



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Earn to Learn Florida

2. **Senate Sponsor:** Kathleen Passidomo

3. **Date of Submission:** 11/13/2017

4. **Project/Program Description:**

Earn to Learn FL is a groundbreaking approach to helping low-to-moderate income students achieve their college graduation goals and do so with little or no debt. The program has already demonstrated remarkable results around the United States and here in Southwest Florida. Earn to Learn FL works by combining student savings with leveraged financial aid, financial literacy education, and success coaching. The program breaks down barriers to higher education and helps individuals and families escape the cycle of poverty and improve their earning potential. Enlisting students as investors in their college success gives them a personal stake in their achievements. And empowering them with financial literacy training further ensures their ability to navigate their personal financial responsibilities and improve their economic mobility.

5. **State Agency Contacted?** No

a. If yes, which state agency?

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

Department of Education

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
4,000,000		4,000,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	4,000,000	45.2%
Other	850,000	9.6%
TOTAL	4,850,000	54.8 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 8,850,000

9. **Previous Year Funding Details:**



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- Has funding been provided in a previous state budget for this activity? Yes
- In the previous 5 fiscal years, how many years was funding provided? (Optional)
- What is the most recent fiscal year the project was funded? 2016-17
- Were the funds provided in the most recent fiscal year subsequently vetoed? No
- Complete the following Worksheet.

FY:	Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
	Column:	A	B
Funds Description:		Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *
Input Amounts:			

10. Is future-year funding likely to be requested?

No

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

Funding Proposal for Earn to Learn FL. Until federal funds for Earn to Learn are restored, the Women's Foundation is determined to assemble state, university, college and local philanthropic dollars to continue to expand the program and achieve successful outcomes. The Foundation's funding proposal is to establish Earn to Learn FL, anchored in Southwest Florida, to open 1700 slots for qualified students attending participating state universities or colleges throughout the State. We are proposing that the Florida State Legislature appropriate \$4 million for Earn to Learn FL to be matched by another \$4 million from a consortium of state universities or colleges willing to pledge a \$1 million each in matching funds.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Qualifying Earn to Learn FL (E2L-FL) students who make E2L-FL savings account deposits for at least 6 months and meet their \$500 goal prior to, or while, attending a participating state school earn \$4,000 in matching funds to pay for tuition, books, fees and other related expenses. E2L-FL will be renewable for up to four years as long as students remain eligible and continue to save \$500 each year. E2L-FL collects the following information to evaluate the program outcomes and make improvements: 1) # of inquiries; 2) # of qualified inquiries; 3) # of students starting/completing required financial literacy training; 4) # of students opening savings accounts and 5) # of students meeting their savings goal. E2L-FL is a collaborative effort among the philanthropic, corporate, academic and government agencies. E2L-FL enhanced services provide students support and resources to keep their saving for education on track.



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c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input checked="" type="checkbox"/> Executive Director/Project Head Salary and Benefits	Project Head- Salary and Benefits	325,000
<input checked="" type="checkbox"/> Other Salary and Benefits	Program Coordinator Salary and Benefits- 5 years- Office Manager Salary and Benefits- 5 years	195,000
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Earn to Learn funds to college or university student accounts	3,400,000
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Data Manager/Analyst- 5 years	80,000
Operational Costs		
<input type="checkbox"/> Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		4,000,000

d. What are the direct services to be provided to citizens by the appropriations project?

Earn to Learn FL will utilize success coaching for students to include personal financial literacy training, college readiness training, aptitude evaluation, job placement and retention coaching, and ongoing support from the very first day of attending college all the way through graduation. The use of Earn to Learn Savings Accounts in conjunction with success coaching has been proven as a way to help individuals and families develop productive financial behaviors that increase the likelihood of finishing college with a degree and less debt, as well as be better prepared for post-college careers.

e. Who is the target population served by this project? How many individuals are expected to be served?



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Earn to Learn FL will target qualified students, either attending or admitted to a participating state college or university. Referral network partners, such as Future Makers Coalition, Promise Zone, education foundations and other referral and resource agencies in the five-county service area covered by WFSWFL (Collier County, Lee County, Hendry County, Charlotte County and Glades County) will also continue to make referrals from their network of students planning to attend a participating state college or university. An 800% return on each student's investment in themselves!! By offering an 8:1 match rate and assuming an Earn to Learn FL saver's contribution of \$500 for education paired with the \$4,000 match, at least 1700 new slots could open up for economically disadvantaged students who want to achieve their dream of higher education.

f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Women's Foundation established Earn to Learn FL (E2L-FL) in 2016 with the support of federal and private sector dollars. Early results demonstrate a scalable approach with excellent outcomes. E2L-FL established 42 slots for qualifying students to save \$500 over a 6-month period and participate in financial literacy training. This amount is matched by \$4,000, half of which comes from the federal government and the other half from local private sector resources coordinated by the Women's Foundation. Eligible students repeat the same process of saving \$500 in order to receive the \$4,000 match up to 4 years to graduate. Many of the initial students attend Florida Southwestern State College, U of South Florida, Florida International U, Florida Atlantic U or FGCU. Once funding is depleted, a waiting list of qualified students will be maintained for opportunities opened by future funding.

g. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Return of funding.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Brenda Tate
- b. **Organization:** Women's Foundation of Southwest Florida
- c. **Email:** brenda@fundwomenfl.org
- d. **Phone Number:** (239)281-2233

14. Recipient Contact Information:

- a. **Organization:** Women's Foundation of Southwest Florida
- b. **County:** Charlotte, Collier, Glades, Hendry, Lee
- c. **Organization Type:**
 - ☐ For Profit
 - ☒ Non Profit 501(c) (3)
 - ☐ Non Profit 501(c) (4)
 - ☐ Local Entity



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☐ University or College

☐ Other (Please specify)

d. Contact Name: Brenda Tate

e. E-mail Address: brenda@fundwomenfl.org

f. Phone Number: (239)281-2233

15. If there is a registered lobbyist, fill out the lobbyist information below.

a. Name: Carolyn Tieger

b. Firm: Tieger Public Affairs

c. Email: CAT@tiegerbarbone.com or Carolyntieger@yahoo.com

d. Phone Number: (202)997-1250