Grants for Literacy Projects in Newfoundland and Labrador

Application Package 2000/2001
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INTRODUCTION

Definition of Literacy
The Newfoundland and Labrador Strategic Literacy Plan defines literacy as the ability to understand and use the printed word in daily activities at home, at work and in the community. To become literate, an individual must go beyond knowing how to read and write to using this knowledge for personal, social, economic, or other purposes.

Literacy Unit, Department of Education
The mandate of the Literacy Unit is to assume overall responsibility in the Department of Education for literacy development and to coordinate the implementation of the Strategic Literacy Plan. The Unit also assumes direct responsibility for early literacy, family literacy, basic literacy/Level I Adult Basic Education, and workplace literacy. The Department of Education Chairs the Literacy Funding Review Committee.

National Literacy Secretariat (NLS)
The mandate of the National Literacy Secretariat (NLS), Department of Human Resources Development Canada, is to facilitate the involvement of all sectors of society in creating a more literate Canada. One of the ways that the National Literacy Secretariat does this is by providing financial assistance for literacy projects.

The National Literacy Secretariat, in partnership with the Newfoundland and Labrador Department of Education, has made provision for federal support to literacy development in Newfoundland and Labrador for adult literacy projects, family literacy projects and literacy projects aimed at youth between the ages of 16 and 24 who are out of school.

Literacy Development Council/Newfoundland and Labrador
Part of the mandate of the Literacy Development Council includes: to assess and respond to the literacy needs of the people of the province of Newfoundland and Labrador; and to coordinate literacy programs and services through fostering cooperation among agencies and organizations providing programs and services.

One way in which the Council attempts to honour the above mandate is to provide funding for activities, projects, etc. which are consistent with the mandate. This funding is made available to the Council from the Government of Newfoundland and Labrador.

Deadlines for receipt of applications in the 2000/2001 fiscal year:

June 28, 2000       October 18, 2000       February 14, 2001
STRATEGIC LITERACY FUNDING GUIDELINES

Priority areas for funding have been established in accordance with directions determined by the Strategic Literacy Plan (attached). The plan addresses literacy for all ages, both within and outside the formal education system. The three strategic directions or goals of the plan are:

1. Literacy levels which are among the highest in Canada
2. A culture which values literacy as a desirable goal for all people
3. An integrated approach to literacy development

Eligible Activities

The Committee recommends funding for the following types of initiatives:

- **Improving access to literacy programs and outreach**: Ways must be found to make literacy programs more accessible to those who wish to improve their literacy skills. Sustaining funding for program delivery was a major concern raised during the public consultation process to develop the strategic plan. Limited funding will be set aside for program delivery, with preference being given to organizations which utilize volunteers. For example, proposals might include the coordination of volunteer activities. National Literacy Secretariat (NLS) funding is not provided for program delivery but may be awarded for projects such as assessing barriers or developing plans to reduce barriers that limit access to literacy programs.

- **Increasing public awareness**: Creating a culture which values literacy is a key goal of the Strategic Literacy Plan. Formal education and literacy initiatives will be effective only in a culture which values literacy and learning. For example, projects might include public awareness campaigns or community activities.

- **Improving coordination and information sharing**: New developments and activities in the literacy field must be shared with all literacy partners to prevent duplication and to use resources more effectively. For example, projects to meet this need might include electronic or print directories of literacy services and resources, planning for a resource centre, or projects which include videoconferencing, teleconferencing or web conferencing.

- **Developing learning materials**: There is a need to develop and distribute learning materials that reflect Canadian realities and that meet the particular needs and interests of learners of various ages. Examples of projects may include materials in a variety of formats: print, audio-visual, CD-ROM, or projects which include volunteer training or professional development activities.

- **Researching literacy needs**: Research is needed that applies directly to literacy programs or addresses the literacy needs of particular groups of people in the community. Projects might include research initiatives in the area of literacy development and evaluation.

Funding will not be provided for: activities that have already taken place; projects requiring 100% funding; capital costs; travel outside Canada; or financial losses incurred by the project. In the case of NLS funding, support is directed towards adult literacy projects and is not provided for ongoing direct delivery or services.
Who can apply?

Project applicants must be not-for-profit in nature.

How to apply for funding:

Your application (three signed original copies, please) will consist of four parts:

- The Funding Application Cover Sheet;
- Your detailed proposal;
- Letters that demonstrate community support for your project; and
- Your financial statement for the last fiscal year (see attached example).

Steps to follow:

1. Check to ensure your proposed project is consistent with the goals of the Strategic Literacy Plan and is an eligible activity.

2. Write your detailed proposal. This should include the following:
   a. *Project summary* - Briefly outline your project’s goals and objectives, activities and results or products. Describe how your activity meets the goals of the Strategic Literacy Plan and, if applicable, cite specific related objectives and actions.
   b. *Rationale* - Why is your project important? What needs will it meet? How did it originate? Are there other documents or related research which support your proposal?
   c. *Target audience* - Who will benefit from this project?
   d. *Objectives* - Describe the key objectives of your project and how they will help your target audience or the community.
   e. *Plan of Action* - Describe how you plan to carry out the project. List the major activities in a logical order, giving timelines and stating the people responsible for each part of the project. Indicate how members of the target group will be involved in the project.
   f. *Personnel* - Attach job descriptions for any staff members who will work on the project and a brief summary on qualifications/experience of the person(s) who will be involved.
   g. *Outcomes* - Describe the expected results and products which your project will produce.
   h. *Distribution Plan* - Explain how you will market/distribute the final product.
   i. *Evaluation* - Provide an evaluation plan. How will you show that the objectives of your project have been reached? How will your data be collected and reported? (See attached guide.)
j. **Project Budget** - Please see the sample budget on page 5 of this document. Note that proposals seeking 100% funding will not be entertained. You should set up the expenditure part of your budget in a four-column format. Column one should give the category and full details of each item, including cost.

**Expenditure Categories**

i. **Travel** - This includes estimated total costs of air, bus, taxi and automobile expenses. Provide details of how many are travelling, where and when. Meals and accommodation should be included in travel.

ii. **Publicity** - This includes brochures, newspaper ads, posters, TV and radio spots.

iii. **Salaries** - Salaries include wages and benefits of temporary and permanent staff by monthly, weekly or hourly rates. Indicate the job being performed.

iii. **Honoraria** - This includes reasonable special payments for guest speakers, resource persons, and consultants. Also identify any professional fees.

iv. **Facilities** - This includes the cost of meeting rooms or offices and equipment rental such as computers, faxes and telephones.

v. **Materials** - This includes such items as paper products, pencils, file folders or resourcematerials.

vi. **Other** - Other costs could include, for example, professional development, administration, child-care, printing and distribution costs, costs associated with the evaluation of the project, etc. (Please list all items separately.)

Column two is the total cost of each category. Column three indicates your revenue. Your revenue will be made up of the amount your organization is contributing and all amounts you expect to receive from other sources. This should include cash and all in-kind contributions such as volunteer time or the donation of facilities, services, materials or equipment. We also need to know how much of the total revenue has already been raised or is guaranteed and how much you expect but have not yet received from other sources. Please name the other revenue sources. Column four indicates the amount of funding requested in this application for each category.

NOTE: Be sure to transfer the figures from your detailed budget to your budget summary on page 2 of the Funding Application Cover Sheet.

3. **Complete the Funding Application Cover Sheet** - The cover sheet is included as part of this package and requests general information about your organization and project. It is essential and must be signed by the person in your organization who has signing authority.

4. **Send in your application** - Your application should be postmarked or delivered to the Literacy Unit of the Department of Education by Wednesday, June 28, 2000. You should allow at least 2 to 3 months before the start date of your project so that you will be sure to know that your funding has been approved before you begin. We may need additional information before we can recommend funding. Send your proposal to:

Strategic Literacy Funding Committee  
c/o Literacy Unit, Department of Education  
4th Floor, West Block, Confederation Building  
P.O. Box 8700, St. John’s, NF  
A1B 4J6  
Phone: (709) 729-6185 / Fax: (709) 729-6246  
Next Deadlines: **October 18, 2000 and February 14, 2000**
5. **Letters of Support** - Include letters from community organizations, participants and/or partners which show support for your organization and planned project. Letters from participants/partners should also confirm and describe their participation in the project.

### Budget Example

Here is an example of how a budget for holding a workshop might look. The four-column expenditure example below contains detailed descriptions of each item, the total cost, your revenues (including the contribution of your organization and other sources of revenue) and how much you are requesting from us. The revenue column shows how much of what you are paying is guaranteed and how much is expected from other sources.

<table>
<thead>
<tr>
<th>COLUMN 1</th>
<th>COLUMN 2</th>
<th>COLUMN 3</th>
<th>COLUMN 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item and Details</td>
<td>Total cost of the item</td>
<td>Revenue</td>
<td>Amount you are requesting</td>
</tr>
<tr>
<td><strong>TRAVEL:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mileage to and from City A (600 km @ 31¢/km) = $186</td>
<td>$486.00</td>
<td>$200.00</td>
<td>$286.00</td>
</tr>
<tr>
<td>Accommodations (3 days at $70/day) = $210</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meals (3 days at $30/day) = $90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PUBLICITY:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshop pamphlets ($100)</td>
<td>$300.00</td>
<td>$0.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Ads in local papers ($200)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SALARIES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Coordinator/Project Workers</td>
<td>$17,920.00</td>
<td>$6,925.00</td>
<td>$10,995.00</td>
</tr>
<tr>
<td>a) 2 x 20 wks x 20 hrs/wk x $20/hour = $16,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) 12% CPP/IE/4% vacation day = $1,920</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HONORARIA:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$300 for facilitator.</td>
<td>$300.00</td>
<td>$0.00</td>
<td>$300.00</td>
</tr>
<tr>
<td><strong>FACILITIES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting room rental - ($100/day for 3 days) = $300</td>
<td>$500.00</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Video equipment rental ($200)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MATERIALS:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training material $1,000</td>
<td>$1,500.00</td>
<td>$0.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Participant kits $500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tables and chairs provided rent free by office furniture rental company - $500 value.</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$21,506.00</td>
<td>$7,875.00</td>
<td>$13,631.00</td>
</tr>
</tbody>
</table>

**These two amounts should be the same.**

Your revenue:

(a) Guaranteed revenue
- Your Organization: $2,075.00
- Local Service Club: $800.00

(b) Potential revenue
- Registration Fees: $1,500.00
- Provincial Government: $3,500.00

TOTAL: $7,875.00
Project Review Process

- All proposals are reviewed by the Strategic Literacy Funding Committee with representation from the Department of Education, the National Literacy Secretariat of HRDC, the Newfoundland Regional Office of HRDC, the Literacy Development Council of Newfoundland and Labrador, the Provincial Information and Library Resources Board, the College of the North Atlantic, School Districts and a member at large.

- The committee generally meets about three weeks after the application deadline. The review process may include consultation with other organizations to obtain additional expertise. Projects will be reviewed based on the information outlined in this package and on the following:
  - ability to meet the Strategic Literacy Funding Guidelines;
  - consistency with the Strategic Literacy Plan;
  - overall quality of the proposal;
  - strong rationale for the necessity/value of the project or program;
  - involvement of partnerships;
  - inclusion of/influence on learners;
  - appropriateness of budget, time frame, and plan of action;
  - ability of applicant and partners to successfully carry out the project.

- You may be contacted for additional information or to discuss changes to your project proposal.

- If the Strategic Literacy Funding Committee decides to recommend your project for funding, it will determine the most appropriate funding source (federal, provincial or a combination of both). You may be asked to modify your budget accordingly. A recommendation is then prepared for review and approval by either the Minister of Human Resources Development Canada and/or the Literacy Development Council, as appropriate.

- You will be notified of the approval of funding for your project through a letter from the Chair of the LDC and/or the Minister of Human Resources Development Canada. This will be followed by a letter from the NLS or the LDC regarding the procedure for reporting on your project.

- Applicants whose proposals are not successful will be informed in writing by the Department of Education with the NLS and/or the LDC as appropriate.

Conditions of Funding:

- Funding may be used only for the purposes specified in the proposal. No substantial change in activities shall be made without consultation with the Department of Education. The Department of Education will then consult with the appropriate funding agency regarding approval.

- Whenever appropriate, public acknowledgement of the funding source is expected. This will include written acknowledgement on documents/publications arising from the project, or oral acknowledgement at any presentations/workshops.
Organizations receiving funding are required to submit a final report and financial statement to the appropriate funders (NLS, etc.) no later than two months following the completion of the project. One or more interim reports may be required, particularly if you are receiving a second payment.

Copies of publications and other products arising from the project must be distributed to the Department of Education, the National Literacy Secretariat, and the Literacy Development Council.

Applicants should state whether their project is intended to have additional phases. However, the funding of the first phase does not guarantee funding of subsequent phases of the project. Funding will also be contingent on the applicant providing information on previous phases in their current proposal.
This page is left intentionally blank
Please print or type clearly. Attach your proposal, letters of support, and financial statement* for last year.

### Your organization

<table>
<thead>
<tr>
<th>Complete name of your organization</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous name and/or address (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Street Address</td>
<td>Mailing address (if different from street address)</td>
</tr>
<tr>
<td>Telephone number</td>
<td>Fax number</td>
</tr>
<tr>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>E-mail address</td>
<td></td>
</tr>
</tbody>
</table>

#### Description of Organization

<table>
<thead>
<tr>
<th>□ Provincial</th>
<th>□ Regional</th>
<th>□ Local</th>
<th>□ Individual</th>
<th>□ Other</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name of your senior officer</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Language of communication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English □ French □</td>
</tr>
</tbody>
</table>

#### Signing Officers

<table>
<thead>
<tr>
<th>Name/Position:</th>
<th>Name/Position:</th>
</tr>
</thead>
</table>

#### Affiliations with other organizations

<table>
<thead>
<tr>
<th>What are the major goals and activities of your organization?</th>
<th></th>
</tr>
</thead>
</table>

#### Is your organization incorporated? No □ Yes □

Federal No. ___________ / Provincial number ___________

#### Is your organization non-profit? No □ Yes □

#### Registered Charity? No □ Yes □

Number ___________ What year was your organization formed? ___________

#### Have you received previous funding from the National Literacy Secretariat? No □ Yes □

Year ___ Amount ___

#### Have you received previous funding from the Literacy Development Council? No □ Yes □

Year ___ Amount ___

#### Have you received previous funding from any other source for literacy work? Please specify ___________

*note: a sample financial statement is attached for those who are not familiar with preparing a statement
### Your project

<table>
<thead>
<tr>
<th>Project title</th>
<th>Start date</th>
<th>End date</th>
<th>Total cost of project $</th>
<th>Total amount requested $</th>
</tr>
</thead>
</table>

Contact name for project

<table>
<thead>
<tr>
<th>Title</th>
<th>Language of Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English □ French □</td>
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</tbody>
</table>

Mailing address (if different from above)

<table>
<thead>
<tr>
<th>Telephone number</th>
<th>Fax number</th>
<th>E-mail address</th>
</tr>
</thead>
<tbody>
<tr>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
</tbody>
</table>

### Your budget summary (transfer figures from your detailed budget)

#### Your expenditures:

<table>
<thead>
<tr>
<th>Item</th>
<th>What is the total cost of the item? $</th>
<th>- Revenue (including the contribution of your organization and Other sources) $</th>
<th>= How much are you requesting? $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honoraria</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

#### Your revenue:

| How much of your revenue is guaranteed? | $ |
| How much of your revenue is potential?  | $ |
| TOTAL (this should be the same as your organization’s total revenue in the table above) | $ |

### Name

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>
Sample Financial Statement

Name of Organization
Financial Statement
Year Ended March 31, 2000

REVENUE:

National Literacy Secretariat grant
Literacy Development Council grant
Donations in Kind
Donations
Interest
Etc.
Total revenue

EXPENSES:

Travel
Salaries
Etc.
Etc.
Etc.
Total expenses

Excess (deficiency) of revenue over expenses
Evaluating Literacy Projects

Every literacy project must be evaluated. Evaluating a project produces information which expands knowledge. Evaluation results help the government funders and project sponsors develop new initiatives.

**An effective evaluation plan has the following characteristics:**

- Is part of the project from the beginning
- Includes participation of learners, practitioners, coordinators, and administrators
- Contributes positively to the project
- Adds value and effectiveness to the project
- Involves observing, questioning, comparing, reading, writing, and analyzing
- Uses the information and understanding gained to make recommendations, plan future activities and support other proposals

**An evaluation plan may include the following questions:**

a. Needs

- Were the identified needs met?
- Have the activities addressed the needs and goals outlined in the project application? How well?
- Did the needs, goals or activities change?
- Why did they change?

b. Roles

- What roles were played by the partners? the participants? the employees?
- How effective were these roles?

c. Outcomes

- What were the results of the project? (desired or not, expected or not?)
- Did participants like the service provided? Why? Why not?
- Were reports, videos, learning materials tested? How? What were the results?
- What things (expected or unexpected) affected the result of the project? How?
- Are there any statistics resulting from the work?

d. Impact

- How did the project affect the participants and organization involved?
- What was the effect on the community or the province?

e. Recommendations

- What recommendations or new projects have developed because of this project?
- Did you learn or experience anything that you want to share with others considering similar work?
Some suggestions for methods: Different tools and methods may be useful to evaluate your project. Choose one, or a combination of several or make up your own approach.

- One or several participants keep a journal of activities, listing questions and thoughts as they arise. Compile them and review them at the end of the project.
- Conduct a field test
- Distribute and analyze questionnaires
- Conduct interviews
- Review written materials such as curriculum and research by potential users
- Contract with a third party to evaluate
- Conduct focus group discussions, involving all participants or a representative sampling
- Design a statistical analysis
- Fill out the “Project Activity Report” form available from the National Literacy Secretariat

Whomay conduct this evaluation? Use one or several of the following suggestions:

- Staff
- User committee (made up of those who use the service and/or their advocates)
- Expert committee (people with special knowledge of the subject)
- A steering or advisory committee
- Contractor (a professional evaluator or an instructor from a college or university)
- The contractor or coordinator