

Read To Succeed Asheville/Buncombe Changing Lives Through Literacy

FY2021 Strategic Partnership Grants

Read to Succeed

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Application Form

INSTRUCTIONS

As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Read To Succeed Asheville/Buncombe Changing Lives Through Literacy

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Educated & Capable Community

Funding Request*

How much funding is this project requesting for FY2021?

\$30,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

501c3 doc (2).pdf

Board of Directors*

Upload a current list of your organization's Board of Directors. If your organization does not have a board of directors, briefly state the reason.

Board Members 2019-20 1.pdf

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

Read to Succeed Asheville/Buncombe (R2S) was founded in 2010 by Isaac Coleman and Dr. Catherine Alter and a group of local citizens concerned with the alarming literacy achievement gap in public schools. The group assessed local needs and found that in the Asheville City Schools there was a wide gap in reading achievement between African American and white students. In addition, national data showed that the third grade was the "tipping" point, students not on grade level reading by the end of third grade were 4x more likely to drop out of school. After six months of extensive research, the founders learned that extended one-to-one reading instruction with a well-trained tutor very early in students' school careers could make a significant difference. Our mission is to inspire and teach children to read. Our vision is for all children in our community to be skillful and engaged readers. We believe that literacy is critical to academic and life success. We recruit, train, place and supervise volunteer reading tutors in six elementary and six county schools, who

work one-to-one with K - 3rd grade students (some Pre-K and some 4th grade) from low wealth households to achieve reading proficiency by the end of third grade. The students we work with have limited access to additional educational resources. In 2018-19 we served 221 students and on average students gained 4.95 reading levels. We utilize technology, a small staff and many volunteer tutors to provide services to as many K-3rd grade students as possible in the city and county elementary schools. In ten years we have gone from providing services to 6 students in one city school to 221 students last year in 12 schools. We will start providing service to Emma Elementary School students in the fall of 2020. Six months ago we received a grant to add a part time volunteer recruiter and just recently we received a grant to hire a communication/marketing professional. We will serve 240 students in FY 20/21.

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

Like many students referred to R2S, Rakeem (name has been changed) was matched with a R2S tutor in kindergarten. He was more than a grade level behind his peers; he knew the alphabet at a basic level but that was all. This is typical of the K - 3rd grade reading achievement gap addressed by R2S. Students learn to read in K through 3 and from grade 4 on they read to learn. It is critical to address the achievement gap as early as possible; Students who cannot read at the end of 3rd grade cannot pass courses like science and history. Those not on grade level by the end of grade 3 are 4x more likely to drop out of school than their counterparts. Research demonstrates the correlation between dropping out and unemployment, low employment, low income, low self-esteem, poor health outcomes, and intergenerational low literacy. Like Rakeem, many students in Asheville City and Buncombe County schools don't read at grade level. According to the NC School Report Card (Dept. of Public Inst.) for the 18/19 school year, both districts record an avg of 72.21% of AA students below grade level as compared to an average of 25.79% of white students. City/county school averages for just third graders shows that on avg 41.86% are not on grade level reading. 65.79% of AA 3rd graders are below grade level as compared to 28.36% of white 3rd graders. Rakeem worked with his tutor, John, for over 3 years, through the end of 3rd grade. At that time, Rakeem's standardized test results showed he was finally reading at grade level. In addition, over the years, John introduced him to AA history and Rakeem adopted Frederick Douglass as his hero. In 2nd grade he was so excited about President Obama he wrote to him and received a personalized letter in return. He realized he loved sports and regularly asked for articles about Cam Newton and the Seattle Seahawks. This little boy became excited about reading and learning as he entered fourth grade. This is how R2S narrows the achievement gap.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

Read to Succeed (R2S) will provide a volunteer reading tutor program for less wealth students (grades K - 3rd and a few through 4th) in city/county elementary schools and expand students served. Tutors will work with students once/twice a week depending on the student's needs. R2S will recruit/train/place and supervise volunteer tutors who will work with at least 240 city/county students. We have changed our volunteer training process to make it more accessible for more volunteers. Tutors will take an initial 12 hours of core training, attend monthly in-service trainings and have access as needed to specific training to continue to enhance their skill level. We provide a variety of ongoing training throughout the year on many different skill enhancing topics such as handwriting, auditory, sight words/trick words etc. The R2S curriculum is

based on the Orton-Gillingham approach and uses Wilson System strategies which have been shown to be most effective with children from low-income/low-literacy homes (Little & Harris, 2003). R2S will continue to work with principals, teachers and literacy specialists to identify students as early as possible in grades K-3rd who are not on grade level reading. Our goals for FY 21 are: recruit at least 50 new volunteers, 220 total volunteers will donate 9500 volunteer hours, 42% of students will reach grade level reading and on average students will gain 4.25 reading levels. We will work with the city elementary schools as well as Johnston, Candler, Estes, Woodfin, Haw Creek and Oakley Elementary. In the fall we start providing services to Emma Elementary School.

People Served*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

R2S projects that we will serve 240 students in the Asheville City and Buncombe County Elementary Schools in FY 20/21. R2S serves students in K-3 (also some pre-K and some 4th) who are referred to our program by schools principals or by his/her designees. In 2018/19 we served 221 students from low income families. R2S students are on free/reduced lunch and approximately 40% live in public housing. We will also have a summer program for students who live in the Pisgah View Apartment Community and provide programming for residents/parents in the Deaverview Community. In addition, this summer we will serve Children First students from not only Pisgah View Community but also Deaverview and Woodridge. Students in the Read to Succeed Program are typically : students who are not attaining grade level reading proficiencies, have lack of family resources which creates limited opportunities for private tutoring and additional educational resources, typically in Tier 1 and potentially moving to Tier 2 support, usually not attending individual or small group intervention, attend school regularly and are developmentally cooperative with their teachers/other adults in a one to one setting.

Student Demographics for school year 18/19 were:

Gender- 44% M and 56% F

School grade - 10% Pre-K, 14%K, 34% 1st grade, 31% 2nd grade, 7% 3rd grade, 4% 4th grade

Ethnicity - 53% AA, 31% white, 11% Hispanic and 5% other

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

While our mission is to teach children to read, we focus on helping city/county elementary school students achieve grade level reading by the end of third grade. Our primary work directly supports the Buncombe County Commissioner's strategic priority of increasing the number of children reading at grade level by the end of third grade. To this end, Read to Succeed's team of in-house assessors evaluates each student we work with to determine their level of reading growth with regards to phoneme segmentation, essential and expanded sight words, oral reading, alphabetic principle, handwriting and other literacy skills. Read to Succeed students on average will gain 4.5 reading levels, grade 1 students will gain 5 reading levels, grade 2 students will gain 5 reading levels and grade 3 students will gain 4 reading levels. Of the 240 students we will serve, 92% will pass the R2S grade level sight words assessment, and 92% will use phonetic skills towards the mastery of grade level reading. R2S documents each student referral received to determine the total number of students served yearly and their progress. In addition, we are provided beginning, middle

and year end student's state test data by the individuals schools which we use to determine how many reading levels students have achieved.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

R2S has a rigorous system of measuring results. With parental permission, schools share students' teacher-administered standardized test results (state mandated Istation test 3 times a year- beginning, middle and end of year). R2S has developed and trained an assessor team that administer assessments with students twice a year to measure students' progress and needs in specific reading skills -understanding of ABCs, phonemes, phonemic segmentation, sight words, and comprehension.Both data sets are analyzed by our program evaluator and others and success is determined by the number of students achieving reading levels and who reach grade level in reading. The impact of the R2S program is assessed by two methods:R2S staff meet with school principals several times a year to obtain their views on the effectiveness of the program. In addition, classroom teachers are surveyed each year for ideas on improvements and the overall impact of our program. The analysis of both data sets are included in our annual report. We meet with school administration at least yearly to review the program. To enhance and improve communication with teachers we have created, tested and implemented what we call a "Teachergram". The "Teachergram" is an online easy to use template that provides communication between the teacher and the volunteer tutor regarding literacy goals each student receiving tutoring from an R2S volunteer tutor. Teachers receive a monthly "Teachergram" which clearly lays out the work done that month with each student with regards to phonemic awareness, word decoding and oral comprehension. Teachers have the opportunity to respond to "Teachergrams" with comments and suggestions. We will track the number of students served, the number of sessions provided each student, the number of volunteer trained and the number of volunteer hours provided.

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

R2S has collaborative relationships with many organizations: Asheville Housing Authority (HACA) provides us with office/meeting/training space as well as opportunities to provide summer programs for HACA children. We have cross referral arrangements with the Literacy Council, Big Brothers/Big Sisters, and OpenDoors of Asheville. We have collaborative relationships with Children First, public libraries, Smart Start, YWCA, and UNCA Women's basketball team (whose players serve as reading buddies in the Pre-K program at Isaac Dickson). While several other programs work with students in K-12th by providing homework help in after-school hours, R2S is the only organization that matches tutors who (1)are highly trained in a research-based multisensory phonics approach,(Orton Gillingham and Wilson Methods(2)work in-school with only K-3rd graders (and some PreK/4th graders). In many cases tutors commit to continue working with their students until they reach grade level in reading or they complete 3rd grade. We are enhancing our collaboration efforts with Children First around summer programming in the Pisgah View Community. During our six week program this summer Children First clients from three public housing communities will attend our literacy programming.

Budget*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_SPGrant_Budget_Form Buncombe.xlsx

The Buncombe County Strategic Partnership Grant will cover \$20,000 of personnel cost which represents 13% of the total personnel cost. \$2000 will be used for insurance which represents 48% of our total insurance cost. \$2,000 will go towards IT, service and software which represents 62.5% of our total cost, and \$1,000 will cover 36% of our postage/ mailing costs. Our \$10,000 United Way funds are confirmed as is \$20,000 from WNC Bridge Foundation. Our county and city strategic partnership grants are pending as well as other grants. We have historical data to support our individual contributions and we believe our increased marketing/communication/social media efforts will add support to that line item. Last year was the first year that we held a fundraising event and we were pleased with \$36,000+ from our luncheon and plan to repeat that process with added energy/effort.

Other County Funding*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

We have a \$5,000 Tipping Point grant and we will seek renewal in FY 20/21. This grant funds are being used to implement an early childhood/Pre-K literacy program in Pisgah View Apartments. This program is for children birth to 5 years, who are not enrolled in an Early Childhood Program. The program consists of parents/ guardians attending a 45 minute weekly session of story time and activities using sensory motor skills and AVK (audio-visual-kinesthetics) skills. We are working with parents/guardians on the importance of reading to children from birth to school entry in order to be prepared for Kindergarten. Weekly each child will receive a new age-appropriate book to keep. In addition, each parent and/or guardian will receive a book to keep on teaching their child how to read. Parents and/or guardians will also receive a packet of laminated easy to use age appropriate literacy skill building games that they can play with their children. Each parent/guardian receives an Ingles gift card for every session they attend.

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

The R2S board/staff are working hard to find and increase all funding streams but, in particular, grants, corporate sponsorships, individual donors and special fundraising events. We have an active Fund Development Committee who works with our recently hired part time marketing/communications professional. 100% of board members donate to R2S and we are provided free office space in the Pisgah View housing community. As of 12/1/18 we developed and adopted a long term strategic plan that addresses: best practice and high quality programs, expansion, improved communication/marketing, human resources and sustainable funding. We have over 200 highly trained/motivated volunteers who are committed to decreasing the literacy achievement gap in our city/county schools. R2S has a strong working board, diverse funding streams, committed experienced staff and internal systems in place to support smooth operations. The Board and staff are dedicated to ensuring the long term financial health of the organization. Our budget is

well diversified as follows: city/county government funding 18%, United Way 6%, Foundations 20%, fundraising events 22% and individual donors 34%.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

Read to Succeed has very little in the way of unjustified spending to eliminate. We would very carefully approach any budget cutting to avoid harming the organization's capacity to achieve our purpose or compromising our mission. We would look at the possibility of staff reductions which isn't very likely given that 3 of our 5 employees are part time now and no employees receives benefits such as health insurance, retirement etc. We would also have to consider the possibility of not increasing our services to any other schools beyond those we are currently serving.

Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Because literacy skills are fundamental to a successful, engaged citizenry, we encourage the Buncombe County Board of Commissioners to create a separate committee focusing on literacy. Existing sub committees include one for early childhood education, which is a great start. A commitment to focusing resources on literacy, particularly for youth, could result in many positive outcomes rippling throughout the community. Read to Succeed would be able to provide additional information to support this effort.

Other

Is there anything else that you want the committee to know?

Each year we look very strategically at which elementary schools have the greatest need for reading tutors based in part on the NC Report Card data of which schools have the greatest achievement gap and greatest need overall. For example, two years ago we doubled the number of volunteer tutors at Johnston Elementary as a huge percent of the school students are not on grade level reading. Last year 69.8% of the entire student body was not on grade level reading, 83.3% of their AA students were not on grade level, 71.4% of white students and 65% of Hispanic students weren't on grade level. Also, 82.7% of all of their 3rd graders are not on grade level. In the fall of 2020 we will start providing volunteer tutors at Emma Elementary School and our county strategic grant will support that work. As of last school year 56.6% of all students at Emma were not on grade level reading and 72.7% of the third graders were not on grade level reading. There is no single risk factor, on its own, that is a predictor of a student having reading difficulties. The children we serve live in low-income families and often in poor neighborhoods, many are the children of parents with reading difficulties, and most started school with less skills and knowledge about literacy.

File Attachment Summary

Applicant File Uploads

- 501c3 doc (2).pdf
- Board Members 2019-20 1.pdf
- FY21_SPGrant_Budget_Form Buncombe.xlsx

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 28 2011**

READ TO SUCCEED ASHEVILLE
PO BOX 18652
ASHEVILLE, NC 28814

Employer Identification Number:
27-2581580
DLN:
201048079
Contact Person:
PETER A ORLETT ID# 31436
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 11, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No


Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

Read to Succeed Board of Directors - 2019-20

Name	Address	Phone #	Personal Email	Role	
				Officers	
Pat Bastian	105 Donne Dr, Black Mtn 28711	813-493-3012-c	patbastian@gmail.com	President	IT Director
Charlie Schieren	75 Starnes Ave, Ashe 28801	828-545-3083	cwschieren@gmail.com	Vice President	Resource Dev Dir
Diane Amos	44 Sandstone Drive, Weaverville 28787	828-645-0359-h 336-587-1039-c	famsamos1@gmail.com	Secretary	Governance Chair
Rick Hebert	623 Wickham's Fancy Dr, Biltmore Lake 28715	252-714-2457 - c (828) 633-0926 - h	rick.hebert44@gmail.com	Treasurer	4th Grade, Sub Committee
				Committees	
Ile Adaramola	8201 Terra Drive Apt. C Arden, NC 28704	c: 434-429-2067 828-348-0189-w	ioaesq@gmail.com	Speakers Bureau	
Tiece Ruffin	22 TreyBourne Dr., Asheville, NC 28804	c:-202-758-6327 h- 828.505.8270	tiece_ruffin@hotmail.com truffin@unca.edu	Community Outreach, Program	
Barbara Cary	114 Glen Falls Rd. Asheville 28804	828.989-1418 - cell 689-1364 work	BCARY@mhu.edu	Program	on leave
Alice Oglesby	49 Haywood Road, Suite 203, W. Ashe 288	828-225-5925	aliceio@mooniomedia.com	Communications, Marketing	
Rich McConnell	PO Box 1211, Black Mountain, NC 28711	(828) 808-3975	richmcon@gmail.com	Speakers Bureau	
Robert Butler	16 W. Haith Dr, Asheville 28801	h:828-335-2820 c: 828-767-2002	robert0696@aol.com rbutler@haca.org	Community Outreach	
Marti Davies	35 Reems Trace Road, Weaverville 28787	612-849-4293	martigd@yahoo.com		
BJ Kilgore	324 Lumber River Road, Fletcher, NC 28732	wk:(828) 260-0225 or c:(828) 771-2426	bjkilgore@vwlawfirm.com		
Julie Adkins	26 Griffing Circle, Asheville 28804	h: 828-225-4093 c: 828-808-5099	juliejadkins@yahoo.com		

Strategic Partnership Grants

Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

Organization Name:	Read To Succeed Asheville/Buncombe
Project Name:	Changing Lives Through Literacy
Grant Amount Requested:	\$30,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 30,000	Pending
Asheville Strategic Partnership Grant	\$ 15,000	Pending
United Way	\$ 10,000	Committed
Foundations	\$ 49,333	\$20,000 committed Bridge Foundation, other pending
Annual fundraising luncheon	\$ 45,000	Last year rased \$36,000 at this event.
Tutor/Student Sponsorships	\$ 10,000	Somes donors designate donation to this
Individual donations	\$ 85,356	Historical data supports this level/ \$4000 is corporate
Total	\$ 244,689	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 25,000	\$ 160,125	\$ 185,125	
Training		\$ 500	\$ 500	
Travel		\$ 3,300	\$ 3,300	FT staff gets \$50 per month and PT gets \$25 per month
Supplies / Materials	\$ -	\$ 6,300	\$ 6,300	Mostly for new volunteer tutor training and update classes for continuing vol. tutor
Meetings (Food, Interpreting, Child Care, etc.)		\$ 1,600	\$ 1,600	Includes Volunteer Recogniton Event refreshments/vol. monthly inservice
Equipment / Furniture		\$ 1,000	\$ 1,000	
Printing / Marketing	\$ -	\$ 2,000	\$ 2,000	
Licensing / Memberships / Dues / Subscriptions		\$ 1,375	\$ 1,375	
Client Support		\$ -	\$ -	
Contracts		\$ 23,664	\$ 23,664	PT Marketing/Communication Professional
Professional Services (Legal, Accounting, etc.)		\$ 1,300	\$ 1,300	
Insurance and Bonds	\$ 2,000	\$ 2,200	\$ 4,200	
Building Maintenance (Rent, Utilities, Repairs, etc.)		\$ 525	\$ 525	
IT Services and Software	\$ 2,000	\$ 1,200	\$ 3,200	
Telephone		\$ 1,300	\$ 1,300	
Postage and Mailing	\$ 1,000	\$ 1,800	\$ 2,800	
Fundraising expense		\$ 6,500	\$ 6,500	Annual Signature Fundraising event(food, etc)
Total			\$ 244,689	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	\$ 171,577	
FY2019 Actual Year-End Expenses	\$ 171,897	
FY2020 Adopted Budget Amount	\$ 216,200	Reflects adding 20hr.week Vol. Recruiter and 20hr/week Trainer
FY2021 Proposed Budget Amount	\$ 244,689	We are adding new/different volunteer opportunities for working with students