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Q1

Applicant Information

Name	Tarrell Davis
Company	Mulberry Community Service Center
Address	1392 North Church Ave
Address 2	1392 North Church Ave
City/Town	Mulberry
State/Province	FL
ZIP/Postal Code	33860
Email Address	mulberrycsc@gmail.com
Phone Number	8634257523

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?

Q3

Nonprofit Community-Based Organization

Organization Type

Q4

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

297,000

Q5

No

Does your organization charge a fee for instructional services?

Q6

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

430

Q7

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

12

Q8

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

4

Q9

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

500

Q10

No

Are you a 2019 recipient of this grant?

Q11

County or counties served by this grant.

Polk, Highlands



Florida Financial Literacy Initiative

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

2020 APPLICATION

Part I: Narrative

1) Project Abstract/Summary

Mulberry Community Service Center's Personal Finance Center of Polk County provides free financial education and coaching available to all residents of Polk, and Highlands counties. This program extends past financial education and incorporates saving incentives, credit restoration, job credentialing scholarships and seed money towards first time homeowners, business startup or the purchase of a vehicle.

2) History and Accomplishments

Mulberry Community Service Center (MCSC) mission is to create financially stable households through financial education. Meeting community needs one family at a time. MCSC's Personal Finance Center of Polk County services a three-county area, including Polk and Highlands Counties of Central Florida.

Mulberry Community Service Center has been serving the Mulberry, Florida community since 1979. The center began as a support service provider to the local community starting with food bank services, a thrift store, free school uniforms and supplies to youth grades kindergarten to 8th grade each year. Through the years of working with the community it was identified the reason for the continued need for support was partly due to lack of household budgeting management understanding. Due to this Mulberry Community Service Center's Board of Directors made the decision to provide financial literacy services to those we served. This program has grown and now Personal Finance Center of Polk County is one of the premiere financial literacy programs supported by United Way in a three county area, Highlands, and Polk. Last year 430 individuals successfully went through our program. Personal Finance Center of Polk County goes beyond just a financial literacy workshop, the Financial Coach staff work one-on-one with participants beyond the work shop engaging the whole household to be part of the financial planning process and assisted them to establish new savings accounts for all family members, achieve higher credit scores, various job credentialing and goal setting to participate in a matching saving funds.

In the previous fiscal year Mulberry Community Service Center was able to help approximately 737 receive \$41,082 in basic need financial assistance; 96 recipients received \$19,182 in utility bill assistance, 12 households received \$7,105 assistance in rent/mortgage assistance, 518 individuals were able to access \$11,815 in food, 3 recipients \$223 in prescription assistance and 108, kindergarten through 8th grades received \$2,757 in uniform and school supplies.

3) Needs Statement

The counties served by Mulberry Community Service Center are economically distressed with high Social Determinants of Health (SDOH) conditions. Generational poverty and dependency on welfare (both from government and local service agencies) to survive has destroyed the individuals and their families. These counties have people who are very poor, unemployment rates on an average are higher than the national and state averages, education opportunities are minimal with school systems struggling to keep students from dropping out and for those who do finish high school their chances of going on to higher education are low. These counties have high chronic health issues especially in the minority communities and are some of the most severe food insecure areas. The children and young people of these communities have very little hope for the future, and this is mentally passed down from one generation to the next with each one more hopeless than the last.

Many consumers have little understanding of finances, how credit works and the potential impact on their financial well-being for many, many years. In fact, the lack of financial understanding has been signaled as one of the main reasons behind savings and investing problems faced by the average American. Personal Finance Center of Polk County's clients do not have savings accounts and credit scores are below average when they enroll for the program. Managing the household monthly budget without some financial assistance from an outside agency is difficult, future financial planning is nonexistent. This barely living from paycheck to paycheck mentally and behavior is passed down to their children and grandchildren.

4) Objectives

- Objective 1: 40% of Recipients will save or increase existing savings by \$300 during the four-week class.
- Objective 2: 40% of Recipients will improve credit score to a ranking of "Fair" or better (credit score of 640 to 739)
- Objective 3: 10% of Recipients will have a savings that will allow them to acquire an asset, buying their first home, going to college/trade school, buying a car, or starting a small business.

5) Project Description

Curriculum: Mulberry Community Service Center utilizes the national FDIC Money Smart For Financial Education curriculum.

Program Components: The Financial Stability Program is a four-week program. The program is for two hours, once a week, and the participants can access the classes in three different formats, to meet their needs. Option one; one-on-one counseling with one of financial specialists, option two; on-line which is monitored and evaluated by one of the financial specialists and respond to any questions and/or concerns/issues they may experience, option three; classroom setting, amongst peers who are experiencing and struggling with similar experiences and this allows interaction between themselves and the financial specialist leading the course.

During the four-week training four goals are established for each participant these goals extend past the four-week training and financial specialists work with the families/individuals to achieve these goals. Goal one; is for the family to have a systematic total gain savings of \$300, goal two; improve credit score to a marketable score, and goal three; to have a savings that will allow them to acquire an asset (i.e. house or car). These classes are held by the three Financial Stability Coaches. Financial Stability Coaches work with recipients who decide to advance their earning potential through employment or job credentialing.

Personal Finance Center of Polk programming offers job credentialing, for those interested, to increase the families/individuals earning potential. Mulberry Community Service Center will assist with the costs associated with the credentialing. This may include but not limited to paying for the classes/certification courses, testing and licensing.

Recipients are eligible for free financial and credit counseling and tax preparation services.

Personal Finance Center of Polk County is not designed for families. However, Financial Specialists incorporate family budgeting and planning. The staff encourage recipients to allow their children to be involved in their learning process while actively enrolled in the financial literacy program. They work with the adults to establish savings accounts for themselves which we provide a savings match, but to also establish savings accounts for their children (these we do not match).

Target Population: Free financial education and coaching is available to all residents of Polk, and Highlands counties. Group classes are hosted throughout the year in various locations within the three identified counties.

6) Collaboration and Partnerships

Mulberry Community Service Center collaborates with United Way of Center Florida to provide financial literacy workshops throughout Highlands and Polk Counties and also with IRS to provide free tax preparation. We have partnerships with various churches, schools, and

community service agencies throughout the communities we serve to provide financial literacy workshops and free tax preparation.

7) Recognition

Mulberry Community Service Center will recognize Wells Fargo on all marketing materials, their website, and social media sites. Special recognition of award will be presented to the Board of Directors and this will be posted on website and social media sites.

8) Timeline

- 30 days from award: Recognition: PM is presentation to the Board of Directors
- 60 to 90 days from award: Class schedules will be posted in Polk, and Highlands: PM is location and class dates and times secured and on staff calendars
- 6-month point: Recipients will have been identified and enrolled in one of the three forms: PM recipients will be actively participating in Financial Stability classes.
- 12-month point: 400 recipients will have completed a four-week financial stability course. PM: Recipients received services and funds have been spent.

9) Evaluation

- Active participation is measured by
- Sign in sheets,
- Communication with financial specialist
- Completion of required course work

Outcome of savings is measured by recipient providing savings account statement from banking institution showing \$300.

Outcome of improved credit score rating is measured by credit score at the start of the program and score at the time recipient exits from the Financial Stability program (this is beyond the four-week course)

Outcome of asset saving is measured by recipient saving \$2,000 is measured by savings account statement from banking institution.

Part II: Budget

2020-2021 BUDGET

REVENUE	Amount
Florida Financial Literacy Initiative Grant	
United Way of Central Florida	102,000
TOTAL REVENUE	102,000

PROJECT EXPENSES	Grant Amount
Salaries and Benefits	
Financial Specialist #1 (4 hours @ \$10 per hour x 25 weeks)	1,000
Financial Specialist #2 (4 hours @ \$10 per hour x 25 weeks)	1,000
Financial Specialist #3 (4 hours @ \$10 per hour x 25 weeks)	1,000
Total Salaries and Benefits	3,000
Other Expenses	
Printing Supplies	600
Mileage	400
Meeting/Classroom	1,000
Total Non-Staff Expenses	
TOTAL EXPENSES	2,000

IN-KIND RESOURCES (Optional)	
Description	Amount
Space in kin	9,00
TOTAL IN-KIND RESOURCES	9,000