

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> Literacy San Antonio, Inc. (dba SAREADS & Design)		<b>Federal Tax ID#:</b> 27-1393015		<b>501(c)(3) Public Charity</b> 509 (a)(1)	
<b>Address:</b> P.O. Box 460176	<b>City:</b> San Antonio	<b>State:</b> TX	<b>Zip Code:</b> 78246		
<b>Website:</b> www.sareads.org		<b>Fax:</b> (210) 957-8790		<b>United Way Funded:</b> No	

### Fiscal Year:

January 01 to December 31

### Head Of Organization

<b>Name:</b> Pamela Toman		<b>Title:</b> Co-Founder & Executive Director	
<b>E-Mail Address:</b> pamela@literacysanantonio.com		<b>Phone:</b> (210) 957-8790	

### Application Contact

<b>Name:</b> Pamela Toman	<b>Title:</b> Co-Founder & Executive Director	<b>E-Mail Address:</b> pamela@literacysanantonio.com	<b>Phone:</b> 210-957-8790
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### Previous Najim Funding

Year	Funding \$
2013	\$20,000
2014	\$20,000
2015	\$25,000
2016	\$25,000
2017	\$32,500
2018	\$40,000
2019	\$40,000
<b>Total</b>	<b>\$202,500</b>

### Has the organization applied to the Najim Family Foundation in the past and been declined?

No

<b>Grant Amount Requested \$:</b> \$40,000	<b>Total Project Budget \$:</b> \$394,550	<b>Organization's Annual budget \$:</b> \$520,020
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### Mission Statement:

Literacy San Antonio, Inc. increases literacy and academic achievement in Bexar County. SAReads(R) is a project of Literacy San Antonio to increase the number of children reading on grade level.

## PROJECT INFORMATION

**Program / Project Title:**

To support SA Reads Tutoring Program which provides one-on-one tutoring and book distribution for K-3rd grade students.

**PROJECT TIMELINE****Start Date**

08/01/2020

**End Date**

07/31/2021

**Harvey E. Najim Family Foundation Priorities:**

Education

**Education Priorities:**

Elementary to High School

**Program / Project Description:**

SAReads addresses two critical needs facing low-income children: the need for effective reading instruction and books. The pandemic has forced many schools to switch to remote learning, and disconnected students are missing all of school. These children have no recourse if their teachers do not have the knowledge and skills to teach them to read when they return to school. As cognitive scientist Dr. Mark Seidenberg states, "Whereas talking with children guarantees that they will learn to speak, reading to children does not guarantee that they will learn to read." (Language At The Speed of Sight: How We Read, Why So Many Can't, And What Can Be Done About It, 2017)

Generous support from The Najim Charitable Foundation has empowered SAReads(R) to become an elite agency focused on the need to improve children's reading outcomes through effective reading instruction. SAReads(R) ranked among the top 5 Texas Reading Academies in 2020, and the only Texas nonprofit focused solely on improving access to the science of teaching reading for low income children. SAReads(R) is respected among reading researchers across the country for our commitment to serving low income children by improving access to effective reading instruction. This year SAReads(R) will grow by 76% to impact more than 4400 children. Regardless of ethnicity, income or learning differences, more than 95% of children can learn to read on grade level with proper instruction. The most fundamental responsibility of schools is teaching students to read.

SAReads(R) is celebrating ten years as a nonprofit organization in 2020. We are stronger than ever in our mission to improve children's literacy and educational attainment. We will impact thousands of children over the next decade by improving reading instruction in their schools. We will share the lessons we have learned about the science of teaching reading to empower our community to advocate for change for all kids. For decades, public schools have taught reading using the very strategies that cause children to struggle with reading. The vast majority of teachers use a theory about reading that cognitive scientists have repeatedly debunked. False assumptions about what is required to be a skilled reader have created deep inequalities among U.S. children, putting many on a difficult path in life. And notably, most teachers and parents do not know there is anything wrong with these existing theories and reading instruction approaches.

Funds requested will allow SAReads(R) to address the underlying issue of education inequity by training, coaching and supporting teachers to change the way they teach children to read to benefit all children. We know reading failure can be prevented. It is possible to teach most children how to read if we start early and follow the significant body of research showing which practices are most effective. Children living in poverty, children of color, and children with learning differences can become competent readers. Persistent "gaps" between more advantaged and less advantaged children can be narrowed and even closed. These gaps are the result of differences in children's opportunities to learn--not their learning abilities. SAReads(R) is partnering with education leaders to bring the science of teaching reading to dozens of schools and thousands of children.

In addition, SAReads(R) will resume book bank operations to increase children's access to books when Covid-19 restrictions are lifted. In partnership with bookstores and community organizations, SAReads(R) collects and distributes thousands of children's books per year to children, high-need schools and nonprofits serving low-income children because access to books is a persistent need for children.

**Evaluation Plan:**

The Science of Reading is a vast body of research based on hundreds of studies conducted by dozens of researchers over decades, and involving fields in the social and hard sciences. A sufficient number of studies have produced similar results to allow researchers to conclude that certain things are true and others are not. SAReads(R) will evaluate how teachers implement the science of teaching reading and the impact on student reading outcomes. The Texas Education Agency is not administering the STAAR test due to Covid-19, therefore SAReads(R) will evaluate the project using student reading data obtained from teachers. Our 2020-21 objectives are to expand the project to impact more children and lay the foundation for years of improved student reading outcomes in our schools.

**Plans to sustain project beyond the term of this request:**

SAReads(R) is a multiyear project to increase the number of children reading on grade level by improving classroom reading instruction and access to books. The project is supported by the City of San Antonio, diverse foundations and contributions from participating schools. We are focused on achieving results for children by adhering to science. This approach has enabled SAReads(R) to become a reputable and successful project even during the devastating coronavirus pandemic. We are expanding to serve more children and increase awareness about the need to prevent children's reading failure through evidence-based reading instruction. Financial support from corporate and private foundations, including The Najim Charitable Foundation, is essential to helping SAReads(R) meet the enormous challenge of preventing children's reading failure and its rapidly cascading effects on learning other subjects.

**Children Impacted:**

<b>How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?</b>	<b>How many unduplicated children will NFF REQUESTED FUNDS impact?</b>
6,200	4,400

**Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.**

<b>A. Population Served Age</b>		<b>B. Population Served Ethnicity</b>	
Infants (0-5)	12%	African American	3%
Children (6-13)	88%	Asian American	1%
Young Adults (14-18)	0%	Caucasian	5%
<b>TOTAL:</b>	<b>100%</b>	Hispanic/Latino	90%
		Native American	0%
		Other and Define	1%
		<b>TOTAL:</b>	<b>100%</b>

**City Council District for Which Children are Being Served:**

District1, District2, District3, Outside San Antonio

**Counties applicant is in:**

Bexar

**Line item Budget:**

<b>Line Item Description</b>	<b>Total Project Funds Allocation</b>	<b>Najim Funds Allocation</b>
SAReads Book Bank	\$15,000	\$3,500

Supplies & Materials	\$4,550	\$2,000
IT, Software & Maintenance	\$5,000	\$3,000
Printing	\$5,000	\$1,500
Salaries & Professional Fees	\$320,000	\$20,000
Contractor	\$30,000	\$0
Children's Book Packages	\$10,000	\$6,000
Travel & Mileage	\$5,000	\$4,000
<b>TOTAL:</b>	<b>\$394,550</b>	<b>\$40,000</b>

### **OTHER FUNDING RESOURCES**

**For Project being Requested: Funding sources and amounts, pending and committed.**

#### **PROJECT - PENDING**

<b>Funder Name</b>	<b>Amount Requested</b>
Valero	\$15,000
<b>TOTAL:</b>	<b>\$15,000</b>

#### **PROJECT - COMMITTED**

<b>Funder Name</b>	<b>Amount Requested</b>
Hixon Properties	\$10,000
Napier Charitable Trust	\$50,000
Valero Benefit for Children	\$25,000
Harris & Eliza Kempner Foundation	\$3,000
City of San Antonio	\$44,308
H-E-B	\$25,000
Frankie Casseb Youth Literacy	\$1,000
	\$0
	\$0
<b>TOTAL:</b>	<b>\$158,308</b>

**Other funding sources and amounts, pending and committed not specific to this request.**

#### **ALL OTHER ORGANIZATION REQUESTS - PENDING**

<b>Funder Name</b>	<b>Amount Requested</b>
George Gervin Academy	\$6,000
Southside ISD	\$6,000
<b>TOTAL:</b>	<b>\$12,000</b>

#### **ALL OTHER ORGANIZATION REQUESTS - COMMITTED**

<b>Funder Name</b>	<b>Amount Requested</b>
School Innovation Collaborative	\$70,000
Boerne ISD	\$73,200
Promesa Charter Academy	\$6,000
George Gervin Academy	\$13,200
Aldine ISD	\$30,000

Gonzales/Luling ISD	\$24,000
Southside ISD	\$45,600
<b>TOTAL:</b>	<b>\$262,000</b>

**BOARD OF DIRECTORS**

**What percentage of your board contributes financially to the organization?**  
100%

**If Board giving is not at 100%, please explain why?**

**How are board members expected to participate in your organization?**  
Every board member contributes financially to Literacy San Antonio. Board members hold an annual retreat for strategic planning. Individual members provide technical assistance and professional advice on various matters, such as human resources, organizational development, financial planning, marketing, public relations and reading research. Our board chair has been instrumental in transitioning us from startup to scalability. Another board member has been instrumental in helping the organization structure advanced financial planning and reporting processes. Another board member is rebranding SAReads(R). Several board members provide extensive knowledge of reading research and education policies to inform SAReads(R) programs and strategies.

**LIST OF BOARD DIRECTORS**

<b>Name &amp; Office Held</b>	<b>Corporate Affiliation</b>
Kathryn Keeton, Board Chair	Industrial-Organizational Psychologist, Minerva Work Solutions, PLLC
Louis Cardenas	Owner-Creative Director, Blonde Creative
Kelley Farwell	Director of Organizational Development, FMCU
Heather Haynes Smith	Associate Professor of Education at Trinity University
Elizabeth Kempner McFarland	CEO, Kempner McFarland Interests
David Olson	Director of Heavy Products and Fuel Oil, Valero Energy
Debra Salge	Chief Administrative Officer, Raise Your Hand Texas

**Signature**  
Pamela R. Toman