

COVER SHEET

APPLICANT INFORMATION

Legal Name of Organization: Friends of Vision Literacy

Mailing Address: Sobrato Center for Nonprofits - 540 Valley Way, Bldg. 4

City: Milpitas

State: CA

Zip Code: 95035

Web Address: www.visionliteracy.org

Contact Person: Pat Lawson-North

Title: Executive Director

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Telephone Number: 408.676.7323

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Executive Director: Pat Lawson-North

Email: plnorth@visionliteracy.org

TYPE OF FUNDS REQUESTED: CDBG (Minimum Request \$25,000) GENERAL FUNDS (Minimum Request \$10,000)

PROGRAM OVERVIEW

Program Name: English Language Development Class

Location(s) where Sunnyvale clients will be served (include full street address(es)):

Columbia Middle School, 739 Morse, Ave. - Ellis Elementary School, 550 E. Olive Ave.

Brief Program Description:

Enter text here. **DO NOT EXCEED THE SIZE OF THE BOX.** Text will not print and your application will not be accepted. This note applies to all boxes that allow multiple lines of text in this application.

In February of 2011, Vision Literacy began offering FREE English language instruction to adult Sunnyvale residents through a weekly class at the Columbia Middle School. In September 2012 an additional program was offered at the Ellis Elementary School for parents in the school attendance area. Vision Literacy recruits, trains and supports volunteer tutors, who each work with a small group of adult learners on English, listening, speaking, reading and writing skills. Students are assessed upon enrollment to determine their appropriate level group and again after 50-60 hours of instruction to measure progress.

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SECTION 1: FUNDING REQUEST FOR SUNNYVALE PROGRAM

A. City of Sunnyvale Funding Categories (See RFP Notice, page 8). Please select one:

- Operational Emergency Seed Program

B. Consolidated Plan Priority Need Type.

Select only one:

- A. Basic Needs (Food, financial aid, emergency shelter)
 B. Youth Intervention (mentoring/after-school programs)
 C. Mental Health or Substance Abuse Counseling
 D. Other Supportive Services (Legal aid, senior care services, disability-related services, etc.)

C. Program Financials¹

Funding Amount Requested: \$24,500.00 Funding Type: CDBG GENERAL FUNDS

Total Program Cost: \$49,000.00

Cost per client for proposed Sunnyvale Program: \$163.00

Number of Sunnyvale clients to be served with City grant: 250

Total matching funds for proposed Sunnyvale services: \$24,500.00

Match Ratio (% of program funded by matching funds): 100%

Is Applicant currently receiving funding from Sunnyvale? Yes No

Has the Applicant applied for funds from the City of Sunnyvale for this Program before? Yes No

If yes, complete the following chart for the previous five years.

Fiscal Year Applied	Amount Requested	Amount Awarded by City
FY - 2013-2014	\$12,000.00	\$10,000.00
FY - 2014-2015	\$10,000.00	\$9,817.00

¹ NOTE: Please see pages iii-iv of Application instructions for details on how to calculate Program Cost and Cost per client

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SECTION 2: PROGRAM INFORMATION

A. Program Overview and Target Clientele

1. Provide a brief description of the proposed Program, including the specific services to be provided to Sunnyvale clients with funds from the City of Sunnyvale. Describe your target clientele in terms of age group, income level, household type, etc.

Vision Literacy proposes to continuing offering the English Language Development Class on Tuesday evenings in Sunnyvale's Columbia Neighborhood, and to expand both the range of Instructional activities offered to its students and the amount of time available for English practice by establishing guided practice time with relevant computer applications such as 5minuteenglish.com, and by showing students how to use similar applications on their mobile devices and home computers for daily practice. This class targets adult Sunnyvale residents, primarily from the Columbia neighborhood, who wish to improve their listening, speaking, reading and writing skills in English. Many of the adults are recent immigrants from Central and South America, China, Eastern Europe and India. Most are low-income; many have young children or grandchildren to support.

This year Vision Literacy proposes to respond to the parents of children in the Ellis Elementary School attendance area. We propose providing weekly English Language Development classes. The target population is predominately low-income Spanish speaking parents who are eager to support the education of their children. Their goals are to improve their own English language skills, help their children with homework and participate with confidence in school activities, such as parent conferences and other school activities their children often request they attend.

2. Describe the type of needs(s) that the proposed Program would address, its impact on Sunnyvale, and which need or objective of the City's Consolidated Plan it is primarily intended to meet.

The Vision Literacy programs proposed for the adults in the Columbia Middle School Neighborhood and the Ellis Elementary School address key Sunnyvale Consolidated objectives. The English Language Development Classes help adults improve their English skills so that they can achieve their personal goals of getting a job, being promoted at work, entering college, completing job training programs, successfully communicating with their children's teachers, understanding American culture, becoming more engaged with and connected to their community.

When United Way conducted focus groups with the adults enrolled in the programs, many people shared that an important benefit of the program was overcoming isolation by establishing connections with their classmate, despite having different language and cultural backgrounds, and by learning more about community resources available to them, such as the free public library. Not only did many people obtain library cards, learn more about city services but also attended computer classes at the Sunnyvale Library, for the first time. The classes support the Consolidated Plan Goal #5: Expand economic opportunities for low-income households.

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3. Describe the Program's client eligibility requirements. Note if the clients are at-risk and/or an under-served population, and explain why.

Adult students are admitted to the Vision Literacy programs if they are at least 18 years of age, are non-native speakers of English who wish to improve their English language skills. In addition, they complete the class enrollment form, attend a program orientation and complete the assessment process. Students must attend regularly to make progress to achieve their goals. While a specific income level and Sunnyvale residency have not been required, nearly all of the students enrolled either live or work in Sunnyvale, are from the Columbia Neighborhood or the Ellis Elementary School attendance area and many cannot afford the fees charged by the adult schools, ESL programs. Most are recent immigrants to the U.S. and do not have the language skills and other competencies needed for successful employment to earn a living wage in this valley.

4. What other private or public organizations are now, or will be, addressing the same needs as the proposed program? List and describe the services provided by each agency to address these needs. Explain how the proposed program augments rather than duplicates the services of others. Describe how your agency collaborates with similar or complimentary service providers.

While ESL classes are offered by Fremont Union High School District's Adult and Community Education in the Columbia Neighborhood, our classes are unique in two ways: we offer assessment and instruction completely free of charge (FUHSD charges \$40 for assessment and does not guarantee a seat), and we utilize small group instruction within a larger class setting so that each student works primarily with a tutor in a group of 5-8 students who are at the same English language skill level. Some whole class activities, such as listening to invited speakers and celebrating the completion of each 8-week session with certificates and a potluck reinforces connection to the larger community while the small group tutoring allows effective, targeted instruction at each student's level. The use of trained volunteer tutors allows us to use this approach, which is cost effective. Despite the classes offered by the FUHSD, the conversation sessions at the Sunnyvale Library and Vision Literacy, the demand for ESL instruction still exceeds the current capacity of providers. We are continually asked to add additional evening or daytime class at both sites, Columbia Middle School and Ellis Elementary School.

5. Describe any direct, quantifiable cost savings your proposed program would generate for the City, such as reducing a need for city services, (police, etc.). Attach any reports or other documentation supporting your estimates of city savings. Do not include cost savings to other public or private entities (county, state, federal agencies, or businesses).

If the City of Sunnyvale chose to hire its own ESL instructors to provide group instruction (we currently use 15 instructors for the Columbia Middle School and Ellis Elementary School sites), the cost solely for the instructors would be \$2,220 per week for the two 2-hour classes based on the Bureau of Labor Statistics median hourly rate for Adult Basic and Secondary Education and Literacy Teachers and Instructors in California, (http://www.bls.gov/oes/current/oes_ca.htm#25-3001). To cover ten 8-week sessions in a year, the cost would come to \$93,600.00, not including instructional materials, which at approximately \$35 per student comes to \$2,450 for seventy students (the capacity at two sites per 8-week session). Vision Literacy, as one of the few nationally accredited volunteer literacy organizations in the state, is uniquely equipped to train and support volunteer instructors, thereby realizing enormous cost benefits.

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6. Number of unduplicated clients estimated to be served by the proposed program with the requested City grant funds in next fiscal year (must be consistent with Section 1.C).

Sunnyvale funded Clients: 250 Total Program Clients: 300

a. If the agency currently receives Sunnyvale funding, will the amount requested for FY 2015-16 result in an increase in the number of Sunnyvale clients currently being served by the agency (with any funding source)?

Yes No (If Yes, continue, if No, go to "B. Objectives")

b. How many additional Sunnyvale clients are expected to be:

Extremely Low Income 31 Very Low Income 19 Low Income: 11

Please complete the table below, using actual client data from prior years; only for the specific program for which you are requesting City funds:

Time Frame	Number of Sunnyvale Clients Served with City Funds*	Total Number of Clients Served	Amount of Sunnyvale Funding Received, if Any	Average Annual Program Cost Per Client
Average of past 5 years	148	161	\$0.00	\$149.00
FY 2013-14	163	176	\$10,000.00	\$136.00
Estimated for FY 2015-16	250	300	\$24,500.00	\$163.00

* If not funded previously by the City, enter the number of Sunnyvale clients served with any source of funds.

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Please provide the number of unduplicated Sunnyvale clients served by income level and special needs, if any:

	2013-2014 Actual	2015-2016 Proposed		2013-2014 Actual	2015-2016 Proposed
	SUNNYVALE ONLY			SUNNYVALE ONLY	
Extremely Low Income (0%-30% AMI)	29	60	Youth (0-18 years)	0	0
Very Low Income (31%-50% AMI)	21	40	Adults (19-61 years)	74	120
Low Income(51%-80% AMI)	9	20	Seniors (62+ years)	0	20
Moderate Income (81%-120% AMI)	11	25	Disabled Individuals	0	0
Above Moderate Income (120%+ AMI)	4	15	Other Special Needs	0	0
Total	74	160	Total	74	120

B. Objectives

For each program objective, please indicate the proposed type and number of units of service to be provided during the next fiscal year. Units of service are those units that will be used to calculate program performance and justify reimbursement requests. You must include at least one type of unit, and may include up to four types.

Objective (unit of service) e.g. hours of service, meals provided, evictions prevented, etc.	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
Class Sessions(8/wks-2 hours per week)	2	4	2	2	10
Students assessed upon enrollment	50	50	30	30	160
Total hours of instruction provided	1600	3200	960	960	6720

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C. Program Administration and Monitoring

1. Use the table and space below to briefly describe how the program will be managed and administered, including proposed staff time and staff functions.

Position Title	Program Duties	Total Annual Salary	Total Hours per Week	% Time Allocated to Sunnyvale Grant Activity	Amount of Salary to be funded by grant, if any
Dir. Instructional Services	Manage Curriculum & Assess.	55,600	40	25%	13,900
Program Coordinator	Coord. Volunteers & Facilities	42,400	40	25%	10,600

Columbia Middle School and Ellis Elementary School are designated program sites. Director of Instruction is responsible for learner intake, assessment, curriculum and volunteer training. Program Coordinator duties include, coordinating use of facilities with the Sunnyvale Elementary School District and the City of Sunnyvale, scheduling volunteer tutors and managing attendance records for students and volunteers. Both positions have responsibility for marketing and reporting tasks. Ten hours a week is allocated for each position.

2. How will the effectiveness of your program be measured during each year of the grant?

Each students is administered the CASAS (Comprehensive Adult Student Assessment System) test upon enrollment to determine their instructional level, and the students are reassessed with CASAS after approximately 50 hours of instruction to determine progress. It is expected that students will gain 3 to 5 points (comparable to one school grade level) for each 50 to 100 hours of instruction. Student attendance is tracked on a weekly basis through our Salesforce database; these data are used to make changes to the class environment to improve attendance, such as adding a formal student orientation and managed enrollment for classes, which we have implemented. We also administer a City-approved client survey at the end of each 8-week class session to determine client satisfaction with the services, and to elicit their suggestions for improvements. Additionally, each small group instructor completes a monthly service report, which provides an opportunity to report significant milestones students reached, such as getting a job, helping children with homework, participating in community events with confidence, starting or expanding a business or being accepted at a Community College or other training program.

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3. Describe your policies and procedures for assuring that people with disabilities and/or limited English proficiency have equal access to services and benefits. Attach your agency's Language Access Policy and disability-related policies, if any.

Vision Literacy exists to assist adults gain the English language skills and other basic skills (numeracy, computer, etc.) they need to reach their personal goals. We serve two populations: adults who are fluent in spoken English but need resources to improve their basic reading and writing skills, and adults for whom English is a foreign language and need assistance to improve their oral English skills in addition to their reading and writing skills. Many of our students have learning disabilities, and we have found that our individualized approach to instruction, which honors each student's learning style and embeds instruction in content relevant to students' life goals, is well suited to ensuring their success. Our intake form includes questions related to students' vision, hearing, or other physical challenges so that we may plan instructional settings and approaches that work best for them.

4. Provide a brief general description of your agency and the services it provides. Describe your agency's experience in providing the proposed services. If previously funded by the City, what goals and accomplishments were achieved with City funds?

Vision Literacy is a nationally recognized 501(c)(3) nonprofit corporation, is a premium provider of comprehensive adult and family literacy education services, for 30 years in Santa Clara County. By partnering with local donors, volunteers and organizations, we provide small-group tutoring, classes and individual tutoring to assist adults improve their basic literacy skills to reach their personal goals, build confidence, and develop a successful vision for their future. We recruit, train and support volunteers, providing meaningful ways to give back to their community. We are the only accredited literacy organization in Silicon Valley to meet all 16 rigorous quality standards required by ProLiteracy America. As an organization committed to continuous improvement, we pioneered the use of Salesforce to improve data collection and analysis for our accountability efforts, as well as the use of CASAS testing to measure student progress. We were recognized as a national model program for our approaches to increasing intensity of instruction and developing innovative tutor training models. We were funded by the City of Sunnyvale for the 2013-2014 funding cycle. We met our learner attendance, performance goals and client satisfaction is highly rated. Due to demand for services new programs are planned for this funding cycle.

5. Explain how your agency collects client eligibility and demographic data, consistent with CDBG requirements for public services programs. Attach a copy of your client application or income verification form.

At the learner orientation session, we ask students to complete a Learner Intake Form, which provides us with age, school history experience, and basic demographic data necessary to determine eligibility for our services, along with their performance on the CASAS assessment. While as an organization we do not have a need to verify students' income to determine eligibility for services, we do have students at each tutoring session, complete a form to report their income, which is provided to the City of Sunnyvale staff at the Columbia Neighborhood Center or other departments as needed. Learner Intake Form is attached.

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D. Consolidated Plan Goals

Please indicate which Consolidated Plan Goal(s) will be met by the Program and briefly describe how your Program meets the Goal(s).

- Goal #2:** Support activities to end homelessness
- Goal #3:** Support activities that provide basic services
- Goal #4:** Promote fair housing choice
- Goal #5:** Expand economic opportunities for low-income households.

By assisting limited English proficient adults in Sunnyvale improve their English language skills, we prepare adults to obtain jobs, promote to better jobs, to obtain the professional certification necessary for them to practice their former profession in the U.S. and access and use information. We inform students of community resources that support them meet their needs of utilizing valuable community resources, such as the library, health and employment services and other educational opportunities to close the economic gap and further self-sufficiency.

E. HUD Performance Measures

HUD required that recipients of federal funding assess the outcomes of their programs. Please identify which HUD objective and HUD outcome will be addressed by your proposal.

Objectives

- Objective #1: Creates a suitable living environment.** This objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment (such as poor quality infrastructure) to social issues such as crime prevention, literacy or elderly health services.
- Objective #2: Creates economic opportunity.** This objective applies to the types of activities related to economic development, commercial revitalization, or job creation.

Outcomes

- Outcome #1: Improve availability/accessibility.** This category applies to activities that make services, infrastructure, public facilities, housing, or shelters available or accessible to low/moderate income people, including persons with disabilities. In this category, accessibility does not refer only to physical barriers, but also to making the affordable basics of daily living available and accessible to low/moderate income people where they live.
- Outcome #2: Improve affordability.** This category applies to activities that provide affordability in a variety of ways in the lives of low/moderate income people. It can include the creation or maintenance of affordable housing, basic infrastructure hook-ups, or services such as transportation or day care.

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SECTION 3: FINANCIAL AND OTHER ORGANIZATION INFORMATION

A. Agency Information

Non-Profit with 501(c)(3) Status : Friends of Vision Literacy Inc. EIN 77-0152534

Faith-based organization: _____

Community Based Development Organization (CBDO): _____

Community Housing Development Organization (CHDO): _____

Other Type of Organization: _____

Describe: _____

DUNS Number: _____

B. Total Agency Budget

	Planned 2015-16	Adopted (Actual if available) 2014-15	Actual 2013-14	Actual 2012-13
Administration	\$19,500.00	\$11,550.00	\$15,750.00	\$17,700.00
Fundraising	\$122,000.00	\$110,000.00	\$128,350.00	\$140,000.00
Proposed Program (Total Budget)	\$24,500.00	\$9,817.00	\$10,000.00	
All Other Programs	\$97,500.00	\$138,133.00	\$103,000.00	\$175,500.00
Total Agency Budget	\$186,500.00	\$231,050.00	\$184,340.00	\$205,200.00

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C. Budget for Fiscal Years 2015-16 & 2016-17

Proposed Sunnyvale Program Annual Expenses*	City Funds	Matching Funds	Total
Salaries/Benefits/Payroll/Taxes			
Office Supplies		\$500.00	\$500.00
Communication			
Publications/Printing/Advertising		\$2,500.00	\$2,500.00
Travel			
Rent/Lease/Mortgage			
Utilities			
Insurance		\$3,500.00	\$3,500.00
Equipment Rental/Maintenance		\$1,500.00	\$1,500.00
Audit/Legal/Professional Services (for CDBG portion only)			
Direct Services (Funding for specific service, e.g. meal, ride)		\$1,600.00	\$1,600.00
Contract Services	\$24,500.00	\$14,900.00	\$14,900.00
Other			
Total Expenses	\$24,500.00	\$24,500.00	\$49,000.00

* Round to the nearest whole dollar and include only expenses associated with proposed program and Sunnyvale clients.

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Proposed Funding Sources for Sunnyvale Program	Amount
City of Sunnyvale	24,500
Other Jurisdictions	12,250
Foundation	
Individual Donations	12,250
TOTAL	49,000

1. Does your Organization have a HUD-approved indirect cost plan? Yes No
2. Does your agency charge any fees for the proposed Sunnyvale services? Yes No
3. Please explain how your organization is leveraging the requested City funds with other funds.

Vision Literacy is leveraging the City of Sunnyvale requested funds from funding organizations, jurisdictions and individual donors who have a history of supporting literacy and specifically Vision Literacy programs.

the leveraged funds will support the essential operating needs, such as: insurance, educational materials, printing and other program needs. The leveraged funds will assure that all clients and community volunteers at the two Sunnyvale sites, Columbia Middle School and Ellis Elementary School receive relevant literacy services. Adult students need the resources to accomplish their goals, participate fully in the Sunnyvale community and gain self-sufficient. In addition resources are needed to train and support volunteers, invest in the technology to implement best practices and measure outcomes to assure effective and efficient policies and procedures in all elements of the organization.