



**CITY OF BLOOMINGTON, COMMON COUNCIL
JACK HOPKINS SOCIAL SERVICES FUNDING
COMMITTEE
2014 GRANT APPLICATION**

AGENCY INFORMATION

Lead Agency Name

Is Lead Agency yes
a 501(c)(3) no

Number of Employees

Full -time

Part-time

Volunteers

Address

Zip Code

Phone

Agency E-mail

Website

President of Board of Directors

Executive Director

Title

Phone

E-Mail

**Name of Person to Present Proposal to
the Committee**
(If not the Executive Director)

Title

Phone

E-Mail

Name of Grant Writer

Phone

E-mail

Agency's Mission Statement (150 words or less)

PROJECT INFORMATION

Project Name

Is this a collaborative project? yes
no

If a collaborative project, list name(s) of
non-lead agency partner(s)

Address where project will be housed

Total Cost of Project

Requested JHSSF Funding

Other Funds Expected for this Project
(Source, Amount and Confirmed or
Pending)

Number of Total Clients Served by this
Project in 2014

Total Number of City Residents Served
by this Project in 2014

Is this a request for operational funds? yes
no

If "yes," indicate whether the request is pilot
for a pilot project, bridge funding or a bridge
collaborative project. collaborative

Please indicate the period in which you July-September 2014
intend to draw down funds, if granted October-December 2014

Please describe when you plan to submit your claims for reimbursement and what steps precede a complete draw down of funds.

If completion of your project depends on other anticipated funding, please describe when those funds are expected to be received.

Do you own or have site control of the property on which the project is to take place?

yes

no

n/a

Is the property zoned for your intended use?

yes

no

n/a

If "no," please explain.

If permits, variances, or other forms of approval are required for your project, please indicate whether the approval has been received. If it has not been received, please indicate the entity from which the permitting or approval is sought and the length of time it takes to secure the permit or approval.

NOTE: Funds will not be disbursed until all requisite variances or approvals are obtained..

Due to limited funds, the Committee may recommend partial funding for a program. In the event the Committee is unable to meet your full request, will you be able to proceed with partial funding?

yes

no

If "yes," please provide an itemized list of program elements, ranked by priority and cost.

Priority #1 (Item and Cost)

Priority #2 (Item and Cost)

Priority #3 (Item and Cost)

Priority #4 (Item and Cost)

Priority #5 (Item and Cost)

Priority #6 (Item and Cost)

Priority #7 (Item and Cost)

PROJECT SYNOPSIS (250 words or less)

Please provide a brief overview of your project. Assume that this synopsis will be used in a summary of your proposal.

CRITERIA

In the spaces below, please explain how your project meets the Jack Hopkins Funding criteria. Assume that your responses will be used in a summary of your proposal.

NEED (200 words or less)

Explain how your project addresses a previously-identified priority for social services funding as documented in the [Service Community Assessment of Needs](#), the City of Bloomington, Housing and Neighborhood Development Department's [2010-2014 Consolidated Plan](#), or any other community-wide survey of social services needs.

ONE-TIME INVESTMENT (100 words or less)

Jack Hopkins Funds are intended to be a one-time investment. If you are requesting operational funds, explain if the request is for pilot or bridge funding and please explain your plan for future funding.

FISCAL LEVERAGING (100 words or less)

Describe how your project will leverage other resources, such as other funds, in-kind contributions, etc.

LONG-TERM BENEFITS (200 words or less)

Explain how your program will have broad and long-lasting benefits for our community.

First Book-Monroe County – ‘Literacy Begins at Home’ Project Narrative

First Book-Monroe County’s mission is to “to provide the children from low-income families in Monroe County free new books that they can take home and own.”

Studies have repeatedly shown that lack of access to books at home is the biggest barrier to literacy and that children from low-income families have little or no print material at home. (Please see <http://www.firstbook.org/images/pdf/Statistics-on-Literacy.pdf> for a fact sheet on literacy.) This results in low levels of achievement, elevated school dropout rates and juvenile crime. According to the Annie Casey Foundation Kids Count 2011 statistics, Monroe County has 17.6% of children (about 4000) living in poverty

The books are distributed through Title I schools and qualified local literacy programs that receive book grants from us. The programs use our book grants to purchase books on the children's behalf. To qualify, the programs must be a Title I school or have at least 70 % of children from low-income families, and incorporate our books in regular reading or other activities to nurture the children's love of reading. The books are sourced out of First Book’s online market place which carries a wide variety of books for ages 0-17 from renowned publishers at heavily discounted prices

First Book-Monroe County is an advisory board made up of dedicated volunteers and is the community arm of the award winning national non-profit First Book which has been in existence for over 20 years and has provided over 100 million books to children from low-income families.

Value provided by First Book-Monroe County:

1. We provide extraordinary value at low cost. The books on our online marketplace are discounted up to 90%. The average cost of a book is just \$2.50 compared to a retail value of \$12 or above. We carry a wide variety of books on a range of subjects for ages 0-17 from well-known publishers. The books have high literary and educational content. The quality of the books motivates the children to read, and elevates the caliber of the literacy program that delivers the books to them. (Please see the feedback page in our website: http://supporters.firstbook.org/site/Clubs?club_id=1151&sid=2830&pg=other).
2. We return virtually every dollar donated back to the community by maintaining a low cost operation. We can leverage the financial, and IT services of the national organization at no cost, and can avoid the need for paid resources. Every \$2.50 donated = 1 book, \$10 = 4 books, \$1000 = 400 books and so on.
3. Our innovative delivery model distributes books to the children through Title I schools and literacy programs with existing resources. The children gain added value by receiving reading guidance and mentoring at no extra cost to the community.
4. We collaborate actively with literacy programs in the community to deliver our books and build partnerships. We have supported 4 Title I schools in Bloomington and Ellettsville, partnered with 4 day-care and after-school programs. We continue to expand our partnerships every year.
5. To our knowledge, there are no other equivalent programs that provide the quality and variety of books that we can provide. We can create a high impact with relatively low investments.

Literacy Begins at Home - Project Description and Goals for the next 3 years:

First Book-Monroe County has made a significant impact in the community in 2012 and 2013, the first two years of book distribution. It has distributed 7000 books to over 800 children. As we continue our

services, our **primary goal in the next 3 years is to support children of ages 0-8 from low-income families with the objective of maximizing their opportunity to read adequately by Grade 3.** Studies repeatedly stress the importance of children having exposure to books in their early years of life (ages 0-5), and the need to cultivate adequate reading skills by age 8 or Grade 3 if children are to succeed in school.

Our goal is to have significant impact on children of ages 0-8 by providing continuity of service, and serving the same set of children (as much as possible) with our books for 3 consecutive years.

To reach children of ages 5-8, we have selected 4 Title I schools and will serve 885 children in grades Pre K-2 attending Fairview, Templeton, Grandview and Richland Bean Blossom Elementary Schools. We will provide 6 books per child per year in 2014, 15 and 16, thus allowing the same set of children to own high quality books year after year. The ready access to books at home along with reading guidance delivered by the schools every year will create a powerful mechanism for the children to achieve adequate reading skills by Grade 3.

A California school (Broadway Elementary, Venice, CA) saw compelling results in improving reading scores using this approach with First Book.

We will serve 360 children of ages 0-4 attending Head Start and Early Start and Monroe County United Ministries (MCUM) Childcare program in 2014, 15 and 16, to insure that they are ready for kindergarten.

Here is a summary of our 3 year goals, costs, and funding requested from this grant:

- In 2014, 15 and 16: Serve 1245 children per year of which 885 children are of ages 5–8 and 360 children are of ages 0-4 at 6 books per child.
- Books distributed per year: 7470. Average cost of a book is just \$2.50 including shipping.
- Total cost over 3 years is \$56, 025. Total number of books over 3 years: 22,410
- We have achieved our 2014 goals and provided for 7470 books to 1245 children.
- **We are requesting a grant amount of \$4800 which will provide **1920 books for 320 children** participating in Head Start and Early Start and partially support our 3 year plan. The investment per child is a mere \$15 per year for 6 quality books delivered with reading guidance. We will leverage our other funding sources to deliver the rest of the three year plan.**
- First Book has been assured that Head Start/Early Start programs have sufficient resources to complete the purchase of books by December 2014 and distribute them in early 2015.

Outcome Indicators:

1. 1245 children (320 children from this grant) from low-income families will have access to books at home thus removing one of the biggest documented barriers to literacy. Many of these children do not have any books to call their own today.
2. Feedback from educators, children and families indicate a) increased interest in and time spent reading, b) better preparedness for kindergarten and c) improved reading skills by Grade 3.
3. Educators report that the caliber of their literacy programs is elevated because of the quality and rich content of our books.

Literacy Begins At Home - Project Budget

NOTE

This sheet reports program budget for the funding period 2014,15 and 2016

The budget clearly illustrates the big benefits of the creative leveraging of available community resources through partnerships.

1. Note that there are no facilities, administrative, or IT costs. All financial processes including the maintenance of our donations in the ledger are handled by the national organization at NO cost to our advisory board. Auditing, web site maintenance, submission of financial documents are done at the National level. We maintain our local budget and focus on our mission.

2. **The children receive reading guidance when they get our books but we have no costs associated with the reading program. This is due to the partnership delivery model with Title I schools and other programs who incorporate our books in their programs using existing resources at No extra cost to the community.

	No. Of children served	Total no. of books at 6 books per child	Average Cost Per Book	Total Cost	Jack Hopkins Grant Request	**Reading Program/Book Distribution (please see note above)	Comments
2014	1,245	7,470	\$2.50	\$18,675.00		\$0.00	2014 costs already Paid for from 2013 funds
2015	1,245	7,470	\$2.50	\$18,675.00	\$4,800.00	\$0.00	Grant request: 1920 books for 320 children. Books to be purchased in 2014 and distributed in 2015. Rest of the books will be funded out of our other funding sources.
2016	1,245	7,470	\$2.50	\$18,675.00		\$0.00	Will be funded by donations/grants in 2014 and 15.
Total	3,735	22,410		\$56,025.00	\$4,800.00	\$0.00	Jack Hopkins grant request

Budget reviewed and approved by
Akola Krishnan Chair - First Book-Monroe County



Please read the following note which provides the context for our financial documents and advisory board model, and organizational budget.

Advisory Board Model and Financial Processes

First Book operates on an advisory board model. The national organization has a board of directors, president and staff that focus on fund raising at a national level, manage book contracts with publishers, and provides all the back office functions such as managing financial processes and documents, ledger management, audits, online market place and web sites.

Auditing, submission of financial documents are all handled at the national level eliminating the need for staff or expenses at the local level to manage these functions.

At the local level, advisory boards made up entirely of volunteers focus singularly on the mission of getting books to children in need. They raise funds locally and all the funds raised are returned to the children in the community. First Book-Monroe County is an advisory board.

Here are some relevant excerpts from our Financial Policy document:

Financial Management Policies

General: All financial transactions are handled through the First Book national office. First Book Advisory Boards are not permitted to open any bank or stock accounts or enter into any legal agreements on behalf of First Book.

Donation Management: The national office credits donations to a dedicated Advisory Board account (ledger) and handles all account expenditures, book grant awards and official donor acknowledgements.

Based on this model, we are submitting the following Year end statements:

Local advisory board's 2013 year end Financials. Since all our accounts are managed by First book national, this is an internal document for the advisory board. The First Book headquarters manages the publication and auditing of Financials at the national level.

Link to First Book's 2012 year-end financial statements published in their website. This was published in May, 2013. The 2013 statements will be published around the same time in 2014, and can be provided as soon as they are available.

2013 Year End Financials - First Book-Monroe County
Expenses, Income, Net Balance

<u>Expenses</u>	
Book donations	\$9,190.00
Program expenses(Marketing materials, Postage, Stationary)	\$530.00
Total expenses	\$9,720.00
<u>Income</u>	
Starting balance from 2012	\$12,706.00
Donations	\$3,315.00
Grants	\$5,140.00
Book award adjustments	\$127.00
Board contributions	\$600.00
Total income	\$21,888.00
Net Balance 2013	\$12,160.00

Financial Statements - First Book (National Organization)

Please see link: <http://www.firstbook.org/first-book-story/financials>

The link has 2012 Financial Statements and 2012 IRS 990 as well as IRS 501(C)(3) Determination Letter. This was published in May, 2013. The 2013 statements will be published around the same time in 2014, and can be provided as soon as they are available.