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**Q1**

**Applicant Information**

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City/Town	Plant City
State/Province	Florida
ZIP/Postal Code	33563
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**Q2**

Yes

Is your organization a 501(c)(3) nonprofit organization or government-based agency that provides adult basic education/literacy, ESOL and/or family literacy instruction in Florida?

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**Q3**

Nonprofit Community-Based Organization

Organization Type

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**Q4**

Organization's total operating budget (school districts and community colleges may use the adult education program budget.)

286,470

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**Q5**

**No**

Does your organization charge a fee for instructional services?

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**Q6**

Number of adult ESOL and/or family literacy students provided instruction during fiscal year 2019.

80

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**Q7**

Number of volunteers (if none, enter "0")

5

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**Q8**

Number of paid instructors (if none, enter "0")

4

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**Q9**

Number of students to be provided with instructional services under this grant.

35

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**Q10**

**No**

Are you a 2019 recipient of this grant?

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**Q11**

County or counties served by this grant.

Hillsborough

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## **Florida Financial Literacy Initiative**

### **2020 APPLICATION**

#### **Part I: Narrative**

##### **1) Project Abstract/Summary**

Learn Tampa Bay /dba Achieve Plant City is requesting funds to offer financial literacy classes to participants to help them achieve financial goals and to give them an understanding of the importance of banking, credit, and other areas of finance.

##### **2) History and Accomplishments**

Achieve Plant City is a non-profit organization established in 2014 that assists families who want to improve their lives through basic education. Our mission is to empower families to help them achieve success through literacy. During our 2018-2019 program year, approximately 84% of children ages three to five have improved their reading skills and 81% of parents have improved their reading ability by one or more grade levels. Our elementary age children, on average, reported reading at least four days per week after attending our program. The organization serves low-income families from east Hillsborough County.

Programs provided include:

Adult Education: English for Speakers of Other Languages (ESOL), GED prep, and basic computer skills. The classes are available Monday through Thursday from 8:30 a.m. -1:30 p.m. The computer classes are provided by the public library's MILO program.

Children's Education: Early childhood classes are provided to children ages 2 to 5 to prepare them to enter kindergarten at or above grade level. Tutoring and homework assistance is also offered for children in kindergarten through fifth grade.

Parenting & Inter-generational Literacy Activities: Training is provided to parents on how to be their children's first and most important teacher, and how to participate as full partners in their children's education.

The target population served is parents who do not have the literacy skills to obtain employment, pursue further education, or help their children with homework or be involved in their children's education. The majority of participants are mothers with young children; therefore the agency also provides educational programs for children. The curriculum for adults is correlated to the Florida adult education standards, and it focuses on developing the participants' reading, writing, speaking, and workforce development skills by using real life skills topics. The participants are evaluated by formal and informal assessments to determine their placement level.



### **3) Needs Statement**

Literacy is key to healthy families and communities, a stable economy, and an improved quality of life. Research shows a high correlation between low socioeconomic background and low literacy levels, and an equally high correlation between parental education levels and low literacy levels of their children. Those raised in households with low-educated parents or guardians are 10 times more likely to be low-skilled than persons raised by more highly educated parents.

Our adult literacy program aims to impact the literacy skills of parents to help them shape lifestyle changes that improve their chances of success.

There are currently 36 MILLION Americans who cannot read or write and 43 million low-literacy adults who do not have sufficient literacy skills to complete tasks that require comparing and contrasting information, paraphrasing or making low-level inferences – skills that are required for a significant portion of jobs in the current and projected economy. There are 2 million immigrants who enter the U.S. every year and about half have limited access to jobs, job training, and other post-secondary education. In Plant City, 33% of the Latino adult population speaks little to no English and in Florida, there are more than two million adults who never graduated high school. Research indicates that adults without a high school diploma are three times more likely to be unemployed than adults with college degrees, and children whose parents have low literacy levels have a 72% chance of being at the lowest reading levels themselves.

One of the biggest issues Latinos are encountering is a lack of financial literacy education. Latinos are currently the largest minority population and it is vital for them to have the financial literacy skills needed to improve their financial capabilities and have the knowledge to improve the economic impact of their communities. Research indicates that there are more Latinos entering the workforce, graduating college, and starting small businesses, but yet they have a lower understanding of finances than non-Hispanic counterparts. Many Latinos do not have an understanding on the basics of banking (how a checking and savings account works), an understanding of credit score, how to responsibly use a credit card, and how to avoid and manage debt. They lack important skills that are all a part of foundational financial literacy and skills that are important to the economic growth in the US.

### **4) Objectives**

Achieve Plant City will provide financial literacy classes during its normal program hours for the parents who attend our family literacy program. We will provide the classes in Spanish and the classes will be taught by an instructor who has the experience to teach and work with the target population.

The project objectives will be:

1. Achieve Plant City will provide approximately 56 hours of financial literacy content to at least 35 participants during the 2020 grant year.
2. Achieve Plant City will develop a project that will allow the participants to use the skills learned in the classes. The instructor will be available to help with the project.



3. At least 80% of participants will report that the financial literacy classes helped them in their everyday life from pre to post assessment results.
4. Participants will facilitate a participant-organized financial literacy event during the grant year.

## **5) Project Description**

Achieve Plant City offers an English for Speakers of Languages program to parents of young children four days per week from 8:30 a.m. to 1:30 p.m. The financial literacy classes will be incorporated into the ESOL program hours. The instruction will be provided in group settings and individual support will also be provided. The participants will attend the financial literacy classes two days per week for two hours each day for 14 weeks for a total of 56 hours. They will be given a minimum of six weeks to develop and complete their project-based learning project. Community partners will facilitate some of the instruction and the program's current life skills curriculum will also be used for instruction. The project will also incorporate the Hands on Banking program.

## **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.

Achieve Plant City has partnerships with the Adult Education Department of Hillsborough County, The Extension Services, two of our local State Farm agencies, and two of our local banks. The partners provide financial literacy workshops for our participants each year. We will also reach out to our local Wells Fargo to see about the possibility of a staff member doing a workshop during the project term.

## **7) Recognition**

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

Wells Fargo support will be acknowledged during our board of directors meetings, on our facebook page, our website, and on other promotional materials for the family literacy program.

## **8) Timeline**

December 2020- Participants are recruited.

January 2021- Participants enroll and complete pre-assessment questionnaires.

January 2021- Financial Literacy classes begin.

February 2021- Classes continued.



March 2021- Project-based learning project is selected.

March 2021- Participant goals are reviewed.

April 2021- Financial Literacy Instruction classes conclude.

May 2021- Project-based learning project is completed.

May 2021- Post-assessments/questionnaires completed.

## **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)

The participants will complete the pre financial literacy knowledge assessment when they enroll in the project. Their goals and progress will be reviewed in March. The participants will complete the post financial literacy knowledge assessment at the end of the project term. Results (including the teacher and student evaluation/feedback forms) will be collected and reported to the Florida Literacy Coalition. Details on the project-based learning project will also be submitted.



## Part II: Budget

<b>REVENUE</b>	<b>Amount</b>
Florida Financial Literacy Initiative Grant	<b>\$5,000</b>
<b>TOTAL REVENUE</b>	<b>\$5,000</b>
<b>PROJECT EXPENSES</b>	<b>Grant Amount</b>
<b>Salaries and Benefits</b>	
<i>ESOL Instructor- including planning and assisting with project (5 hrs per wk. @ \$27.00 hr. for 20 weeks)</i>	<i>\$2,700</i>
<i>ESOL Instructor benefits (FICA, benefits)</i>	<i>\$270</i>
<i>Executive Director (1 hr per wk. @ \$37.00 hr. for 20 weeks)</i>	<i>\$740</i>
<i>Executive Director benefits (FICA, benefits)</i>	<i>\$75</i>
<b>Total Salaries and Benefits</b>	<b>\$3,785</b>
<b>Other Expenses</b>	
<i>Supplies for student project</i>	<b>\$500</b>
<i>Classroom materials</i>	<b>\$315</b>
<i>Travel to attend the 2021 Florida Literacy Conference</i>	<b>\$400</b>
<b>Total Non-Staff Expenses</b>	<b>\$1,215</b>
<b>TOTAL EXPENSES</b>	<b>\$5,000</b>
<b>IN-KIND RESOURCES (Optional)</b>	
<b>Description</b>	<b>Amount</b>
<b>TOTAL IN-KIND RESOURCES</b>	

## Part III: Supporting Documents

Attached are the current operating budget and a copy of our IRS tax-exempt determination letter.