

# **DOLLAR GENERAL<sup>®</sup>**

## **LITERACY FOUNDATION**

### **2008 FAMILY LITERACY APPLICATION GUIDELINES**

Please feel free to share this *Request for Proposal* with other organizations that you think would be interested in applying.

*Mailing Address*

Dollar General Literacy Foundation  
P.O. Box 1064  
Goodlettsville, TN 37070-1064

*Street Address*

100 Mission Ridge  
Goodlettsville, TN 37072  
(615) 855-5201

**Note: Use street address when overnighting packages. Faxed or e-mailed proposals will not be considered.**

Additional copies of the RFP application can be downloaded online at:  
[www.dollargeneral.com](http://www.dollargeneral.com)

## *Dollar General Literacy Foundation* *2008 Family Literacy Application Guidelines*

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Dollar General's commitment to literacy began with J.L. Turner, co-founder of Dollar General. With only a third grade education, J.L. was able to overcome tremendous odds and launch a successful retail business.

As an extension of Dollar General's corporate commitment to literacy, the Dollar General Literacy Foundation was established in 1993 to help increase the functional literacy of adults, families and children.

For fiscal year 2008, the Dollar General Literacy Foundation will award a minimum of \$1,500,000 in grants through its annual RFP process to qualifying nonprofit **family literacy** providers.

### **Family Literacy Funding Focus**

During this request for proposal period, the Dollar General Literacy Foundation will award grants to direct family literacy service providers. Please note that the Dollar General Literacy Foundation uses the federal government's definition of family literacy when reviewing grant applications. Family literacy programs applying for funding must have the following four components:

1. Adult education instruction;
  - a. Adult basic education,
  - b. GED preparation,
  - c. and/or English for speakers of other languages
2. Children's education;
3. Parent and child together time (PACT); and,
4. Parenting classes that teach parents to be the primary teacher for their child.

### **Eligible Organizations**

In addition, to be eligible for consideration, an organization must:

- Provide direct literacy-based programs and services to adults and families in one or more of the 35 states where Dollar General stores are located;
- Be located within 20 miles of a Dollar General store (please visit the store locator section of the Dollar General Web site at [www.dollargeneral.com](http://www.dollargeneral.com));
- Not have received funding from the Dollar General Literacy Foundation for the past two consecutive years (ie. An organization that received funding for 2006 **and** 2007 is not eligible to apply in 2008); and
- Have met all reporting requirements from previous Dollar General Literacy Foundation grants.

Proposals will be considered from eligible tax-exempt organizations as defined by the Internal Revenue Service (IRS) Code described in Section 501(c)3 and/or educational institutions with a minimum of two years experience providing adult education. A copy of the organization's IRS determination letter must accompany the proposal. Proposals submitted without a copy of the applying organization's IRS determination letter will be deemed ineligible.

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## **Ineligible Requests**

For this Request for Proposal, the Dollar General Literacy Foundation will not provide funding to or for the following:

- Individuals;
- Organizations that are not exempt under Section 501(c)3 of the Internal Revenue Service Code and/or are not educational institutions with a minimum of two years experience providing adult education ;
- General fundraising events or celebration functions;
- Attendance at professional/association conferences or seminars;
- Film and video projects;
- Endowments or capital campaigns;
- Private charities or foundations;
- Purchase of vehicles;
- Advertising;
- Construction or building costs;
- Projects that require religious participation as a condition of receiving services;
- Political causes, candidates, organizations or campaigns;
- Organizations that discriminate on the basis of age, color, citizenship, disability, gender, race, religion, national origin, marital status, sexual orientation, military service or status;
- Projects requiring more than 50% of the total project funding;
- Organizations that have received a grant from the Dollar General Literacy Foundation for the last two consecutive years (2006 **and** 2007). Organizations may reapply after a one-year hiatus.
- Applications in which total grant funds requested from the Dollar General Literacy Foundation exceed \$20,000.

## **Dollar General's 35-State Market Area:**

Alabama	Illinois	Michigan	New York	Tennessee
Arizona	Indiana	Minnesota	North Carolina	Texas
Arkansas	Iowa	Mississippi	Ohio	Utah
Colorado	Kansas	Missouri	Oklahoma	Vermont
Delaware	Kentucky	Nebraska	Pennsylvania	Virginia
Florida	Louisiana	New Jersey	South Carolina	West Virginia
Georgia	Maryland	New Mexico	South Dakota	Wisconsin

To determine if your organization is within 20 miles of a Dollar General store, please visit the store locator section of the Dollar General Web site at [www.dollargeneral.com](http://www.dollargeneral.com).

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**Timeline:**

<b>January 4, 2008</b>	Request for Proposals available online at <a href="http://www.dollargeneral.com">www.dollargeneral.com</a>
<b>March 4, 2008</b>	Proposal due to the Dollar General Literacy Foundation
<b>May 14, 2008</b>	Grants announced
<b>November 14, 2007</b>	Mid-term reports due
<b>April 10, 2009</b>	Year-end reports due

We appreciate your patience during the review process. We realize that you are eager to hear from us. Decisions will be communicated on May 14, 2008. Information on the status or receipt of applications will not be provided by telephone, e-mail or mail prior to the announcement date. Due to the large number of applicants, only organizations receiving funds will be notified by phone. Organizations not receiving funds will be notified in writing.

Please note: Applications that are not written to the specifications outline in the proposal requirements section will not be reviewed. **Late applications will not be accepted.** This includes proposals that are mailed and/or postmarked prior to the due date, but do not arrive by the deadline. It is the responsibility of the applicant agency to ensure that proposals are received by the appropriate deadline. Applications sent by fax or by electronic communications will not be considered. Please do not include newsletters, videos or bulky materials, which will not be reviewed or returned.

**Reporting Requirements:**

Organizations receiving funds from the Dollar General Literacy Foundation are required to provide a mid-term report (November 14, 2008) and a year-end report (April 10, 2009) detailing the progress that has been made toward the objectives outlined in the approved proposal. Organizations that do not comply with reporting requirements will not be eligible for future funding from the Dollar General Literacy Foundation.

**Questions?**

Contact the Dollar General Literacy Foundation at (615) 855-5201. Your questions and comments are welcome.

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**Proposal Requirements:**

The following describes each section of the proposal grant application. The description in each section clarifies content expectations and describes the type of information proposal reviewers will look for as they rate each application. **Proposals are to be typed in Times New Roman, 12 pt font, single spaced with 1-inch margins and should not exceed eight (8) pages in length including the coversheet.** It should be concise and free from jargon. Please provide one, stapled original copy of your proposal.

**1. APPLICANT INFORMATION/COVERSHEET**

- Include name and address of applicant agency, title of project, amount requested and number served by literacy focus.
- “Total Budget for Project” – The amount it costs to operate the specific project being proposed. The amount should equal the total amount listed on the budget worksheet.
- “Funds Requested from Dollar General Literacy Foundation” – The amount should equal the total under the DGLF request on the budget worksheet. This amount should not be more than 50% of the “Total Budget for Project” and cannot exceed \$20,000.
- “Total Annual Budget of Agency” – Total amount to operate your agency. This amount should include operating expenses for all programs supported by the agency. This amount should be equal to or greater than the “Total Budget for Project” amount.

**2. ORGANIZATION’S BACKGROUND AND NEED FOR THE PROJECT**

- Describe the agency’s mission, principal services, etc. Summarize the literacy project/program for which you are applying.
- Include a statement of need for the project by citing relevant demographic data, current services data, and other relevant supporting data pertaining to specific objectives of the project and how services will meet the needs of the area. Examples of relevant data include employment rates, poverty rates, literacy rates and drop-out rates.
- If your organization is applying for a grant to replicate or expand an ongoing project/program, state the outcomes of the program to date. Include quantitative data that demonstrate the success of the project to be expanded.

**3. PROJECT PURPOSE AND OUTCOMES**

- State the purpose of the proposed project/program components. Include the number of people to be served and the area in which services will be provided.
- State the project/program objectives in terms of measurable outcomes for the target population. All objectives should be attainable, measurable and consistent with the statement of need and project/program purpose. Define potentially ambiguous terms such as “service,” “at-risk,” “learning disabled,” etc. Outcomes should include the number, not percentage, of individuals who will be served and attain your goals.
- Goals and outcomes may be presented in narrative or table form. An example has been provided below:

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<b>Goals/Outcomes</b>	<b>Activities/Frequency</b>	<b>Measurement Tool</b>
Ex. 70 out of 100 adult learners will improve their literacy levels by one grade after 60 hours of instruction (Do not use percentages in your outcomes)	Ex. Adult learners will attend one on one tutoring two times a week as part of the family literacy program.	Ex. TABE and CASAS
Ex. 25 out of 50 adult learners will obtain their GED after 6 months of instruction	Ex. Adult learners will attend GED class three times a week as part of the family literacy program. Students will also use computer-based instruction.	Ex. GED score report, TABE
Ex. 50 out of 70 children will increase their age-appropriate receptive and expressive language by one level after 60 hours of instruction.	Ex. Children will attend small group instruction three times a week for four hours. Children will also participate in Parent and Child Together Time for one hour twice a week.	Ex. Preschool Language Scale, Fourth Edition

**4. PROJECT DESIGN**

- Summarize the design of the project/program components and how it will meet the stated purpose and objectives.
- State the timeline for accomplishing stated outcomes. The timeline should include project duration and number of weekly instructional hours to be provided per student.

**5. PROJECT EVALUATION**

- Define your criteria for success or effectiveness of program. Include both qualitative and quantitative measures of success.
- Describe the methods that will be used to assess the effectiveness of your program throughout its progression. Describe the measurement tool that will be used to track education gains and the frequency of measurement.
- Describe the specific, measurable results that indicate student improvement you expect to have achieved at the end of the funding period. Avoid using ambiguous phrases such as "satisfied, improved, enhanced, etc." to define success. Use quantitative, not qualitative data, to report results.

**6. PARTNER INFORMATION (if applicable)**

- Describe the role of each partner in this project including agencies, programs and individuals, if applicable.

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- Demonstrate the capacity of the lead agency and the community and literacy partners to carry out their respective project responsibilities.
- Attach letters of collaboration verifying the commitment of each partner to participate as described.

**7. KEY PERSONNEL AND RESOURCE CAPACITY**

- List the roles of key personnel for your project/program. Describe why each is uniquely qualified to make the project a success. Resumes should be attached. (Please limit resumes to one or two pages in length.)
- Demonstrate that facilities, equipment and supplies necessary to implement the project are adequate or can be obtained during the appropriate stage of the project. In the event facilities other than those of the agency will be used, a letter of support must be included, indicating agreement and availability by project start date.
- List the technology available and utilized during direct instruction. List the number of computers and software resources.

**8. BUDGET AND BUDGET NARRATIVE**

- Use attached form to complete the budget. Both the budget worksheet and budget narrative must be included in the text of the proposal. The budget narrative should provide justification for the budgeted amounts and it should address the commitment to secure adequate funds to sustain the project/program beyond the grant period. The budget should assume a grant disbursement schedule of 100% at project start.
- Discuss the overall cost of project. How much are you requesting from the Dollar General Literacy Foundation? What is the cost per client to be served? Explain how program cost was calculated. List current funding sources for the project.
- List the full time equivalent (FTE) by percentage of staff time that will be devoted to the project.
- Only direct service expenses will be considered allowable, as noted on the "Budget Allocation" worksheet. Indirect service expenses or administrative expenses/fees will be considered unallowable and will not be funded by the Dollar General Literacy Foundation.
- In-kind support is defined as materials that help support direct service, space that is donated, or donated services such as legal or financial services. Please do not include volunteer hours or other funding as in-kind support.

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**Proposal Checklist**

Follow this proposal checklist to ensure you include all information requested by the Dollar General Literacy Foundation

<b>Items included in eight pages</b>	<b>Included?</b>
Cover sheet	
Does cover sheet have appropriate signatures?	
Organization's background and need for the project	
Project purpose and objectives	
Number of individuals to be served by the project	
Project design	
Project evaluation	
Partner information	
Key personnel and resource capacity	
Budget worksheet	
Budget narrative	
Is proposal eight pages or less?	

<b>Attachments</b>	<b>Included?</b>
Proof of 501(c)3 nonprofit status/IRS determination letter	
Letters of collaboration (if applicable)	
Resumes of key personnel	



Literacy Foundation

# Family Literacy Proposal Coversheet

Completed coversheet must be attached to your full proposal. **Please print or type.** Submit one, stapled original copy of your proposal. Facsimile or electronic copies will not be accepted. **Proposals must be received, not postmarked, on or before the submission deadline of March 4, 2008.**

Name of Applicant Organization: \_\_\_\_\_

Does your organization have a 501(c)3 status or is it an educational institution with a minimum of two years experience providing adult education? Yes \_\_\_\_\_ No \_\_\_\_\_

Distance to nearest Dollar General store: \_\_\_\_\_ (Store locator available at [www.dollargeneral.com](http://www.dollargeneral.com))

How long has your organization been in existence? \_\_\_\_\_

Have you received previous funding from the Dollar General Literacy Foundation? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what was the grant amount and when did you receive it?

\_\_\_\_\_

Does your family literacy program have the following four components: adult education instruction, children's education, parent and child together time, and parenting classes? Yes \_\_\_\_\_ No \_\_\_\_\_

Address: (Please provide a street address. Correspondence will not be mailed to post office boxes.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Title of Program: \_\_\_\_\_

Program Objective:  
\_\_\_\_\_  
\_\_\_\_\_

Number of individuals to be served by requested funding: \_\_\_\_\_

### Budget Information Summary:

Total Budget for Project: \_\_\_\_\_

**Funds Requested from Dollar General Literacy Foundation:** \_\_\_\_\_

Total Annual Budget of Agency: \_\_\_\_\_

### Approval of Board Chair and Executive Officer

We approve submission of this grant to the Dollar General Literacy Foundation.  
We understand that the signatures of both individuals certify approval of the Board of Directors.

Executive Director (print): \_\_\_\_\_

Signature of Executive Director: \_\_\_\_\_

Applicant Organization Board Chair (print): \_\_\_\_\_

Signature of Board Chair: \_\_\_\_\_

## Budget Proposal

Fill in the costs for each line item on the following budget. Provide the budget narrative on a separate page as described in Section 8 on Proposal Requirements. Full descriptions should be provided for funds listed in the "other" budget line item. Information regarding additional funding sources for the project is requested in an effort to determine local ownership/support of the program. Shaded areas are not considered for funding by the Dollar General Literacy Foundation.

Full Project (12 months)

<b>REVENUE</b>				
<b>SOURCE OF FUNDING</b>	<b>DGLF REQUEST</b>	<b>OTHER CASH SUPPORT</b>	<b>IN-KIND</b>	<b>TOTAL</b>
Dollar General Literacy Foundation				
Government Grants				
Corporation/Foundation				
Special Events				
Member Dues				
Program Service Fees				
Contributions				
Other _____				
Other _____				
<b>Total</b>				

### Budget Allocations:

	<b>DGLF REQUEST</b>	<b>OTHER CASH SUPPORT</b>	<b>IN-KIND</b>	<b>TOTAL</b>
Salaries				
Benefits				
Instructional Materials				
Software				
Supplies				
Travel				
Meetings				
Training				
Meals				
Printing and Publications				
Telephone and Fax				
Postage/Shipping				
Rent				
Computer				
Other _____				
<b>Total</b>				