Funding Family Literacy Programming

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Pennsylvania Association for Adult Continuing Education Conference  
2019

Penn State College of Education  
ed.psu.edu

Goodling Institute  
ed.psu.edu/goodling-institute
Session Overview

• Introductions
• Overview of family literacy funding
• Legislation related to family literacy
• Funding case studies
• Tips for funding
• Addressing challenges
Introductions

• Name
• Organization & Title
• What interested you about this session?
Policy Paper Overview:

Changing the Course of Family Literacy

Paper can be found at: ed.psu.edu/goodling-institute/policy/changing-the-course-of-family-literacy
### A Funding Snapshot

<table>
<thead>
<tr>
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<th>ABE/GED/ESL</th>
<th>Parent &amp; Child Interactive Activities</th>
<th>Parent Education</th>
<th>ECE</th>
<th>Examples</th>
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<tr>
<td>Federal</td>
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<td>8%</td>
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<td>12%</td>
<td>8%</td>
<td>10%</td>
<td>Church, Salvation Army, Grants</td>
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Overview of Legislation
Every Student Succeeds Act (ESSA)

- ESSA programs are funded through the DOE; current funding lasts until September 30th, 2019
- 21st Century Community Centers
  - Title IV, Part B of ESSA
  - Supports learning centers for children & families in areas of high-poverty with low-performing schools
  - 2019 Budget Allocation: $1.2 Billion
  - Eligibility: state educational agencies; local organizations eligible for sub-grants
- Alaska Native Education Equity
  - Title IV, Part B of ESSA
  - Funds dedicated to providing programs and resources for Alaska Native communities
  - 2019 Budget Allocation: $35.4 Million
  - Eligibility: Any non-profit or organization serving Native Alaskans
Every Student Succeeds Act (ESSA)

• Education of Migratory Children
  • Title I, Part C
  • Funding for educational opportunities for those children moving between various states
  • 2019 Budget Allocation: $374.7 Million
  • Eligibility: state educational agencies; local organizations, higher ed institutions, and non-profits eligible for sub-grants

• English Language Acquisition
  • Title IIII of ESSA
  • Funds provided for three initiatives: National Professional Development Program, Native American and Alaska Native Children, and Asian American Pacific Islander Data Disaggregation Initiative Program
  • 2019 Budget Allocation: $737.4 Million
  • Eligibility: states ability directly, offer subgrants to local educational agencies
Every Student Succeeds Act (ESSA)

• Indian Education
  • Title VI, Part A
  • Funding for those agencies, tribes, and institutions serving Native American students
  • 2019 Budget Allocation: $180.2 Million—
    • Grants for local educational agencies: ~$105 million
    • Grants for special programs: $67.9 Million
    • National activities: $6.8 Million
  • Eligibility: formula grants available to local education agencies, higher education programs, non-profits that serve a minimum of 10 Native American children or make up 25% of total enrollment
Every Student Succeeds Act (ESSA)

• Native Hawaiian Education
  • Title VI, Part B of ESSA
  • Funding for educational programs serving Native Hawaiian students
  • 2019 Budget Allocation: $36.3 Million
  • Eligibility: grants available to non-profits, local education agencies, higher education-run programs

• Ready to Learn Programming
  • Title IV, Part F of ESSA
  • Funding for educational television, digital media and other technological media
  • 2019 Budget Allocation: $27.7 Million,
  • Eligibility: non-profits and local educational agencies
Workforce Innovation & Opportunity Act

• Funded through the DOE
• Title II of WIOA—Adult Education and Family Literacy Act
• Funding for grants through states to local educational and literacy programs
• Not all states use this money for family literacy
• 2019 Budget Allocation: $641.9 Million
• Eligibility: state educational agencies; local organizations eligible for sub-grants
• Current funding lasts until September 30, 2019
Higher Education Act of 1965

• Funded through the DOE
• Federal Work-Study Program
  • Funding for students pursuing post-secondary education at participating institutions
  • 2019 Budget Allocation: $1.13 Billion
  • At least 7% of FWS allocation must be used for community service jobs, including: reading tutors for preschool – elementary aged children, math tutors for students K-9th grade or literacy tutors in a family literacy project performing family literacy activities
Title I
(Elementary & Secondary Education Act)

• Funded through the DOE
• Improving Basic Programs Operated by Local Educational Agencies
• Known as Title 1
• Title 1, Part A of Elementary and Secondary Education Act of 1965
• Funding for local agencies and schools to children failing or at-risk of failing
• 2019 Budget Allocation: $15.8 Billion

PennState
College of Education

Goodling Institute
for Research in Family Literacy
Community Services Block Grants

- CSBG Regulations
- Offered through Office of Community Services, HHS
- Grants provide funding for those programs and initiatives that target issues of poverty within a community
- 2019 Budget Allocation: $715 Million
- Eligibility: States often apply for these grants, and then offer opportunities for programs to apply for subgrants from the funds; other eligible organizations include: federally/state-recognized Tribes and tribal organizations; community action agencies, migrant and seasonal farm workers’ agencies,
Head Start

• Improving Head Start for School Readiness Act of 2007
• Offered through HHS
• Funding for programs and resources that make children ready for school
• 2019 Budget Allocation: $10.06 Billion
• Applications for Head Start/Early Head Start Expansion and Partnership Grants mostly due Dec. 2018 to February 2019, though some states still have grants open until April 2019
• Eligibility: governmental organizations, non-profits and for-profits, educational organizations
Temporary Assistance for Needy Families (TANF)

• Social Security Act, Title IV, Part A
• Offered through HHS
• Funding for assisting families in moving off of public assistance, rewarded to states, territories and tribes
• 2018 Budget Allocation: $16.7 Billion
• Eligibility: States receive TANF funds and then allocate them across the state; 75% of each year’s funding goes to “maintenance of effort” requirements
TANF Students in Pennsylvania

• EARN Students
Family & Child Education (FACE)

• Authorized through CFR, Title 25 32.2 & Funded through Department of the Interior, Environment & Related Agencies Appropriations Act
• Offered through DOI, Bureau of Indian Affairs (BIE)
• Funding for early childhood education & family education for Native American children aged 0 to 5
• 2019 Budget Allocation: $18.8 Million
• Applications for programs due each year on May 30th
• Eligibility: FACE programs must operate out of BIE-funded schools, as well as guarantee certain resources will be provided for the program and program staff
Funders

Examples of FL Funders
Potential Funders

• Dollar General
• Barbara Bush Foundation: X Prize & Communities Competition United Way
• American Library Association: American Dream Literacy Initiative
• Library of Congress
• Public Libraries
• School districts
• Community colleges
• State funding
• Local funders
American Dream Literacy Initiative:

- funding for libraries to
  - Add to their print and digital ESL materials
  - Increase computer access and training
  - Provide job training
  - Hold ESL, GED, and citizenship classes
  - Raise awareness of services provided for immigrant families
- Grants of $10,000
- Eligibility: libraries that serve ESLs AND are located within 20 miles of Dollar General store, distribution site or office
Library of Congress

• $350,000 awarded each year to non-profits working in/with literacy needs
• Application window generally from mid January to early March (this year, closed March 8, 2019)
• Application includes forms with general information, an essay, and 2 letters of recommendation
• Four different awards:
  • Rubenstein Prize: $150,000 awarded to an organization making a “measurable contribution to increasing literacy levels”
  • American Prize: $50,000 awarded to an organization making a contribution to literacy or raising the national awareness of literacy needs in the U.S.
  • International Prize: $50,000 awarded to organizations making contributions to literacy in countries outside the U.S.
  • Best Practice Honorees: $5,000 awarded to up to 15 organizations for outstanding work in the field of literacy
Local Funders: William Penn Foundation

• Family Literacy Initiative: Three-year projects for programs using a two-generation model of building family engagement in and building of literacy practices
• Request for Inquiries in 2018: 5-7 family literacy/two-gen programs
• Eligible organizations included community-based organizations (non-profits, religious institutions, neighborhood groups, etc.), public institutions (schools or libraries), or other organizations with experience in literacy
FL Case Studies

Examples of how family literacy programs are tackling funding
Bryia Public Charter School
Washington, DC

• Family focused charter school funded since 1989 with Even Start Demonstration Projects.

• Current funding includes AEFLA (adult ed); foundation funding (ECE and some workforce activities); DC formula per pupil funding; community schools funding for coordinator (to integrate components); DC funding for support services and access to post-secondary.

• Partnership with Mary Center access to comprehensive health; care and social services; University of DC access to post-secondary.

• All staff participate in grant writing.
Metropolitan State University Family Literacy Program
Denver, CO

• Started as small scale program in the housing authority in 1994.

• ESL, PACT and parenting funded with AEFLA; Spanish GED anonymous funder; some PACT and home visits with Maternal Infant Early Childhood Home Visit (federal funds through CO human services); ECE private funding; some institution matching funds.

• Partnerships with 2 school districts—continuum of services for ESL students to transition to adult education, also partner with workforce centers.

• University helps identify and write grants, but have to compete with the priorities they want funded.
Project of Easton
Easton, Pennsylvania

• Began as an Even Start Family Literacy Program; funded for over 20 years
• Program provides all four components: AE, PE, ILA, and ECE
• Partnerships with community college for ESL, trainings, and certificates for adults; other partnerships are not official – but exist with the school district and library
• Current funding is Pennsylvania ACT 143, Dollar General, United Way, private donations, foundations
• Have a designated person in larger organization to do research for funding and applies for current funding.
Public Education Foundation (PEF)  
Las Vegas, Nevada

• Program has existed since 2008; started out as Toyota Family Literacy Program

• Funded through Toyota Family Literacy (just ended), Foundation money, community block grants, corporation foundations.

• Partnerships in community – local college and school districts

• Funding used for salaries, supplies, incentives, mileage, overhead, indirect

• Constantly looking for funding – conversations, databases, research, google, re-applying and re-inventing the program
Louisville Free Public Library (LFPL)
Louisville, Kentucky

• LFPL contacted Jefferson County Public Schools Adult Education
  • LFPL provide space for programming, staff for PACT
  • Adult Ed would provide other programming

• Several initiatives run through different funding streams:
  • Supporting family home libraries: Dolly Parton Imagination Library & NCFL’s Unite for Literacy
  • Adult education: Kentucky Skills-U
  • Family education programming: partnerships with William B. Keenan Trust, Even Start, TFL, Toyota Families in Schools grant, Barbara Bush Foundation
  • Transportation to families: LFPL funding
Hawkeye Community College Family Literacy Program
Waterloo, Iowa

• Began in 2005 funded through the Iowa Department of Education; AE funding through community colleges; in 2013 State legislature put a line item in budget for AE and Literacy.

• Decision made in 2009 if Community College would continue funding Family Literacy – program situated in a high-need area so they continued.

• Current funding primarily with local funders (e.g., schools, Kiwanis, churches) and private foundations (e.g., United Way, Community Foundation of NE Iowa)

• Much of their funding goes toward materials –free books and literacy materials (funders like to support this rather than salaries)

• Funding found by constantly looking and talking to the community
Tips & Challenges
How to respond to funding needs
Tips

• Collect BOTH types of data – stories and numbers because you never know what you need when applying for a grant.

• Success stories, more than numbers and percentages, speak to funders.

• Networking and participation in meetings are helpful ways to find out about funding.

• Advocate for Charter Schools and per pupil funding for FL.

• Get the word out with year-end report with photos and statistics.

• Invite funders to see what you do—reach out to them.
Forming Partnerships

• Identify needs in the community: partnerships happen because both partners have a need to fill

• Conduct a community needs assessment

• Understand the goals of each partner: make sure each partner is on the same page as far as programming and terminology
  • Example: do both partners have the same concept of family literacy?

• Apply for funding opportunities together

• Partner with the community and get the word out – if you want to help the children, help their parents.
Applying for Funding

• Read the questions carefully and answer what they are asking.
• Answer all questions on the grant application even if they are asked more than once.
• If a RFP is funding a particular model or approach, demonstrate that you understand and can develop and implement that approach.
• When possible, talk to the funder about your idea and get input.
• Read the RFP very carefully from start to finish before you begin writing and understand all expectations. Note font size, character limits, forms to be completed, etc.
• Write clearly and to the point.
• Proofread.
• Go to the online application right and make sure you can use the online platform.
Challenges

• Every grant has its particular requirements, hard not to get siloed—e.g. ECE funders forget about the children—Integration piece critical

• Hard to find funding for ECE, particularly infants and toddlers, everyone thinks it’s important but not willing to fund—Find a way to demonstrate cost-benefits.

• Programs may not be eligible for some funding when they serve undocumented immigrants.

• Programs need to adapt to the ebbs and flow of funding allocations and opportunities.

• Community does not see value of family literacy like they did 20 years ago. Need to spread the word to expand the model.
Discussion & Other Ideas

Working together on our funding needs
Questions

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