



Coalition
for New Britain's Youth

Hartford and New Britain Campaigns for Grade-Level Reading Mini-Grant Application

The National Campaign for Grade Level Reading (CGLR) is a partnership between schools, municipalities, businesses, and community organizations to rally behind a coordinated effort to ensure all youth are reading on grade level by the end of third grade. This critical milestone marks the time when students transition from 'learning to read' to 'reading to learn' and is an important predictor of on-time high school graduation. Core strategies of the campaign include promoting early learning and school readiness, consistent school attendance and preventing summer learning loss. Over 160 communities belong to the CGLR network including Hartford and New Britain (managed by United Way of Central & Northeastern Connecticut and the Coalition for New Britain's Youth respectively).

Funding Opportunity

On behalf of both communities, United Way is pleased to announce a funding opportunity to support a regional marketing/communications plan and public awareness campaign that increases each communities' ability to achieve their goals around children reading proficiently by the end of third grade. With generous support from the Fund for Greater Hartford, United Way will provide mini-grants of up to \$1,500 to select organizations who have the interest and demonstrated ability to assist with the first of quarterly community outreach and neighborhood canvassing. Outreach activities will occur approximately quarterly beginning in June 2019. A brief report describing accomplishments and expenditures will be required at the conclusion of the project.

The applicant must meet the following requirements to be considered for funding:

1. Organization must be a non-profit 501 (c)(3) or have a fiscal sponsor and affirm United Way's Non-Discrimination policy.
2. A representative from the organization will be assigned as the project coordinator.
3. The project entails grassroots outreach through community/neighborhood canvassing to seek out parents/residents "where they are" to distribute CGLR marketing materials provided by United Way. It is expected that only the provided materials will be distributed in each canvass.
4. The organization is active in one or both communities (Hartford and/or New Britain, CT) with ties to advocacy, civic, faith, parent, and/or other community groups.
5. The organization provides a plan that stipulates how community outreach will be carried out, including which streets/neighborhoods, churches, family centers, etc. will be canvassed and why those locations were chosen.
6. The organization ensures that any youth participating in the canvassing will be provided appropriate supervision and guidance.
7. The organization provides a plan as to how funding will be spent. (Funding may be used for the following types of expenses: travel costs/transportation, stipends, staff cost, or food. Additional types of expenses may be negotiated.)

Application:

Organization Information

1. Organization Name:
2. Address:
3. List all other locations including program sites (if applicable):
4. Years of operation:
5. Contact Person - Name:
6. Contact Person - Phone, Email:
7. Mission Statement:
8. Briefly describe the work that you do/services you provide:

Project Information

In 1,000 words or less, describe how you will distribute CGLR marketing materials to parents/residents of Hartford and/or New Britain, CT – include specific groups and neighborhoods you will canvas (including estimated number of people you hope to reach), methods of transportation you will use, and estimated costs associated with this project (e.g. travel, etc.) and timeline for completion of the project.

Please complete the application by Friday, May 17th and return by email, fax or mail to:

United Way of Central and Northeastern Connecticut
30 Laurel Street
Hartford, CT 06106

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