

Giving Tree - Fall 2022

Arkansas Imagination Library

Dr. Charlotte Green
401 Scott Street, Suite 3
Little Rock, AR 72201

brooke@arimaginationlibrary.org
O: 501-269-9097

Mrs. Sara Manning Drew

401 Scott Street, Suite 3
Little Rock, AR 72201

sara@arimaginationlibrary.org
O: 501-237-1747
M: 501-237-1747

Application Form

Eligibility and Guidelines

Eligibility

Giving Tree grants are place-based, meaning your organization must serve one of the areas where we're currently making grants. Please note that if you're applying for funding on behalf of a regional or statewide organization, your proposal is more likely to be successful if you can demonstrate that the project will be based in or have a direct impact on the county where you're applying.

Any 501c3 public charity, school, hospital or government agency serving the counties where we're making grants is eligible to apply.

Selection Criteria

The following factors are considered, although not exclusively, in reviewing proposals:

- Likelihood of the project to make a significant difference in the community
- Likelihood of the grant to make a significant difference for the organization (in other words, is the size of our grant a good fit for the size and scope of the request?)
- Evidence of a plan to measure or evaluate the success of the proposed project
- Organization's ability to carry out the proposed project successfully
- Clarity and thoroughness of responses to application questions
- Impact on the county/ies served by the affiliate to which you're applying. Please note that if you're applying for funding on behalf of a regional or statewide organization, your proposal is more likely to be successful if you can demonstrate that the project will be based in or have a direct impact on the county where you're applying. Many affiliates do not fund nonprofits based outside their service area

Restrictions

Each request is considered on its own merit. However, the following requests are generally not considered:

- Support for annual fundraising campaigns
- Support for capital campaigns
- Projects that address sectarian religious purposes
- Projects that are political in nature or have a political bias
- Multi-year proposals
- Scholarships or fellowships for formal education at any level
- Funding for ongoing salaries (although we will occasionally consider funding for short-term contracts or partial salaries related to a specific project)

You can apply for a grant for capacity building or program/project support. See below for clarification.

Capacity building – these are funds focused on improving the effectiveness of your organization. Examples are:

- Purchasing or upgrading equipment
- Providing training for staff, board or volunteers
- Hiring a consultant to help your organization develop a strategic plan
- Communications/marketing consulting
- Developing an evaluation system to track the effectiveness

- Organizing shared services with other nonprofit organizations

Project/program support (NOTE: most grants fall into this category) – these are funds designated to help you carry out a specific program or project. Examples are:

- Providing food to more food pantry clients
- Establishing a book mobile to bring books to low-income neighborhoods
- Offering dental screenings through school-based health centers
- Matching students with mentors
- Providing care for victims of domestic violence
- Adding tutoring services to an after-school program

Selection Process

Each of our affiliate counties will award Giving Tree grants from its own grantmaking fund. You may submit your request to one or more affiliates through this online application process, but when doing so, you must submit one proposal per affiliate county. A grantmaking committee of local leaders from each affiliate will select the requests awarded in their area.

Your proposal should demonstrate how your request will have a direct impact in the affiliate county or service area. (For example, if you are applying to Carroll County Community Foundation, your proposal should explain how your project will benefit Carroll County.)

Guidelines for Each Affiliate

The following affiliates are participating in this grant cycle:

Carroll

- \$300-\$5000
- Interested in any local charitable purpose including programs with an emphasis on youth and children
- Does not typically award funding to orgs based outside of service area

Clark

- \$250-\$1500
- Interested in any local charitable purpose
- Gives primary consideration to nonprofits based in Clark county

Columbia

- \$500-\$2000
- Interested in any local charitable purpose, but emphasizing early literacy and food security
- Does not typically award funding to orgs based outside of service area

Craighead

- \$2500-\$12,000
- Focusing on literacy (children to age 8 years), food security, homelessness and substance abuse
- Gives primary consideration to nonprofits based in Craighead county

Cross

- \$500-1500
- Interested in any local charitable purpose
- Does not typically award funding to orgs based outside of service area

Delta Area (Desha, Lincoln)

- \$500-\$2000
- Interested in requests related to economic development, education, and poverty
- Does not typically award funding to orgs based outside of service area

Greene

- \$1000-\$3500
- Interested in any local charitable purpose

- Gives primary consideration to nonprofits based in Greene county

Hot Springs Area (Garland, Montgomery)

- \$500-\$10,000
- Interested in any local charitable purpose
- Gives primary consideration to nonprofits based in Garland and Montgomery counties

Hot Springs Village (Village & surrounding communities of Fountain Lake and Jessieville)

- \$500-\$3000
- Interested in any local charitable purpose
- Does not typically award funding to orgs based outside of service area

Mississippi

- \$500-\$2500
- Interested in any local charitable purpose
- Does not typically award funding to orgs based outside of service area

Monroe

- \$500-\$5000
- Interested in any local charitable purpose
- Gives primary consideration to nonprofits based in Monroe county

Ouachita Valley (Ouachita, Calhoun)

- \$500-\$5000
- Interested in any local charitable purpose
- Does not typically award funding to orgs based outside of service area

Pine Bluff Area (Jefferson)

- \$1000-\$4000
- Interested in any local charitable purpose, but emphasizing educational opportunities and health issues
- Does not typically award funding to orgs based outside of service area

Texarkana Area (Miller, Howard, Hempstead, Sevier and Little River AR. Bowie county TX)

- \$1500-\$2500
- Interested in any local charitable purpose
- Does not typically award funding to orgs based outside of service area

Twin Lakes (Marion, Baxter, Fulton, Izard)

- \$500
- Future Fund is interested in any local charitable purpose
- Gives primary consideration to nonprofits based in Marion, Baxter, Fulton and Izard counties

Western Arkansas (Sebastian, Crawford)

- \$1000-\$3000
- Interested in any local charitable purpose that falls within the four ASPIRE pillars
- Does not typically award funding to orgs based outside of service area

Sign below by typing your initials*

By typing my initials below, I agree I have read and understand the guidelines and criteria for applying for a Giving Tree grant.

SD

Basic Information

Name of Affiliate*

Select the affiliate to which you are applying. Take note that your request should directly focus on the county/counties served by that affiliate office.

Monroe County

Do you have Social Media profiles?

Please copy and paste the url address associated with your organization for **Facebook**:

<https://www.facebook.com/ARimaginationlibrary>

Please copy and paste the url address associated with your organization for **Twitter**:

<https://twitter.com/ArkansasLibrary>

Please copy and paste the url address associated with your organization for **Instagram**:

<https://www.instagram.com/arimaginationlibrary/>

Please copy and paste the url address associated with your organization for **LinkedIn**:

Proposal Information

Tell us about your organization*

Provide a brief summary of your mission and history. What need or opportunity in the community does your organization address?

(Note that the Community Foundation's Aspire Arkansas report, www.AspireArkansas.org, is an easy-to-use source of data and statistics on community needs.)

Arkansas Imagination Library (ARIL) is a statewide 501(c)(3) nonprofit organization that works with local affiliates to expand the Imagination Library program. As an official partner of Dolly Parton's Imagination Library (DPIL), our mission is to increase literacy in Arkansas by ensuring all young children across the state may participate in the Imagination Library. ARIL believes literacy begins at birth, the benefits of a home library go far beyond the books, and parents/guardians are a child's first and best teacher. Since 2017, ARIL has worked with local communities to grow the program from 54 to all 75 counties; increasing the number of children receiving books each month from 16,700 to over 64,000 today (over 34% of the 0-5 population).

According to the Aspire Report (2019), only 38% of Arkansas third graders are proficient in reading - specifically 11% in Monroe County. Research shows that 85% of a child's core brain development occurs before the age of 3, when their vocabulary can predict third-grade reading achievement. A multiyear study concluded that children growing up with a home library, even as small as 25 books, got 2.4 more years of education than children from bookless homes, independent of their parents' education, occupation, and class (Evans, M.D., 2014, 2017). ARIL completed our first impact study in 2021, demonstrating that enrollment in DPIL decreases retention, and increases kindergarten readiness and third grade literacy test scores by 18.26%.

Program Summary*

How will you use a grant from the Community Foundation? In other words, what will you do with the funds? Your answer should be 1-2 sentences, maximum.

ARIL respectfully requests \$2,016 to promote parental involvement, literacy, and education to children, ages 0 to 5. We will utilize requested funds, along with the 50% cost-matching grant from ARIL, to sustain and grow enrollment, and provide 1,920 books to at least 160 children in Monroe County. 100% of the funds will be used to purchase and mail books. Enrolled children will receive one new, high-quality, age-appropriate book per month until their fifth birthday, at no cost to families.

You can apply for a grant for **capacity building** or **program/project support**. For examples of capacity building and project/program grant types, see below for clarification.

Capacity building – these are funds focused on improving the effectiveness of your organization. Examples are:

- Purchasing or upgrading equipment for staff use (computers, a financial database, security system)
- Upgrading your facility in ways that will allow you to serve more clients (buying a new refrigerator for a food pantry, replacing recalled cribs in an early childhood education facility)
- Providing training for staff, board or volunteers
- Hiring a consultant to help your organization develop a strategic plan or fundraising plan
- Communications/marketing consulting or start-up assistance, including help with branding, developing a social media presence, promotional materials, e-news campaign or other outreach strategy
- Developing an evaluation system to track the effectiveness of your program
- Organizing shared services with other nonprofit organizations, such as shared IT support, back-office admin support, financial services, etc.

Project/program support (NOTE: most grants fall into this category) – these are funds designated to help you carry out a specific project for the clients you serve. Examples are:

- Providing food to a larger number of food pantry clients
- Establishing a book mobile to bring library books to low-income neighborhoods
- Offering dental screenings through school-based health centers
- Creating a new exhibit at a museum
- Matching students with adult mentors
- Providing care and case management for victims of domestic violence
- Adding tutoring services to your after-school program

Type of Grant*

Please select the type of grant you are requesting.

Project/Program

Project/Program Information

Describe how this request for support will address the need or opportunity identified*

- What will you do, specifically?
- Who will be involved?
- How do you identify and reach clients?

ARIL respectfully requests \$2,016 to promote parental involvement, literacy, and education to children, ages 0 to 5, in Monroe County. We will utilize requested funds, along with the 50% cost-matching grant from ARIL, to sustain and grow enrollment numbers, and provide 1,920 books to at least 160 children in Monroe County. ARIL will partner with the Monroe County Children In Trust, the GIA Foundation, and the Mid-Delta Health clinic in Clarendon to increase enrollment and raise awareness of the program and the importance of reading to children from birth.

Local affiliates are responsible for promoting the program, enrolling children, and securing funds to cover the cost of the books and shipping (\$25.20 per child per year) in their county(s). Data entry and administrative duties are performed by dedicated local volunteers, allowing all funds raised to go directly to purchase books for local children. DPIL chooses, sources, negotiates pricing, and ships the books to all registered children. ARIL provides affiliates with matching funds, technical assistance, trainings, and staff support to implement the program. Existing partnerships through ARIL and DPIL are utilized to keep costs extremely low and maintain a high return on investment.

By providing books at no cost to families, ARIL increases childhood literacy rates, fosters a love of books, and promotes a culture of reading among underserved families in high-risk communities of Monroe County.

How many people will you serve through this request?*

Count only those directly served by your work. *For example, if you are requesting funding for an adult literacy program, count only the adults who will participate in literacy tutoring, NOT their families or community members who will be indirectly impacted by the program.* Include demographic information about the people served by this request, if possible.

By October 2023, ARIL will have sustained and increased enrollment to 250 children to cover 58% of the total 0 to 5 population (430) in Monroe County.

The children served reflect Monroe County's general population (6,879) – 48% male, 52% female; 54.5% white, 42.3% black, 0% Hispanic, 0.2% Asian, 0.7% Native American, 0.5% Other, and 1.9% two or more races.

ALICE households are those that earn more than the Federal Poverty Level, but less than the basic cost of living for the state (the ALICE Threshold). Of Monroe County's 3,326 households, 27% earn below the Federal Poverty Level (with 52% of children living in poverty) and another 23% are ALICE, for a total of 50% living below the ALICE Threshold.

Although DPIL is a program designed for children, with no restrictions due to demographics, ARIL understands the most vulnerable populations are the ones that are in the greatest need of the monthly book delivery. As we work to enroll all children regardless of income, we strategically partner with organizations that will assist in reaching children in vulnerable areas. The Imagination Library program minimizes the impact poverty has on children's access to books. By providing access for pre-k children to education and literacy in their home, meeting the families where they live, ARIL is removing barriers that limit future financial stability among the ALICE population for an entire generation.

(2021 ACS, U.S. Census; Arkansas ALICE Report, 2018; ACF Aspire Report, 2019.)

What will success look like?*

How will you know if you have made a difference on the need or opportunity described above? If possible, explain how you will measure success. *For example, if you are requesting funding for a school absence prevention program, you might say something like, "We will decrease the number of first-graders who are chronically absent by 15% compared to the previous school year."*

Success of the program will be measured by the number of books distributed to children, ages 0 to 5, in Monroe County. If awarded, a \$2,016 grant from the MCCF, along with the 50% cost-match from ARIL, will allow us to provide a total of 1,920 books to 160 children during the grant period. Each child will receive one high-quality, age-appropriate book per month, for 12 months, at no cost to participating families.

Another measure of success will be an increase in enrollment. Currently, Monroe County has 120 children enrolled in the DPIL program, or 28% of the total 0 to 5 population (430). By October 2023, ARIL will have sustained and increased enrollment from 120 to 250 children to cover 58% of the total 0 to 5 population.

Third grade reading proficiency scores measure long-term change resulting from the program, as shown in the background statement. ARIL will continue annual analysis of the data and provide these results to funders. However, because the program directly serves children from birth to age 5, for the purposes of this grant report, ARIL will additionally report on the program's effectiveness by providing the total number of children that receive books; a listing of all book titles; and qualitative data from participating children, parents, teachers, and volunteers.

In 2019, third graders in Monroe County scored as proficient on the (NWEA/ACT Aspire) exam, as follows:

Brinkley School District – 9%
Clarendon School District – 15%

Program/Project start date*

11/01/2022

Program/Project end date*

10/31/2023

Budget

Below is a hypothetical scenario showing how you would use the information to answer each question in the budget section.

For example: My organization's total operating budget is \$500,000 for the year. I'm asking for support for an after-school tutoring program, the total budget of which is \$25,000. I'm asking the community foundation for \$2,500 to support the cost of the after-school tutoring program. I have \$10,000 in other funding from the Dollar General literacy foundation, which I've applied for but is not confirmed. The \$2,500 from the community foundation will pay for books and supplies for the tutoring program.

What is your total operating budget for your most recent fiscal year?*

This number is the total amount your organization spent on all of its programs, projects and administrative expenses in the last fiscal year.

\$3,050.40

What is your total Project (or Program) budget?*

This number is the total amount your organization will spend for the project or program you're asking the Community Foundation to support.

\$4,650.00

What amount are you requesting from the Community Foundation?*

\$2,016.00

What amount, if any, are you requesting from "other sources" for this project/program?*

If you don't have "other" funding for your project, enter a zero (0).

\$2,634.00

List your "other sources of funding".*

Include org name, amount requested, and if funding is requested or confirmed. *(If you don't have "other" funding for your project, enter N/A)*

Arkansas Imagination Library 50% Cost Matching Grant - \$2,325, confirmed
 Mid Delta Health - \$1,000 in kind, requested
 Monroe County Children In Trust - \$1,000, requested
 Monroe County Community Foundation - \$2,016, requested

Please explain what specific items you will pay for using a Grant from the Community Foundation*

This could be materials, mileage reimbursements, printing, contractor fees, etc. The total amount should equal the number you entered above under "*What amount are you requesting from the Community Foundation?*"

ARIL respectfully requests \$2,016 to promote parental involvement, literacy, and education to families in Monroe County. Requested funding will be doubled by a 50% match from ARIL, to provide 1,920 books to at least 160 children, ages 0 to 5, in Monroe County. 100% of the requested Monroe County Community Foundation grant will be used to purchase and mail books to these children.

The cost per book, including postage, is only \$2.10. And when paired with the ARIL 50% Cost-Share Grant, the cost per book is \$1.05. Therefore, a \$2,016 grant will allow us to purchase and mail a total of 1,920 books during the grant period.

All grant funds will be utilized by October 31, 2023.

ARIL expects enrollment to increase slowly in the first few months of the grant period and then increase steadily throughout 2023. Our first milestone will be March 2023, when we believe enrollment will reach 200. Books will be mailed directly to children's homes once a month, for 12 months, at no cost to families.

Since the beginning of the Imagination Library program in Monroe County, ARIL has mailed 2,810 books to 179 children, of which 54 have graduated out of the program. ARIL provided 1,274 books to 160 children in Monroe County from just August 2021 to August 2022. Currently, Monroe County has 120 children enrolled in the Imagination Library program, or 28% of the total 0 to 5 population (430). ARIL expects to serve at least 300 total unduplicated children from November 1, 2022 to October 31, 2023.

Tell us how your organization receives money*

Check all that apply.

- b. Individual gifts/annual giving (donations made in response to a fundraising appeal)
- d. Major gifts (larger gifts)
- e. Grants from foundations
- f. Grants from federal, state, or local government
- h. Endowment or investment income

If you selected "Other" tell us the other ways your organization receives gifts

File Attachment Summary

Applicant File Uploads

No files were uploaded