

RESPONSE #142068847 SUBMITTED ON 08/15/2019 02:18:19 PM

Florida Financial Literacy Initiative - Grant Application 2019

Organization Name	Consumer Credit & Budget Counseling dba National Foundation for Debt Management
Program Name	No answer given
Mailing Address	14104 58th St North Clearwater, FL 33760
Contact Person (Name and Title)	Patrick Cox, Director of Education
Phone	727 254 5353 ext 3114
Fax	727 216 1695
Email	pcox@nfdm.org
Website	www.nfdm.org
Organization Type (select one)	Nonprofit Community-based Organization

Program Details

Organization's total operating budget (school districts and community colleges may use the adult education program budget.)	460000
Does your organization charge a fee for instructional services?	No
Number of adult ESOL and/or family literacy students provided instruction during fiscal year 2018	0
Number of volunteers (if none, enter "0")	0
Number of paid instructors (if none, enter "0")	1
Number of students to be provided with instructional services under this grant	30
Are you a 2018 recipient of this grant?	No
County or counties served by this grant	Hillsborough,Pasco,Pinellas





Florida Financial Literacy Initiative

A statewide Initiative managed by the Florida Literacy Coalition and supported by Wells Fargo

2019 APPLICATION

Please complete the following application electronically and submit it online at <https://www.tfaforms.com/4743250> before **August 23, 2019 at 11:59 p.m.** The narrative and budget should be submitted as one PDF document.

Part I: Narrative

The narrative **MUST** be formatted using the following sections:

1) Project Abstract/Summary

National Foundation for Debt Management will partner with Rainbow Village, a low-income housing development managed by Pinellas County Housing Authority to prepare residents for possible home ownership opportunities with Habitat for Humanity. NFDM will deliver a series of budget and credit workshops to the residents of Rainbow Village to strengthen their credit qualifications and improve their debt to income ratios in order to gain eligibility into the Habitat program. One on one coaching will also be offered free of charge to Rainbow Village residents.

2) History and Accomplishments

Briefly describe the organization's history, mission, current programs and activities, and students served.

NFDM has been serving the needs of the community since 1998. Our mission is to help people take control of their finances and to help relieve them from the crushing burden of debt. Our focus is on assisting customers with debt management plans, housing counseling, financial workshops as well as one-on-one coaching. In 2018 alone, over 16,000 members of the community benefitted from NFDM's expertise.

We are long time community partners with other non-profits such as Pinellas County Housing Authority & Habitat for Humanity, among many others. NFDM maintains an A+ rating with the Better Business Bureau, is a member of Financial Counseling Association of America and is accredited by the Council on Accreditation

3) Needs Statement

Please identify the population to be served, the problem(s) it faces, and why the project is necessary.

Residents of Rainbow Village are low income members of the community who rely on publically subsidized housing to provide living space for their families. While many would prefer owning their own home, the housing market in Pinellas County and the surrounding area, makes this appear to be an unreachable financial goal. Habitat for Humanity has conducted community outreach in Rainbow Village. While Habitat has the capacity to build homes for low income citizens, those members of the community are often ineligible for their programs because they are *financially unready*.

4) Objectives

Please describe how the proposed project will address the problem(s) identified in the Needs Statement. Objectives should be stated in clear, measurable terms. Be sure to include the anticipated number of students to be served and the approximate amount of instruction that they will receive.

The objective of the project is to focus on two main areas involving preparing low income residents to become financially ready to participate in a Habitat for Humanity home ownership program, or to become homeowners on their own.

- Budgeting – will emphasize how to create a monthly budget, track expenditures, differentiate between wants versus needs, and avoidance of debt traps.
- Credit – covering what credit means, how to access your personal information, understanding items in your own report, disputing errors and prioritizing items to improve.

It is expected workshops will be delivered twice per month over a six month time period. The length of each workshop will be approximately 90 minutes. Based on previous workshops in Rainbow Village, the anticipated attendance will be 10-15 students per class.

5) Project Description

This section offers an overview of the project. Please provide a clear description of the project's components, and the curriculum and/or materials to be used. Be sure to describe the student population and how, where, and when financial literacy instructional services will be provided. Please describe how you will work with adult learners in your program to identify and develop a suitable project-based learning activity.

The budget and credit workshop curriculum are developed internally at NFDM and are designed to present a broad outline of the concepts and strategies required to improve financial readiness. They will be supplemented by individual coaching that will analyze each person's current budget and credit report, making suggestions on how to improve each.

In addition to the presentations, handouts will be provided that will assist students in preparing a budget, organizing family meal costs & tracking expenses over the course of a month.

Ultimately, the students will be responsible for adjusting spending patterns and communicating with creditors in order to ready themselves for homeownership. The tools and knowledge given by this instruction will equip them to do so successfully, but they must demonstrate commitment to follow through on the plans developed.

* If you are a 2018 financial literacy grant recipient, please summarize your success in achieving your objectives and describe your plans for program continuation.

6) Collaboration and Partnerships

Please state how the program plans to collaborate with outside partners to recruit students, deliver instruction, and/or promote financial literacy.

NFDM has partnered with both Rainbow Village directly as well as Pinellas County Housing Authority, which manages the community. We expect to recruit primarily residents of Rainbow Village as the instruction will take place on the premises. We have also worked with Habitat for Humanity to assist prospective clients improve their creditworthiness in order to qualify for their housing program.

In addition to publicizing this opportunity through these partners, NFDM will advertise to interested clients through its social media presence and mailing lists of former & current clients.

7) Recognition

Please describe how Wells Fargo will be recognized for supporting and/or be involved in the proposed project. (See Guidelines)

Wells Fargo's branding will be included on any electronic or hard copy advertisements. Representatives from Wells Fargo will be invited to participate in workshops and, with the participants' consent, be permitted to publish photographs of their interaction with the students. NFDm will also highlight their involvement on our website.

8) Timeline

Please provide a timeline with project milestones.

- Within one month of grant approval, NFDm will secure teaching space at Rainbow Village and publicize the classes through channels mentioned previously.
- Classes will occur twice per month, times adjusted per the needs of community residents.
- One on one coaching will be offered to class participants. These sessions can take place at NFDm's office, Rainbow Village's community center, or via phone.
- Once credit reports show active delinquent accounts have been remediated, students will be referred to Habitat for Humanity for admittance to their housing program.
- Upon the end of the six month period, a summary will be provided detailing the number of participants, number of Habitat referrals, and general improvements made in the participants' credit reports and budgets.

9) Evaluation

Please document how the objectives and outcomes of the proposed project will be measured. (Please see required assessment tools in the Guidelines section)

- Pre and post class financial literacy quizzes will be graded to benchmark improvements in the understanding of basic financial concepts.
- Facilitator evaluations will be collected anonymously
- The ultimate evaluation will be the movement of families from subsidized housing to home ownership, either through Habitat for Humanity or other channels.

2019-2020 BUDGET

REVENUE	Amount
Florida Financial Literacy Initiative Grant	\$3325
TOTAL REVENUE	\$3325

PROJECT EXPENSES	Grant Amount
Salaries and Benefits	
Instructor salary x 100 hours	\$2000
Employee benefits	\$150
Total Salaries and Benefits	\$2150
Other Expenses	
Printed material	\$75
Laptop projector	\$350
Laptop computer	\$600
Travel between NFDM & Rainbow Village (@\$0.58/mile)	\$150
Total Non-Staff Expenses	
TOTAL EXPENSES	\$1175

IN-KIND RESOURCES (Optional)	
Description	Amount
TOTAL IN-KIND RESOURCES	