is, how its programming works, and who is served.

Why PCF asks this: PCF wants to learn about what your organization does and how it carries out its mission.

Goodwill's BookWorks program serves a vulnerable population - children from low-income families. These families are challenged with providing for and raising their family on a limited income. Often these families lack the extra resources to purchase age-appropriate books for their children, and/or may struggle with their own literacy issues. Combining the reading experience with the gift of a book offers the child and family the ability to continue the literacy experience at home where they can read with parents, siblings and other family members. The BookWorks program supports early literacy in classrooms of childcare centers serving low-income families (i.e. HeadStart). The program is managed by Haydee Castro, Youth Development Manager and BookRoom Coordinator, Donna Lopez.

BookWorks assists children to achieve the industry expectation of children entering school ready to read, contributing to the development of literacy and school readiness skills. Volunteers are key to the program's success in reaching thousands of children each year. Our strategy complements the school readiness skills taught in the Head Start schools/child care centers, and serves to instill the joy of reading into each child's life. The program is a simple concept. BookWorks volunteers are recruited to go into local Head Start centers and schools in the community where they provide an animated story time to children in classrooms, and then present each child with a personalized book of their own to take home. The centers and schools encourage the children to read and share the story with their parents/caregivers. Community volunteers are a key component of the BookWorks program, with annually 160+ volunteers helping read to children and clean/sort books in the Bookroom.

Goodwill collects donated books, with children's books appropriated to the BookWorks program. Volunteers sort the donated books for gently-used age-appropriate books to be cleaned, labeled and readied for distribution. Although a large number of books are donated each year, many are not suitable for distribution. These books are a gift...maybe their first book ever...so the books we distribute are like-new or new books. Funds donated to BookWorks are directed to support the purchase of new age-appropriate books. Together, donated and purchased books allow for BookWorks to place thousands of books each year into the hands of children...Every time a volunteers visits a classroom, every child receives a book!

History in Clearwater*

Please describe how long you've been providing services in the City of Clearwater, and the nature of such services.

Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.

The BookWorks program is headquartered in Goodwill at our Goodwill-Suncoast Workforce Center. In 1999, the BookWorks program began as a way to distribute gently used donated books to children. It has evolved to be an integral program of Goodwill-Suncoast and prior to COVID, distributed more than 100,000 books to over 58,000 children in 2019. The program offers early literacy support through reading to pre-school age children in low-income families who attend Head Start programs and other child care centers. The program's BookRoom is supported by regular and occasional volunteers who help to sort, clean, label and prepare donated and new books for distribution. Volunteer readers go into the schools to read to the children and EVERY time a volunteer reader visits the classroom, EVERY child receives a book to take home and share with their family. Since our inception in 1999, the program has grown tremendously and is now offered in 8 counties served by Goodwill-Suncoast. In 2023, the BookWorks program was finally able to fully launch back into the classroom. We had operated on a virtual format, with volunteer readers recording story times that we share with the classrooms as onsite visits were not allowed. We are re-building the program and at the close of 2022, had presented 32,932 books to 25,466 children in 79 locations. It is our goal to once again surpass higher levels of participation both in number of books distributed and increasing the number of children served.

Outcomes*

Define one to two outcomes already being measured by your organization in relation to the programming this grant would support. This is not the outcome of this specific funding, but of the programming itself. **Outcomes are not the number of people you will serve, but how they or their situation will change.**

"Outcomes - are specific, measurable statements that let you know when you have reached your goals. Outcome statements describe specific changes in your knowledge, attitudes, skills, and behaviors you expect to occur as a result of your actions. Good outcome statements are specific, measurable, and realistic."

(W.K. Kellogg Foundation Logic Model Development Guide)

Example

80% of youth involved in peer counseling will show increased emotional intelligence after six months of participation.

Why PCF asks this: PCF considers measurable outcomes to be a cornerstone of effective social service programming. Tracking outcomes allows both an organization and its supporters to know how effective its programming is and helps an organization improve its programming over time.

The BookWorks staff attend parent nights at the schools to talk with the parental supports, discuss and encourage methods and strategies to help their child increase their literacy skills. The classroom teachers work with the parents/caregivers and report on the progress of their child and/or children in gaining essential literacy skills. According to a national longitudinal analysis by the U.S. Department of Health and Human Services (HHS), economically disadvantaged children may know only one or two letters of the alphabet when entering kindergarten, while children in the middle class sector will know all 26. (Lee, V. E. &

Burkam, D. T. (2002), *Inequality at the starting gate: Social background differences in achievement as children begin school*. Washington, D.C.: Economic Policy Institute.)

BookWorks ultimate goal is to help children develop the joy of reading, and in learning letter and word recognition, phonetics, and to follow a book's story line.

Measurements*

Explain what measurement tools you will use to evaluate the stated outcome(s) above. That is, how will your organization know it is achieving or not achieving the outcome(s) stated above? Stronger requests will use a validated tool or method of data collection.

Example

Peer Counseling Services administers the Schutte Self Report Emotional Intelligence Test before counseling begins, and in six-month intervals thereafter.

Why PCF asks this: PCF would like to know how the outcome(s) you've specified are measured, and if you used a validated tool that has been proven in usage outside your organization. If you've developed your own tool, please describe how it was made.

Program measurements are calculated by calendar year and made public each spring. BookWorks will take measurement of these six primary objectives on an annual basis to evaluate program performance and impact.

- number of children served
- number of volunteers both continuous and episodic
- number of reading locations
- number of books distributed to children

Goodwill IT developed a specific tracking system which allows for BookWorks to monitor and track numbers entered on a monthly basis, and is monitored throughout the year with totals at close of calendar year. Volunteers report on number of hours spent in the program, # of classrooms and locations visited (often one location has multiple classrooms), and number of books distributed. The schools provide the locations and # of children served.

Grant Impact*

How would this grant help your organization and its clients achieve the outcomes stated above? That is, what would you be able to do with this funding that you otherwise could not?

Why PCF asks this: The intention of this grant is to fund organizations providing support for individuals and families in Clearwater with emergency housing and social services needs. How that support happens, and how this grant could help, differs from organization to organization. PCF would like to know specifically how this grant would help your organization and the clients you serve.

As indicated earlier, while we initially introduced this program with age-appropriate, gently-used donated books to distribute...the ability to acquire new book allows for more books to distribute, and more children's lives we can impact through early literacy support. The number of children served is limited by the number of books available for distribution. Since COVID, the number of donated books was greatly reduced and is now beginning to increase in volume.

People are looking for meaningful ways to make a difference and volunteers recruited are often retired teachers, grandparents, and others who make time in their calendars to share the gift of reading with children. Goodwill sets annual goals as listed above, and donated funds allows for the purchase of extra age-appropriate books for distribution. At all times, BookWorks strives to keep 2000 books on the shelves ready for volunteers to take, read and present to the children. Additional books allow for the volunteers to visit more often and/or visit additional classrooms resulting in more children receiving books each year. BookWorks operates year round, with the majority of service takes place in the school year. Summer months are dedicated to serving summer school locations and preparing donated books for distribution during the school year. Goodwill has strong relationships with multiple book vendors and publishing houses, and can secure high quality age-appropriate books for as low as \$3 per book. A gift of 60,000 for the 2-year period could provide as many as 30,000 books resulting in an additional 15,000 books per year for the program. Those schools and classrooms in Clearwater would be a priority for increased support.

Preliminary Budget Narrative*

Please write a brief breakdown of line items showing how your requested funds would be used. You may add context to the expenses if needed (for example, if salaries are requested, state how that position supports the programming described in your proposal). A more detailed, formal budget will be required if your request is moved forward in the funding process.

Small equipment purchases are permitted under this grant provided they are directly tied to service delivery. You may include those purchases in this narrative.

If your organization will be requesting indirect costs, please include this in your narrative. Note that the indirect cost rate for this grant is capped at 5% of the grant.

Why PCF asks this: PCF would like to gain a general understanding of the proposed programming costs for this grant.

Goodwill-Suncoast respectfully requests a donation of \$60,000 to purchase high quality, new age-appropriate books for the BookWorks program. Funding for books permits BookWorks to also purchase bi-lingual books which are greatly needed in portions of our communities served. The Youth Development Manager is responsible for researching and purchase of books for distribution during the school year. Books are carefully selected with a story line, pictures to support story content, and capture a child's attention.

Goodwill-Suncoast social enterprise business generates a revenue stream to support our mission programs. Goodwill covers the administrative costs of the BookWorks program, limiting the need for additional funding to execute the program. As a workforce development agency, we well know that literacy is an essential skill that will serve these young children well through their academic life, careers and personal lives and is an important component of success.

Reduction in Funding*

Due to limited funding, your request amount may not be fully awarded if it is moved forward in the grant process. How would reduced/partial funding impact your proposed program?

Why PCF asks this: The review committee that ultimately recommends proposals for funding may consider partial funding. PCF would like to know upfront what impact this would have on your proposal.

Any amount of funds donated to the BookWorks program will be directed to the purchase of books for the continuation and expansion of the program. Your gift contributes to continuing the program at sites that are already being served, presents an opportunity to gain additional classrooms at current sites and/or new school partners, as well as increased volunteer activity.

File Attachment Summary

Applicant File Uploads

No files were uploaded