



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 2298

**1. Title of Project:** Need to Read Children’s Literacy Project

**2. Senate Sponsor:** Randolph Bracy

**3. Date of Submission:** 03/02/2019

**4. Project/Program Description:**

Need to Read, Inc. will establish a program in Seminole and Orange Counties to assist low income families, with at-risk children, ages infant to five years old, in addressing the challenges of early childhood low literacy and poor language skills. The Florida nonprofit organization with 501 (c) (3) status, will partner with community organizations to build neighborhood reading corners in facilities located in underserved communities; facilitate weekly story times for children at neighborhood reading corners and nurseries; provide training and case management to parents or guardians for reaching developmental milestones and using digital reading portals; and provide free age-appropriate book bundles to families and day cares.

**5. State Agency to receive requested funds :** Department of Education

State Agency Contacted? No

**6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	250,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>250,000</b>

**7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	250,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>		<b>100.0%</b>

**8. Has this project previously received state funding?** No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

**9. Is future-year funding likely to be requested?** No

**10. Details on how the requested state funds will be expended**



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Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Computer, computer software, office equipment, supplies, printing collateral promotion	50,000
Consultants/Contracted Services/Study	Administrative duties, case management studies, website maintenance	30,000
<b>Operational Costs:</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Shelves, benches, books and other supplies for stand alone reading corners.	130,000
Consultants/Contracted Services/Study	Social media, email marketing, communications, public & media relations campaigns, and literacy events	40,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>250,000</b>

**11. Program Performance:**

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

The Need to Read Pilot Program will provide early childhood reading resources and developmental programs in underserved communities of Seminole and Orange Counties and better prepare children for a lifetime of success.

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

The Need to Read Pilot Program will build 10 reading corners (stand-alone book centers) in Central Florida; purchase age-appropriate books and digital resources to enhance literacy and language skills that will also help develop critical social & behavioral competencies for learning; create case management studies for parents of small children and provide greater resources to families where early childhood literacy and developmental resources are needed.

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

Need to Read, Inc. goals, include: • Partnering with community organizations to build neighborhood reading corners in facilities located in underserved communities • Steering reading resources directly to households through neighborhood reading corners • Facilitating weekly story times for children at neighborhood reading corners and nurseries • Providing training for reaching developmental milestones and using digital reading portals • Providing free age appropriate book bundles to families and day care centers

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



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The target audience served will be families with small children ages infant to 5 years old, living in Orange and Seminole Counties. Need to Read expects to serve a minimum of 10,000 individuals during the next year with the assistance of Legislative appropriation.

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

The expected benefit or outcome of this project will include: • Annual book bundle giveaway of 6 or more books • Gaining the opportunity to teach underserved parents in Orange and Seminole Counties methods for enhancing behavioral and pre-literacy reading skills of their young children • Being able to establish local community books centers in areas that do not have a library nearby • Helping to develop more literate children by exposing them to books, words, and reading materials before age five. • Increasing school readiness for elementary aged children • Enriching the family reading environment • Exposure to technology through digital reading programs • Providing underserved households with books that would otherwise not be able to afford them The methodology by which this outcome will be measured includes: Using a parent survey to track the compliance of our recommended reading schedule; a research analyst will track a sampling of the small children with Kindergarten

**f. 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?**

Strict monitoring and tracking of volunteers will be done to assure all program components are implemented. A Need to Read Board of Advisers and auditors will be in place. As the organization is subject to Legislative and legal scrutiny for failing to meet deliverables or performance measures provided for in the contract, it will be given the authority of the Legislature to determine action.

**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.**

Need to Read, inc.

**13. Requestor Contact Information:**

- a. **Name:** Roderick Zak (CEO)
- b. **Organization:** Need to Read, Inc.
- c. **E-mail Address:** info@feedtheneedtoread.com; vel@vasajcommunications.com
- d. **Phone Number:** (407)325-1251

**14. Recipient Contact Information:**

- a. **Organization:** Need to Read, Inc.
- b. **County:** Orange, Seminole
- 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:** Roderick Zak

**e. E-mail Address:** info@feedtheneedtoread.com; vel@vasajcommunications.com

**f. Phone Number:** (407)620-0098

#### 15. Lobbyist Contact Information

**a. Name:** None

**b. Firm Name:** None

**c. E-mail Address:**

**d. Phone Number:**